

Module 1: Complete Report Data

Brand Information

| Field | Value |
|-------------|-------------|
| Brand Name | Virat Kohli |
| Brand Image | |
| Rationale | |

Segments

| | |
|------------------------------|---------------------|
| Segment Name | Sample |
| Location | Rural |
| Chief Wage Earner Occupation | Worker |
| Male Education | Degree Professional |
| Female Education | Degree Professional |
| ISEC Value | 12 |
| Total Population | 111 |
| Additional Details | |

| | |
|------------------------------|---------------------|
| Segment Name | Test |
| Location | Rural |
| Chief Wage Earner Occupation | Worker |
| Male Education | Degree Professional |
| Female Education | Degree Regular |
| ISEC Value | 11 |
| Total Population | 111 |
| Additional Details | |

Store Formats

| | |
|--------------------------------|------|
| Store Name | 12 |
| Store Name Rationale | |
| Store Size | 2.0 |
| Merchandise | 7 |
| Location | Mall |
| Additional Location Parameters | |
| Service Parameters | 8 |
| Technology Adoption | 8 |

| | |
|-------------------|----------------|
| Other Parameters | |
| Store Format Type | Store Format A |

| | |
|--------------------------------|----------------|
| Store Name | 213 |
| Store Name Rationale | |
| Store Size | 2.0 |
| Merchandise | 7 |
| Location | High Street |
| Additional Location Parameters | |
| Service Parameters | 8 |
| Technology Adoption | 8 |
| Other Parameters | |
| Store Format Type | Store Format B |

Civil Work

| Store Format Type | Type of Civil Work | Rate Per Sqft | Total Sqft | Total | Remarks |
|-------------------|--------------------|---------------|------------|-------|---------|
| Store Format A | 1000 | 100.0 | 200.0 | 0.0 | Sample |
| Store Format A | 12012 | 212.0 | 424.0 | 0.0 | Test |
| Store Format B | Sample | 11.0 | 22.0 | 0.0 | 121212 |
| Store Format B | 1212 | 1212.0 | 2424.0 | 0.0 | 121212 |

Capital Expenses Summary

| | |
|--------------------------------|--|
| Field | Value |
| Store Format A Capital Excl IT | Rs. 0.00 |
| Store Format A IT Capital | Rs. 0.00 |
| Store Format A Total | Rs. 0.00 |
| Store Format B Capital Excl IT | Rs. 0.00 |
| Store Format B IT Capital | Rs. 0.00 |
| Store Format B Total | Rs. 0.00 |
| Additional Remarks | Auto-generated dynamically |
| Key Takeaways | CAPEX summary generated based on available data. |

Depreciation Information

| | |
|---------------------|-------|
| Field | Value |
| SLM Years | 0 |
| SLM Remarks | N/A |
| Other Methods | N/A |
| Depreciation Method | N/A |