

RE: College study - India [Market Xcel] (P22-64547) [MXCL0217]



Ashwani Raj <ashwani.raj@market-xcel.com>

To ○ anshika.chugh@market-xcel.com; ○ 'Akul Kirti Sharma [GMOR]'

Cc ○ 'Mayank Kashyap [GMOR]'; ○ 'Aniruddha Chakraborty [GMOR]';

○ 'Ashish Swaroop Mathur [GMOR]'; ○ 'Pawan Singh [GMOR]'; +6 others



23-09-202

We have a new study, ready for launch, please find the specs below -

**LOI** - 10 mins

**IR** - 45%

**Geo** - Nationality - Indian (living in India)

**Target and N** - Age 24-27 M/F - College or young professionals

**N** - 750

**Budgeted - CPI \$1.40**

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**Subject:** RE: College study - India [Market Xcel] (P22-64547)

Hi Akul,

Happy Friday!

Thanks for your email. Confirming we are feasible to deliver the sample at CPI of USD 1.4

The PM Team (looped in here) will share the redirects shortly.

Thanks & Regards

**Anshika Chugh**

Customer Development Executive