

## Shadab Ansari

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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** 31 March 2023 14:26  
**To:** Shadab Ansari  
**Cc:** Manish Oberoi  
**Subject:** Fwd: Project Torino\_2973530\_RFQ for F2F Interviews with ENTs

Dear Shadab

Hi! As discussed roll out the study urgently as we need to hVe the briefing at 4:30.

You can discuss the timing with Garima and let the team know we need to initiate PAPI from tom.

Need to close the study by 11 April.

Thanks,  
With Regards,  
Shilpa Gupta.

Sent from my iPhone

Begin forwarded message:

**From:** Shilpa Gupta <Shilpa.Gupta@market-xcel.com>  
**Date:** 30 March 2023 at 5:08:18 PM IST  
**To:** "Pandey, Garima" <garima.pandey@iqvia.com>  
**Cc:** "Deshraj, Avani" <avani.deshraj@iqvia.com>, "Parmar, Prutha" <prutha.parmar@iqvia.com>, Manish Oberoi <manishoberoi@market-xcel.com>, Ankesh Saxena <ankesh.saxena@market-xcel.com>, anshika.chugh@market-xcel.com, amit@market-xcel.com  
**Subject:** RE: Project Torino\_2973530\_RFQ for F2F Interviews with ENTs  
**Reply-To:** shilpa.gupta@market-xcel.com

Dear Garima,

Hi! Please find below the cost for your reference –

Project Torino			
Specialty	#Units	CPI	Total Cost
ENT Specialist	100	1080	108000
Taxes			Additional

Timelines – 2.5 weeks (Including scripting +Fieldwork +data delivery)

**Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .**

<image006.png>

<image005.png>

<image005.png>

Thanks & Regards

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**Shilpa Gupta**  
Associate Manager Client Services



**Market Xcel Data Matrix Pvt. Ltd.**  
Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

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*Follow us on*

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**From:** Pandey, Garima <garima.pandey@iqvia.com>  
**Sent:** Thursday, March 30, 2023 4:24 PM  
**To:** amit@market-xcel.com  
**Cc:** Deshraj, Avani <avani.deshraj@iqvia.com>; Parmar, Prutha <prutha.parmar@iqvia.com>; 'Manish Oberoi' <manishoberoi@market-xcel.com>; 'Ankesh Saxena' <ankesh.saxena@market-xcel.com>; shilpa.gupta@market-xcel.com; anshika.chugh@market-xcel.com  
**Subject:** RE: Project Torino\_2973530\_RFQ for F2F Interviews with ENTs

Hi Amit,

As per your discussion with Akshay, Kindly share the revised RFQ according to F2F methodology.

Regards,  
Garima Pandey  
Research Analyst-PI

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**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>  
**Sent:** Wednesday, March 29, 2023 11:39 AM  
**To:** Pandey, Garima <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)  
**Cc:** Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; 'Manish Oberoi' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Ankesh Saxena' <[ankesh.saxena@market-xcel.com](mailto:ankesh.saxena@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Torino\_2973530\_RFQ for Online Interviews with ENTs

Hi Garima,

Thank you for reaching out. I am looping in my online team colleague Anshika. She will be in touch over further details.

[@anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com) Please take this ahead. Thanks!

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<image006.png>

<image005.png>

Thanks & Regards,

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**Amit Narula**  
(AVP Client Services)

<image001.png>

**Market Xcel Data Matrix Pvt. Ltd.**  
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**From:** Pandey, Garima <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>  
**Sent:** Wednesday, March 29, 2023 11:13 AM  
**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Cc:** Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>  
**Subject:** Project Torino\_2973530\_RFQ for Online Interviews with ENTs

Hello Amit and Shilpa,

Hope you are well. Greetings from IQVIA.

We have a new upcoming study in Nasal Decongestant category.  
We require services for **scripting, recruitment and field work**.  
Kindly do let us know the feasibility and the costs. (approved as per rate card and as per below specifications only without any deviation)

Please look at the details below:

1. **Target respondent:** ENT Specialists
2. **Years of Experience:** >10 and <30 years
3. **Place of Practice:** Private
4. **Consultation Fees:** >INR 500 per patient per visit
5. **Total patient seen per week:** 50
6. **Total Cases seen for Nasal Decongestion:** >10% [To be confirmed later]
7. **Total Nasal Decongestant Recommendation:** >10%
8. **Sample size:** 100
9. **Database:** No

10. **Fieldwork duration (from CAPI Scripting to Field-work to QC to Raw Data Submission):** 31<sup>st</sup> March to 10<sup>th</sup> April 2023 [Including scripting]

1. **Note this project is extremely time-sensitive and we cannot have any extension, nor can we delay this by even half a day**

11. **LOI :** 20 minutes

12. **Methodology:** Online

13. **Sample design:**

ZONES	CENTERS	ENT SPECIALISTS		
		BRAND RECOMMENDERS	BRAND NON-RECOMMENDERS	TOTAL
WEST	Mumbai	13	12	25
EAST	Kolkata	12	13	25
NORTH	Delhi + NCR	13	12	25
SOUTH	Hyderabad	12	13	25
TOTAL		50	50	100

Regards,  
**Garima Pandey**  
Analyst  
Primary Intelligence



[Learn more](#) about IQVIA

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