

Shadab Ansari

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 07 October 2022 12:58
To: 'MENON AKHILESH'
Cc: 'SENGUPTA SOUMITRA'; kapilnarang@market-xcel.com; amit@market-xcel.com; shilpa.gupta@market-xcel.com; shadab.ansari@market-xcel.com
Subject: RE: -(P22-64696) CV Customer Recruitment: Brief
Attachments: New CV Launch Customer Research _ MarketXcel _ Service Agreement.docx
Importance: High

Dear Akhilesh,

Thank you for the go-ahead on the study. My colleague Shadab Ansari will be leading this from our end.

PS Shadab – Kindly go through below mail and take this forward.

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: MENON AKHILESH MENON.AKHILESH@mahindra.com
Sent: 07 October 2022 12:47
To: manishoberoi@market-xcel.com
Cc: SENGUPTA SOUMITRA SENGUPTA.SOUMITRA@mahindra.com; 'RFP@' rfp@market-xcel.com
Subject: RE: -(P22-64696) CV Customer Recruitment: Brief
Importance: High

Hi Manish,

We will like to proceed with you on this study. The first step will be get the service agreement signed for this engagement between Mahindra & MarketXcel. Sharing the service agreement copy with this mail which we used for our last engagement (CV BEV Research Study) .

Request you to get the same vetted at your end and shared the signed copy of the same.

Do let me know if you need any further clarification on this.

Regards,
Akhilesh Menon

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 06 October 2022 13:02
To: MENON AKHILESH <MENON.AKHILESH@mahindra.com>
Cc: SENGUPTA SOUMITRA <SENGUPTA.SOUMITRA@mahindra.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: -(P22-64696) CV Customer Recruitment: Brief

Dear Akhilesh,

Thank you for the email.

Here is our proposed cost basis revised sample size.

CV Customer Recruitment - Proposal for In-station sample			
Heads	Sample Size	CPI-INR	Total Cost-INR
CPI - Recruitment, Incentive & Project Management Fee	60	3500	210000
Translator	10	2500	25000
Travel & Stay Charges for 36 interviews (approx..)	24	2500	60000
Total Study Cost			295000
GST			Additional
Payment Terms	Sample Completed on monthly basis		

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: MENON AKHILESH <MENON.AKHILESH@mahindra.com>
Sent: 06 October 2022 12:34
To: manishoberoi@market-xcel.com
Cc: SENGUPTA SOUMITRA <SENGUPTA.SOUMITRA@mahindra.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: -(P22-64696) CV Customer Recruitment: Brief
Importance: High

Hi Manish,

Had a discussion with my team regarding this. Considering the competition launch plan for the next 6 months (till Apr'23), we will like to reduce the overall sample size for this exercise to 60 Interviews. Please consider 60% of the sample will be conducted in your Base locations while 40% will be outstation centers. Also the no. of the units where the translator will remain the same.

Kindly share the quote for the same.

Regards,
Akhilesh Menon

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 03 October 2022 18:23
To: MENON AKHILESH <MENON.AKHILESH@mahindra.com>
Cc: SENGUPTA SOUMITRA <SENGUPTA.SOUMITRA@mahindra.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: -(P22-64696) CV Customer Recruitment: Brief

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Dear Akhilesh,

Thank you for coming on call a while back. Basis our discussion here is our updated proposal for the study.

CV Customer Recruitment - Proposal for In-station sample			
Heads	Sample Size	CPI-INR	Total Cost-INR
CPI - Recruitment, Incentive & Project Management Fee	90	3500	3,15,000/-
Translator	10	2500	25,000/-
Travel & Stay Charges for 36 interviews (approx..)	36	2500	90,000/-
Total Study Cost			4,30,000/-
GST			Additional
Payment Terms	Sample Completed on monthly basis		

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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ESOMAR²²
Individual

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 03 October 2022 17:32
To: 'MENON AKHILESH' <MENON.AKHILESH@mahindra.com>
Cc: 'SENGUPTA SOUMITRA' <SENGUPTA.SOUMITRA@mahindra.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE:-(P22-64696) CV Customer Recruitment: Brief

Dear Akhilesh,

Thank you for your patience on this. We are pleased to share our proposal with this mail. Also, we have attached our company brochure for your quick reference.

Also please find below list of cities where we have our own presence –

North – Delhi, Lucknow & Ludhiana
 East – Kolkata & Patna
 West – Mumbai, Ahmedabad, Indore & Pune
 South – Bangalore, Chennai, Hyderabad, and Cochin

Proposal –

CV Customer Recruitment - Proposal for In-station sample			
Heads	Sample Size	CPI-INR	Total Cost-INR
CPI - Recruitment, Incentive & Project Management Fee	90	3500	315000
Translator	10	2750	27500
Travel & Stay Charges for 36 interviews (approx..)	36	3000	108000
Total Study Cost			4,50,500/-
GST			Additional
Payment Terms	Sample Completed on monthly basis		

Thanks & Regards

Manish Oberoi
 Sr. Manager – Client Services



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ESOMAR²²
 Individual

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 30 September 2022 12:08
To: 'MENON AKHILESH' <MENON.AKHILESH@mahindra.com>
Cc: 'SENGUPTA SOUMITRA' <SENGUPTA.SOUMITRA@mahindra.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: CV Customer Recruitment: Brief

Dear Akhilesh,

Greetings for the day! Thank you for coming on call last evening.
We shall go through the requirement and share our proposal in accordance.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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ESOMAR²²
Individual

From: MENON AKHILESH <MENON.AKHILESH@mahindra.com>
Sent: 30 September 2022 11:35
To: manishoberoi@market-xcel.com
Cc: SENGUPTA SOUMITRA <SENGUPTA.SOUMITRA@mahindra.com>
Subject: CV Customer Recruitment: Brief
Importance: High

Hi Manish ,

As discussed, We are looking at interacting with customers who have purchased newly launched Commercial Models by Competition brands (Tata & Ashok Leyland). This will be a monthly exercise (interaction with 15-20 customers per month) which will be conducted over a period of 6 months.

Please find below the details for the same:

Target Group :

- Males
- **Age:** 25 – 55 years
- **Multi Load Operators (MLO):** Owning a business mainly in transportation (vehicles are main source of income)
 - *Fleet Owners: Owning more than 4 vehicles*
 - *Owner Cum Driver: Owning 1 or 2 vehicles*
- **Captive Users:** Own business and load vehicles to carry goods to support his main Business. For. FMCG, Dairy, Consumer Durables, Construction etc.
- **Brand Ownership:** (The list will be further expanded basis future launches in the category)
 - Ashok Leyland [Bada Dost i1](#)
 - Ashok Leyland [Bada Dost i2](#)
 - Tata Intra V50
 - Tata Yodha 2.0

Sample Plan: 90 Respondents over 6 months (15 -20 respondents per month)

Research Approach: Qualitative

Interview Methodology: Face to Face Interactions at respondent's place of convenience/ Online through Video Conference Call

**Moderation will be managed internally.

Interaction Duration: 60-90 mins

Translators will be required for Non- Hindi Speaking respondents.

Markets: The markets are not finalized yet and will also change month on month. For costing purpose, Please assume 60% of the sample will be conducted in your Base locations while 40% will be outstation centers. **Please share the list of your field base locations with us too.**

Request you to share the detailed costing for the same.

Do reach out to me for any further clarification on this.

Regards,
Akhilesh Menon

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