

Shadab Ansari

From: shruti.tyagi@resinnov.com
Sent: 21 November 2022 12:43
To: manishoberoi@market-xcel.com; shadab.ansari@market-xcel.com
Cc: partners@resinnov.com; 'Kapil Narang'; 'Amit Narula'; shilpa.gupta@market-xcel.com; 'Sewali Baruah'
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Hi Manish,

The cost is confirmed. Please initiate the recruitment and keep us posted on progress.

Thanks and Regards,
Shruti Tyagi (PMP ®) | Director
ResInnov Solutions Pvt. Ltd.
Ph: +91-9845621526



From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 21 November 2022 12:23
To: shruti.tyagi@resinnov.com; shadab.ansari@market-xcel.com
Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Sewali Baruah' <sewali.baruah@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Dear Shruti,

Please confirm the updated cost shared for the study.

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: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>

Sent: 18 November 2022 14:59

To: manishoberoi@market-xcel.com; shadab.ansari@market-xcel.com

Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Sewali Baruah' <sewali.baruah@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Importance: High

Thanks Manish !

I'll get the confirmation from client today.

Hi [@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

please do confirm on Gunjan's availability for 28th or 29th Nov (between 6-11 pm IST), for moderator briefing call. We will provide discussion guide before that.

Thanks and Regards,

Shruti Tyagi (PMP ®) | Director

ResInnov Solutions Pvt. Ltd.

Ph: +91-9845621526



From: Manish Oberoi <manishoberoi@market-xcel.com>

Sent: 18 November 2022 12:32

To: shruti.tyagi@resinnov.com

Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; shadab.ansari@market-xcel.com; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Sewali Baruah' <sewali.baruah@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Dear Shruti,

Thank you for coming on call. Further to our discussion sharing the updated proposal for the study.

Options	3
Sample Size	40
Duration	135 min total over 3 days
CPI-\$	102
Total Cost-\$	4080
Moderation (3-day involvement)	500
Topline Report (Client provided format)	500



Full Report (Client provided format)	740
Over recruit n-10 @ 30\$	300
Total Study Cost	6120

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>

Sent: 18 November 2022 12:00

To: manishoberoi@market-xcel.com

Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; shadab.ansari@market-xcel.com; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Sewali Baruah' <sewali.baruah@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Importance: High

Hi Manish,

As discussed over call following are the final logistics of the study:

1. ODB dates 5,6 and 7th Dec
2. LOI: 45 mins each day
3. Platform: recollective, only desktop and laptop accessible.
4. Client need 2 reports in PPT format: topline report (20 slides) and full report (40-45 slides). We will provide report template, just like last year.
5. Dates of report submission: topline: 18th Dec and full report: 1st week of Jan (exact date not confirmed yet, but will be needing in Jan 2023 only).

Gunjan has already worked on the reports earlier so she is familiar with the concepts. The report templates are pretty straight forward and we will give her a briefing as well on how to use the template.

Please get back to me on final cost of the reports today.

Thanks and Regards,
Shruti Tyagi (PMP ®) | Director

From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 17 November 2022 17:51
To: shruti.tyagi@resinnov.com
Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Sewali Baruah' <sewali.baruah@market-xcel.com>; manishoberoi@market-xcel.com
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Dear Shruti,

Hi! Pleased to e-meet you again. We would request you to kindly do let us know your availability for tomorrow second half for the kick call.

Thanks & Regards

Shadab Ansari
Executive - Client Services



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From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 17 November 2022 16:54
To: shruti.tyagi@resinnov.com
Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Sewali Baruah' <sewali.baruah@market-xcel.com>; shadab.ansari@market-xcel.com
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Dear Shruti,



Thank you for the confirmation on the study.

From our end my colleague Shadab Ansari will be leading this, and he will be in touch for further update. Kindly keep all the people copied in cc while moving forward.

@shadab.ansari@market-xcel.com – Please review the below mail and take it ahead. We have done same study last year (Delight Memorability).

Also, for update Gunjan Rastogi will be the moderator and she has confirmed her availability for the study. Please co-ordinate and check with Shruti for the kick off call.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>
Sent: 17 November 2022 16:48
To: manishoberoi@market-xcel.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Hi Manish,

Most likely the first one, but I'll have that confirmation along with screener from client today.

Thanks and Regards,
Shruti Tyagi (PMP ®) | Director
ResInnov Solutions Pvt. Ltd.
Ph: +91-9845621526



From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 17 November 2022 16:49
To: shruti.tyagi@resinnov.com



Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Thank you Shruti for the note. Please confirm which option we are moving forward.

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>

Sent: 17 November 2022 16:44

To: manishoberoi@market-xcel.com

Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Okay, great, thanks.

Please loop your project manager, we will be starting on this study tomorrow onwards. Let us know a suitable time for kick off call.

Thanks and Regards,

Shruti Tyagi (PMP ®) | Director

ResInnov Solutions Pvt. Ltd.

Ph: +91-9845621526



From: Manish Oberoi <manishoberoi@market-xcel.com>

Sent: 17 November 2022 16:45

To: shruti.tyagi@resinnov.com

Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)



Dear Shruti,

Yes Gunjan is available for the study.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>
Sent: 17 November 2022 16:41
To: manishoberoi@market-xcel.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Hi Manish,

Can you confirm if Gunjan is available for this study ? please note client don't want any other moderator here.
Hence please get back to me today EOD.

Thanks and Regards,
Shruti Tyagi (PMP ®) | Director
ResInnov Solutions Pvt. Ltd.
Ph: +91-9845621526



From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>
Sent: 16 November 2022 13:32
To: manishoberoi@market-xcel.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Sure, Thanks Manish !



Will keep you posted on this one.

Thanks and Regards,
Shruti Tyagi (PMP ®) | Director
ResInnov Solutions Pvt. Ltd.
Ph: +91-9845621526



From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 16 November 2022 13:18
To: shruti.tyagi@resinnov.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Dear Shruti,

For the over recruits n-10 we shall charge \$30 per respondent. This will be purely recruitment and project management fee.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>
Sent: 16 November 2022 13:11
To: manishoberoi@market-xcel.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Thanks Manish !



Regarding CPI, can you please break it up between recruitment and incentive. Because we might need to over recruit to N50, to make sure N40 finishes main exercise. Hence those were recruited but didn't finish, will be charged separately under recruitment fee.

Thanks and Regards,
Shruti Tyagi (PMP ®) | Director
ResInnov Solutions Pvt. Ltd.
Ph: +91-9845621526



From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 16 November 2022 12:12
To: shruti.tyagi@resinnov.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Dear Shruti,

Thank you for the kind update, finally something coming as good news after a while 😊. In our initial proposal as well, we have shared a very competitive pricing for this, having said that we have further provided discount, hope we can match up with the expectations.

Regarding moderator Gunjan availability let us check with her and get back to you.

Options	1	2
Sample Size	40	40
Duration	135 min total over 3 days	105 min total over 3 days
CPI-\$	102	95
Total Cost-\$	4080	3800
Moderation (3-day involvement)	500	500
Notes (1–2-word doc)	105	105
Report (Word Format)	740	740
Overall Study Cost	5425	5145

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services





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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>

Sent: 16 November 2022 11:56

To: manishoberoi@market-xcel.com

Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Importance: High

Hi Manish,

This one looks positive. Can you please check what discount you can provide. This is a yearly tracker and we already worked on this study last year. Hence client is expecting some discounts and they will provide this tracker every year to us.

Also, they have mentioned that they need last year's moderator only (Gunjan was the moderator on this study). it will save time in briefing and explaining the tasks to moderator and she did a good job on this one last year. The dates of boards are 5,6 and 7th Dec. after that 10 days to submit the final report.

Please check with her and confirm today, I have to give a final cost and moderator confirmation to client in EST time today itself.

Thanks and Regards,

Shruti Tyagi (PMP ®) | Director

ResInnov Solutions Pvt. Ltd.

Ph: +91-9845621526



From: Manish Oberoi <manishoberoi@market-xcel.com>

Sent: 04 November 2022 15:59

To: shruti.tyagi@resinnov.com

Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Dear Shruti,



Here is the updated cost for the study.

Option 1

Sample – 40

LOI – 135 min total over 3 days

CPI - \$107

Total Cost - \$ 4280

Moderation (3 Days involvement) = \$500

Notes (1-2 word doc) = \$105

Report (word format) = \$740

Option 2

Sample – 40

LOI – 105 min total over 3 days

CPI - \$99

Total Cost - \$ 3960

Moderation (3 Days involvement) = \$500

Notes (1-2 word doc) = \$105

Report (word format) = \$740

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



Market Xcel Data Matrix Pvt. Ltd.

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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>

Sent: 04 November 2022 15:35

To: manishoberoi@market-xcel.com

Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Hi Manish,

We need report writing as well, just like last time. Can you please refer to last year's study google delight. We need moderation of ODB and report too. Gunjan managed it last time.

Thanks and Regards,

Shruti Tyagi (PMP ®) | Director

ResInnov Solutions Pvt. Ltd.

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 04 November 2022 15:33
To: shruti.tyagi@resinnov.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]-(P22-65160)

Dear Shruti,

Thank you for the patience. Here is our proposal for both the options.

Option 1

Sample – 40
LOI – 135 min total over 3 days
CPI - \$107
Total Cost - \$ 4280

Option 2

Sample – 40
LOI – 105 min total over 3 days
CPI - \$99
Total Cost - \$ 3960

Both the options include recruitments, incentives and project management fees.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>
Sent: 04 November 2022 15:24

To: manishoberoi@market-xcel.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]

Hi Manish,

Please submit the costing today itself.

Thanks and Regards,
Shruti Tyagi (PMP ®) | Director
ResInnov Solutions Pvt. Ltd.
Ph: +91-9845621526



From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 04 November 2022 11:20
To: shruti.tyagi@resinnov.com
Cc: partners@resinnov.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Google GloYo Qual Project [MX]

Dear Shruti,

Good morning! Thank you for sharing the RFP.
We shall study the details and share the feasibility and proposal in accordance.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>
Sent: 04 November 2022 11:08
To: manishoberoi@market-xcel.com



Cc: partners@resinnov.com

Subject: Google GloYo Qual Project [MX]

Importance: High

Hi Manish,

We have the Google Delight study back for this year as well. Please help in bidding and winning this one too 😊

Could you please provide your feasibility and cost for this ODB?

Its urgent request, so please do your best to get me the cost ASAP.

Business Objectives	The goal is to understand GloYo's perceptions of Delight in their everyday experiences online. We aim to understand what delightful experiences resonate with this segment from both an emotional and cognitive perspective. What drives them to seek out delightful moments? What works and what doesn't work?
Research Objectives	Google will use the insights from this study to design more appropriate Doodle and Delight launches that resonate with this segment.
Methodology(ies)	Online discussion board
Sample Size, Target respondent qualifications, Additional screening criteria, Incidence, # concepts	N=40 per country Countries: US, UK, India Target Audience: GloYo, Age 13-24, Mix of males and females, balance 13-17 vs. 18-24
Geography/Markets	US, UK, India
Duration/Interview Length	3 day online discussion board Option 1 (45 minutes each day) Option 1 (45 minutes Day 1, 30 minutes Day 2 and 3)
Deliverable	1 Country-level report and share a cost for 1 global summary report (combined report for all three markets, where we will provide the English transcripts for other markets).
Expected Timings	Need to deliver report before EOY 2022

Thanks and Regards,

Shruti Tyagi (PMP ®) | Director

ResInnov Solutions Pvt. Ltd.

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