

## Shadab Ansari

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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** 16 March 2023 07:24  
**To:** 'Manu Johnson'; shadab.ansari@market-xcel.com  
**Cc:** 'Kapil Narang'; amit@market-xcel.com; 'Nikita Kunder'; 'Aishwarya Samel'; 'Snehal Singh'  
**Subject:** RE: Project Cascade\_Digital HCP Behaviour\_23-010399-01\_Field Work

Dear Manu,

Hi! The study will be handled by Shadab along with me.

[@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) Please go through the mail below. We have the briefing today at 12:00 PM.

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

Thanks & Regards

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Shilpa Gupta  
Associate Manager Client Services



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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** Wednesday, March 15, 2023 11:20 AM  
**To:** 'Manu Johnson' <Manu.Johnson@ipsos.com>; 'amit@market-xcel.com' <amit@market-xcel.com>  
**Cc:** 'Kapil Narang' <kapilnarang@market-xcel.com>; 'RFP@' <rfp@market-xcel.com>; 'Nikita Kunder' <Nikita.Kunder@ipsos.com>; 'Aishwarya Samel' <Aishwarya.Samel@ipsos.com>; 'Snehal Singh' <Snehal.Singh@ipsos.com>  
**Subject:** RE: Project Cascade\_Digital HCP Behaviour\_23-010399-01\_Field Work

Dear Manu,

Hi! Thanks a lot for the go ahead.

We can plan the briefing at 12:00 PM in case it suits team IPSOS.

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

Thanks & Regards

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Shilpa Gupta  
Associate Manager Client Services



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**From:** Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>  
**Sent:** Tuesday, March 14, 2023 12:47 PM  
**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; Nikita Kunder <[Nikita.Kunder@ipsos.com](mailto:Nikita.Kunder@ipsos.com)>; Aishwarya Samel <[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)>; Snehal Singh <[Snehal.Singh@ipsos.com](mailto:Snehal.Singh@ipsos.com)>  
**Subject:** RE: Project Cascade\_Digital HCP Behaviour\_23-010399-01\_Field Work

Hi Team,

Nice to e-meet you. Hope everyone is doing well!

We are planning to start with the Quant part of this study, so we are planning to do a briefing call on 17-03-2023, please let us know your availability so we can schedule the meeting.

We will share the study material before the briefing call.

**Best Regards,**

**Manu Johnson - Senior Executive-Research Project Management**

*Ipsos India*- Lotus Corporate Park | 1701, 17th Floor, F Wing | Off WE Highway, Goregaon (E) | Mumbai, 400063.

Mobile No- 7208681329

*'Enable the business to be **more client centric** with **more agility** and enhance productivity through **specialist skills** in project management'*

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**From:** Aishwarya Samel <[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)>  
**Sent:** Tuesday, March 14, 2023 12:27 PM  
**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com); Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>; Snehal Singh <[Snehal.Singh@ipsos.com](mailto:Snehal.Singh@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; Nikita Kunder <[Nikita.Kunder@ipsos.com](mailto:Nikita.Kunder@ipsos.com)>  
**Subject:** Project Cascade\_Digital HCP Behaviour\_23-010399-01\_Field Work

Hi Amit/Shilpa,

We would like to go ahead with this study. Please allocate responsible EIC for this study ASAP

Adding @Manu Johnson and @Snehal Singh in the loop

Thanks and Regards,  
Aishwarya Samel, Research Executive  
Healthcare India

Ipsos  
Unit No.1701, 17th floor, F Wing Off Western Express  
Highway, Goregaon (East), Mumbai – 400 063  
Mobile: +91 7666447696  
[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)



GAME CHANGERS



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**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Sent:** Thursday, March 2, 2023 4:59 PM

**To:** Nikita Kunder <[Nikita.Kunder@ipsos.com](mailto:Nikita.Kunder@ipsos.com)>; Aishwarya Samel <[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: (P22-66692) HCP's Digital Media Journey and its Influence

**CAUTION: EXTERNAL**

Thanks for your prompt revert Nikita! Will await to hear further on this. Look forward!

Thanks & Regards,

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**Amit Narula**  
(AVP Client Services)



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**From:** Nikita Kunder <[Nikita.Kunder@ipsos.com](mailto:Nikita.Kunder@ipsos.com)>

**Sent:** Thursday, March 2, 2023 4:58 PM

**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com); Aishwarya Samel <[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: (P22-66692) HCP's Digital Media Journey and its Influence

Hi Amit,

Client is discussing this internally. While the discussion is on, client will need about a month to revert.

Thanks for checking.

Best Regards,

Nikita Kunder.

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**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Sent:** Thursday, March 2, 2023 4:56 PM

**To:** Aishwarya Samel <[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)>

**Cc:** Nikita Kunder <[Nikita.Kunder@ipsos.com](mailto:Nikita.Kunder@ipsos.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>;  
[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: (P22-66692) HCP's Digital Media Journey and its Influence

**CAUTION: EXTERNAL**

Hi Aishwarya,

Trust you are doing well! Would like to follow up and check if there is any movement on this research. Please do let us know when you have a moment. Thanks!

Thanks & Regards,

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**Amit Narula**

(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.

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**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Sent:** Thursday, February 2, 2023 4:17 PM

**To:** 'Aishwarya Samel' <[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)>

**Cc:** 'Nikita Kunder' <[Nikita.Kunder@ipsos.com](mailto:Nikita.Kunder@ipsos.com)>; 'Kapil Narang' ([kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com))'  
<[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'RFP@'  
<[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: (P22-66692) HCP's Digital Media Journey and its Influence

Hi Aishwarya,

Thank you for your patience on this. Please find below our costs for your kind reference-

Sample size								
	Cities (can be discussed)	GP/ CP	CPI	Total	Pedia	CPI	Total	
North	Delhi	4	750	3000	4	2250	9000	
	Chandigarh	3	750	2250	3	2250	6750	
East	Kolkata	4	750	3000	4	2250	9000	
	Patna	4	750	3000	3	2250	6750	
West	Mumbai	3	750	2250	3	2250	6750	

	Ahmedabad	2	750	1500	2	2250	4500	
	Indore	3	750	2250	3	2250	6750	
South	Chennai	2	750	1500	3	2250	6750	
	Hyderabad	2	750	1500	2	2250	4500	
	Bengaluru	3	750	2250	3	2250	6750	
	<b>All cities</b>	<b>30</b>		<b>22500</b>	<b>30</b>		<b>67500</b>	

Sample size									
	Cities (can be discussed)	GP/ CP	CPI	Total	Pedia	CPI	Total	ENT	CPI
1	Delhi	1	1750	1750		0		1	2500
2	Kolkata	1	1750	1750	1	2250	2250		
3	Mumbai	1	1750	1750	1	2250	2250	1	2500
4	Chennai	1	1750	1750					
5	Hyderabad	1	1750	1750	1	2250	2250	1	2500
	<b>All cities</b>	<b>5</b>		<b>8750</b>	<b>3</b>		<b>6750</b>	<b>3</b>	

#### Total Costs

- Quant – 3,87,000/-
- Qual – 5,75,00/-
- Travel charges to Chandigarh - 12,000/-

Grand Total – 4,56,500/- plus taxes

Thanks & Regards,

Amit Narula  
(AVP Client Services)



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**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>  
**Sent:** 02 February 2023 15:08  
**To:** 'Aishwarya Samel' <[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)>  
**Cc:** 'Nikita Kunder' <[Nikita.Kunder@ipsos.com](mailto:Nikita.Kunder@ipsos.com)>; 'Kapil Narang' ([kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com))' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Subject:** RE: HCP's Digital Media Journey and its Influence

Hi Aishwarya,

Thank you for reaching out. Please allow us to look into this and come back.

Thanks & Regards,

Amit Narula  
(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.  
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**From:** Aishwarya Samel <[Aishwarya.Samel@ipsos.com](mailto:Aishwarya.Samel@ipsos.com)>  
**Sent:** 02 February 2023 15:04  
**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Cc:** Nikita Kunder <[Nikita.Kunder@ipsos.com](mailto:Nikita.Kunder@ipsos.com)>  
**Subject:** HCP's Digital Media Journey and its Influence

Hi Shilpa and Amit,

We have a new study. Can you give me feasibility, timelines, and cost for the same on **PRIORITY**. Thanks in advance

**Details:**

We have 2 modules:

Description	TG	Approach
Semi Quantitative study to understand HCP's Journey of Digital Media	Multispecialty	Quant with Open end questions
Diagnostic Module - Post Phase 1	Multispecialty	Qualitative

<b>Module 1</b>	To understand HCP's Journey of Digital Media
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<b>Key objective</b>	Journey of HCPs to understand different media platforms consumption and its relevance and influence
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<b>Research Methodology</b>	Quant with Open ended questions
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<b>Key information areas</b>	This will be finetuned post discussion with Abbott Different digital channels aware of Digital channels use currently Frequency of using each digital channel Which digital channels consider relevant and find influential Among DNP channels- Awareness and preference of DNP channels Preference of 3rd party DNP channels vs preference of company owned DNP channels
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<b>Sample size</b>	<b>Cities (can be discussed)</b>
North	Delhi Chandigarh

<b>East</b>	Kolkata
	Patna
	Mumbai
<b>West</b>	Ahmedabad
	Indore
	Chennai
<b>South</b>	Hyderabad
	Bengaluru
	<b>All cities</b>

<b>Length of interview</b>	<b>Max 30 min</b>
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<b>Module 2</b>	<b>Diagnostic Module</b>
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<b>Key objective</b>	<b>To deep dive and understand the specific areas basis the findings of Module 1</b>
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<b>Research Methodology</b>	<b>Qualitative</b>
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<b>Sample size</b>
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	Cities (can be discussed)
<b>1</b>	Delhi
<b>2</b>	Kolkata
<b>3</b>	Mumbai
<b>4</b>	Chennai
<b>5</b>	Hyderabad
	<b>All cities</b>

<b>Length of interview</b>	<b>Max 45 min</b>
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Please let us know costing for this ASAP

Regards,  
Aishwarya Samel