

EXHIBIT A
Work Order

The Services to be provided under this Work Order, dated 9.9.2022 will be governed by the Vendor Agreement (the "Agreement"), dated effective 1st Jan, 2021 between Ipsos Research Private Limited ("Ipsos") and **[Market Xcel Data Matrix Private Limited]** ("Vendor") which is incorporated by reference herein. In the event of any inconsistency between the terms of this Work Order and the Agreement, the terms of the Agreement will control.

The following terms and conditions will apply with respect to the Services to be performed by Vendor:

Scope of Work: Project Brand Equity Study W3, 22-057669-01 – 910 Quantitative interviews with HCP

- A. **Deliverables:** Data Only
Project Start Date – 9.9.2022
Project End Date – 7.10.2022
- B. **Vendors Responsibilities:** Recruitment, Data Deliverable & Scripting
- C. **Ipsos Research Responsibilities:** Sharing study materials
- D. **Timelines:** 4 weeks
- E. **Fees and rates:** : INR 20,47,000/- Plus applicable taxes [n-15 Segments]
- F. **Invoicing terms:** Monthly or within 10 days of project completion.
- G. **Deficiency in Service:** In case there is any deficiency/ discrepancies/ defect in data delivered, and same is not rectified within the reasonable time notified by Ipsos including redoing of field work/ moderation at the sole cost of the Vendor, failure to do so, Ipsos shall not be entitled to pay for the services rendered by the Vendor to an extent which has been rejected by Ipsos.

Further, if Vendor delays in work or delay in invoice submission with regards to the timelines provided, Ipsos will be entitled to deduct upto 10% of an agreed fees from the invoicing amount.
- H. **Taxes:** The payments to be made by Ipsos under this SOW shall be subject to Tax Deducted at Source (TDS) / withholding of taxes as per the applicable rate.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

Market Xcel Data Matrix Private Limited

Ipsos Research Pvt. Ltd.

By:

By:

Name: Kapil Narang

Name: Gauri Pathak

Title: SVP Client Services

Title: Country Service Line Leader