Annexure I

Transcript of RJ Dhvanit’s on air communication

Caller: Good Morning Dhvanit

RJ DHVANIT: Toh what’s there in a name? Marketing na hisaabe aa funda saacho ke nahi?

Caller: Marketing na hisabe 100% saacho, everything is in a name

RJ DHVANIT: hmm

Caller: So Dhvanit is a Brand Name in Ahmedabad, so everything is in the name...

RJ DHVANIT: I disagree..I disagree wait wait wait I disagree

Caller: hahaha

RJ DHVANIT: Mirchi is the Brand Name, I am just the Sub group OR you can say that Mirchi is the Brand Name and I am the Brand Ambassador

Caller: No No No It is a Brand Name because a Brand name means everything. It gives recall, loko ne yaad reh ke aa product sena vishe che, it’s a differentiator basically. Tamaru naam, symbol, sign, colours tame je vaapro cho brand name lakhvama

RJ DHVANIT: Hmm
Caller: Etle Godrej ek alag rite lakhaaye che, right?

RJ DHVANIT: Hmm

Caller: Asian Paints alag rite lakhaaye che, so everything is in a name

RJ DHVANIT: It is so unique ke jyare tame Godrej ke aa naam boli rahya cho

Caller: Ya

RJ DHVANIT: Ke hu koi Coco Cola ke Pepsi ke even koi channel nu naam, te aam aam Sony evu bolu ke Star Plus toh tamne sidhu emnu logo aj dekhaay

Caller: So whenever I say Radio Mirchi, someone will say It’s Hot right

RJ DHVANIT: hmm hmm
**Caller:** Or whenever I say Radio Mirchi someone will say Hello Amdabad. Etle brand name nu major role hoy che to give recognition and recall

**RJ DHVANIT:** hmm

**Caller:** Etle tamne reminders aape its like a reminder call

**RJ DHVANIT:** : hmm

**Caller:** Etle automatically tamaru mind switch thai jaaye towards things for which the brand stands for. Loko Britannia toh tamne pela biscuits aj yaad aave right?

**RJ DHVANIT:** Ting Ting Tidingg, enu signature tune yaad aave

**Caller:** ya hahaha ya

**RJ DHVANIT:** Acha ave loko rasta par aapadne Ghana badha unique naam jova madta hoy...tamne aavi rite koi ...koi laari ke food item ma kai unique jova malyu?

**Caller:** Array I was passing in through Vastrapur Lake

**RJ DHVANIT:** Haan

**Caller:** Ane all of a sudden mane mari rickshaw ma thi dekhay che ‘Whatsapp Snacks Parlour’ main pela bhai ne kidhu ek minute roko mare photo levo che and I uploaded it on Twitter.

**RJ DHVANIT:** hahaha

**Caller:** Even I have seen a Facebook Gola Center

**RJ DHVANIT:** Haan Haan Haan

**Caller:** Theek che jem ke hu pan ubhi rai ne main photo padyo ne em all of a sudden ae tamaru monotony break kare ane tamne atleast peli curiosity generate kare ae jaanva maate kea aa shena vishe che, what is this shop all about?

**RJ DHVANIT:** Toh koi navo start up business atyare karva jai rahyo hoy aavnara ek varash ma, je young entrepreneur koi tamne saambhde che toh ene potanu brand name raakhti vakhate je tron main vastuo dhyaan ma rakhvi joie kai hashe? 1-2-3

**Caller:** No. one is tamaro business shena vishe che, the core of your business

**RJ DHVANIT:** hmm
Caller: No. 2 founding philosophy, tamari founder level ae vision – mission tamaru su che ane No. 3 Something which is easily relatable by the consumer then simple to remember.

RJ DHVANIT: Can you give an example?

Caller: Aam Aadmi Party is a late mover in the Indian political field

RJ DHVANIT: Hmm

Caller: It is important for them to brand themselves properly etle je Jhadoo no symbol che

RJ DHVANIT: Hmm

Caller: Ae bauj high recall value aape che consumers ne.
Annexure II
Transcript of RJ Dhvanit’s on air communication

**Caller:** I am fine Dhvanit, How are you?

**RJ DHVANIT:** Ame toh thari gaya che 7 degree ma ae , ane tamare tyan ketlu temperature che?

**Caller:** hehehe aam toh roj atyarna badlaya kare che pan sau thi thandu amna recently minus 25 – 27 jetlu hatu

**RJ DHVANIT:** Lake Michigan tamara ghar thi ketlu durr che? Je aakhu jaami gayu che

**Caller:** Actually ahiyan ghani badhi lakes che, ane ahiyan surrounding area ma bau badhi water bodies che. Basically wherever you go right now in Michigan its really cool bauj thandi che ahiyan badhi jaga ae

**RJ DHVANIT:** Acha main photographs newspapers ma joya, internet par joya, je rite...hehehe...thari gayu che badhu...pela ni koini dhaadi ma baraf jaami gayo hoy, pachi ek video evo fare he whatsapp upar ke hehehe jema garam garam ketli ma thi garam garam paani, boil thayelu paani aam hawa maa phenko ane sidho ema thi baraf bani jaaye

**Caller:** hehehe etla haddh sudhi nathi. Ahiyan thandi definitely bauj che etli thandi che ke ahiyan 3-4 divas thi mostly badha ni offices bandh che depending on what city tame kyan raho cho pan for the most part ahiyan ghanu badhu bandh che ane ek week phela jyare khabar hati ke aavo storm aavano hato umma ghanu loko ae already badha supermarkets ma jai ne badhi groceries ne badhu lai ne badhu stock up kari lidhu ghar ma toh if you go the grocery store it was thandi etli hadh sudhi che ke tame ghar ni bahar aj nikdo toh tamari knees ane thighs ane agar tadko nikde pan che toh pan Snow melt nathi thato just je thandi che ae vadhya kare che etle its aam 4 varas thi aahiyan chu ne aavi thandi main kyarey nathi joi.

**RJ DHVANIT:** Acha Riddhi aakho divas kare shu chella 5 divas thi shu karo aam ghar ma bharai rehvanu hoy gharkookdi thai ne toh karo shu?

**Caller:** Actually actually its fun karanke we just had our Christmas and new year ni holidays so for us like ke almost amaru vacation aji continue thay che which we had at work like paachi start nathi kari

**RJ DHVANIT:** Hmm
Caller: Toh we're killing like grooves pan you know what groove in like that aatli saras thandi hoy bahar ungh pan bau saari aave ane ungh poori karvani ne hindi movies saathe catch up karvanu gharma and you know you just basically relax ane ghare saaru saaru khavanu banai ne khavanu

RJ DHVANIT: Saaru Saaru khavanu shu banao cho tame ?

Caller: Aaje main badhu South Indian Food banayu tu elte ame lokoae ae khadu ane ya roj kai ne kai navu navu banai ne khau

RJ DHVANIT: Amdavad ni garmi miss karta hasho ne atyare toh amdavad no unaado hehehe

Caller: Oh yes amne badha phone par puche che ke aan India yaad aave che ke nahi main kidhu ofcourse definitely baujj

RJ DHVANIT: Frost Bite , Frost bite ni definition kadach India ma bau ocha loko ne khabar hashe Cold bite, Frost bite etle shu exactly ema shu thaye?

Caller: Actually Frost Bite ae bau extreme condition che, ae tame normal course ma tarat na thaaye

RJ DHVANIT: Hmm

Caller: Usually tamara body no koi pan part agar thandi ma bau expose thayelo hoy toh ae umm dheeme dheeme eni skin dry thati jaaye ne eno part vadhare dark thato jaaye umm colour eno change thato jaaye frost bite thai jaye ane cure nathi thato

RJ DHVANIT: Riddhi tame tyan Adadiyo banayo che ke nathi banayo? Caller: Mara mummy aaya ta Summer ma ae bau badha Adadiya banai ne gaya che Methi Paak ne aan Laadva ane you know badhu bau saras saras thandi ma kaam aave evu badhu banai ne gaya che etle amna toh maru fridge totally stocked up che ne ena lidhe hu badhu khaau chu .

Annexure III

Questionnaire to Collect Common English words of professionals from their children

Name of Student: - _________________________________________________________________
Age of Student: - _______ Years
Faculty: - __________________________________________________________________________
Under Graduate Level [ ] Post Graduate Level [ ]
Occupation of your earning parent: - _______________________________________________
(Please mention the post if the parent is serving)

Please mention at least 10 words of English that your earning parent uses more often for communicating with colleagues, customers, subordinates, higher authorities and in general for purposes.

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Please mention at least 10 words of English that your earning parent uses more often for communicating in social environment, especially at home, with friends, with relatives, in functions, etc.

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