

## Shadab Ansari

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**From:** Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>  
**Sent:** 18 January 2023 10:26  
**To:** shadab.ansari@market-xcel.com; Manu Johnson  
**Cc:** shilpa.gupta@market-xcel.com; manishoberoi@market-xcel.com; Smriti Raj; 'Kapil Narang'; amit@market-xcel.com  
**Subject:** RE: -(P22-66412) Request for Quotation\_Ache

Hi Shadab,

As discussed over call, please set the briefing call at 4pm.

@Manu Johnson: Request you to share the briefing kit with Shadab at the earliest.

Regards,  
Akshaya

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**From:** Akshaya Venkataraman  
**Sent:** Tuesday, January 17, 2023 6:45 PM  
**To:** manishoberoi@market-xcel.com; Manu Johnson <Manu.Johnson@ipsos.com>; shadab.ansari@market-xcel.com  
**Cc:** shilpa.gupta@market-xcel.com; Smriti Raj <Smriti.Raj@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; amit@market-xcel.com  
**Subject:** RE: -(P22-66412) Request for Quotation\_Ache

Hi Manish,

The below costs are okay.

Kindly note that we have crunch timelines on this study and we wish to close the FW for Iodex – Ultra by 27<sup>th</sup> Jan and for Crocin-Natural by 3<sup>rd</sup> Feb.

@shadab.ansari@market-xcel.com: pl arrange for field briefing for tomorrow 1<sup>st</sup> half.

@Manu Johnson: please share the field briefing kit with Shadab.

Regards,  
Akshaya

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Tuesday, January 17, 2023 6:22 PM  
**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Cc:** Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Smriti Raj <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Subject:** RE: -(P22-66412) Request for Quotation\_Ache

**CAUTION: EXTERNAL**

Dear Akshaya,

Thank you for coming on call, as discussed here is the updated cost considering 45 min duration.

Crocin Natural-Qual-45 min-Virtual Interviews
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Specialty	N	CPI	Total Cost
Orthopedician	36	5250	1,89,000/-
Rheumatologist	4	7000	28,000/-
Total Cost	40		2,17,000/-

Thanks & Regards

**Manish Oberoi**  
Sr. Manager – Client Services



Market Xcel Data Matrix Pvt. Ltd.  
Extension: 505 / Direct Line: +91 11 42343 505 / Mobile: +91 9958 234 888

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** 17 January 2023 18:09  
**To:** 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Cc:** 'Manu Johnson' <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Smriti Raj' <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'shadab.ansari@market-xcel.com' <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Subject:** RE:-(P22-66412) Request for Quotation\_Ache

Dear Akshaya,

Thank you for the update. Please find below our updated cost for the study.

Crocin Natural-Qual-30-35 min-Virtual Interviews			
Specialty	N	CPI	Total Cost
Orthopedician	36	3500	126000
Rheumatologist	4	4750	19000
Total Cost	40		145000

\*GST additional

Thanks & Regards

**Manish Oberoi**  
Sr. Manager – Client Services



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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Sent:** 17 January 2023 18:02

**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Smriti Raj <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Subject:** RE: Request for Quotation\_Ache

Hi Manish,

No, transcription costs are not required for this study from your end.

Regards,  
Akshaya

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Sent:** Tuesday, January 17, 2023 6:02 PM

**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Smriti Raj <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Subject:** RE: Request for Quotation\_Ache

**CAUTION: EXTERNAL**

Thanks Akshaya do we need to share transcriptions cost as well, please confirm.

Thanks & Regards

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**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Sent:** 17 January 2023 17:58

**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Smriti Raj <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Subject:** RE: Request for Quotation\_Ache

Hi Manish,

PFB the final sample for the study.

Crocin Natural -

Center	Orthopedic	Rheumatologist	Total
Mumbai	9	1	10
Chennai	9	1	10
Total	18	2	20

Iodex Ultra –

Center	Orthopedic	Rheumatologist	Total
Mumbai	9	1	10
Chennai	9	1	10
Total	18	2	20

Also, kindly let me know the feasible time for field briefing.

Regards,  
Akshaya

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Sent:** Tuesday, January 17, 2023 5:55 PM

**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Smriti Raj <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Subject:** RE: Request for Quotation\_Ache

**CAUTION: EXTERNAL**

Dear Akshaya,

Thank you for the go-ahead. We shall have Shadab leading this from our end.

In meanwhile please share the final sample that we need to cover so that we can share the updated cost for the study.

Thanks & Regards

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**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Sent:** 17 January 2023 17:11

**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Smriti Raj <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>

**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>

**Subject:** RE: Request for Quotation\_Ache

Hi Shilpa,

As discussed over call, we are commissioning this study to Market Xcel.

Please note that the interview will last for 45mins. And as this is a concept study, where we will be showing the Dr a few slides, it would be preferable if the Dr can join through a laptop/ tab.

Kindly let me know for any queries.

Regards,

Akshaya

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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** Wednesday, December 21, 2022 9:46 AM

**To:** Smriti Raj <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>

**Cc:** Tanvi Shrivastava <[Tanvi.Shrivastava@ipsos.com](mailto:Tanvi.Shrivastava@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: Request for Quotation

**CAUTION: EXTERNAL**

Dear Smriti,

Hi! Please find below the cost for your reference –

Crocin Natural-Qual-30-35 min-Virtual Interviews			
Specialty	N	CPI	Total Cost
Orthopedician	36	3500	126000
Rheumatologist	4	4750	19000
Total Cost	40		145000
English Transcripts	40	1500	164000

Thanks & Regards

Shilpa Gupta  
Associate Manager Client Services



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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Sent:** Tuesday, December 20, 2022 10:33 AM  
**To:** 'Smriti Raj' <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>  
**Cc:** 'Tanvi Shrivastava' <[Tanvi.Shrivastava@ipsos.com](mailto:Tanvi.Shrivastava@ipsos.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>  
**Subject:** RE: Request for Quotation

Dear Smriti,

Hi! Confirming the receipt of this mail. Allow us time to share the cost and feasibility within today.

Thanks & Regards

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Shilpa Gupta  
Associate Manager Client Services



Market Xcel Data Matrix Pvt. Ltd.  
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**From:** Smriti Raj <[Smriti.Raj@ipsos.com](mailto:Smriti.Raj@ipsos.com)>  
**Sent:** Tuesday, December 20, 2022 10:24 AM

**To:** Tanvi Shrivastava <[Tanvi.Shrivastava@ipsos.com](mailto:Tanvi.Shrivastava@ipsos.com)>

**Subject:** Request for Quotation

Hi Team,

Request you to share the quote for the study. Spec are below-

**Objectives-**

- 1) Understand current perceptions and behaviours towards recommendation of natural origin systemic products in the management of chronic pain among Orthopedicians
- 2) Concept test the two formulations
- 3) Reaction to CROCIN NATURAL launching either of these products

**Research Methodology-**

- Qualitative virtual interviews with doctors (ZOOM/Google Meet / MST)
- Interview duration= 30-35
- All interviews will be done in English
- Transcripts of interviews available to clients

**Target group-**

- Orthopaedic surgeons in private practice
- Doctors with at least 5 years experience
- Prescribers of natural origin therapies
- Recommenders of Diclofenac 2% gel
- Recommenders of Iodex 1% gel (small quota)
- Doctors who have general orthopaedic practice apart from pure surgical practice. Exclude doctors who are purely focusing on surgical practice e.g. hip and knee

**Sample design-**

**1. CROCIN**

Total sample (n) = 20 (10 per city)

Specialty split: 18 Orthopedicians + 2 Rheumatologist Coverage : Mumbai, Chennai

**2. IODEX**

Total sample (n) = 20 (10 per city)

Specialty split: 18 Orthopedicians + 2 Rheumatologist Coverage : Mumbai, Chennai

**Timeline-**

2.5 WEEKS

Warm regards

Smriti

