

## Shadab Ansari

---

**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** 17 April 2023 23:27  
**To:** 'Akshaya Venkataraman'  
**Cc:** 'Kapil Narang'; manishoberoi@market-xcel.com; 'Rumana Shaikh'; amit@market-xcel.com; 'Ravindra Yadav'; 'Payal Patel'; shadab.ansari@market-xcel.com  
**Subject:** RE: Project Iris\_Set of Comp Brands-W4\_2101037304+FW-(P23-68322)

Dear Akshaya,

Hi! Please find below the updated cost for your reference –

| Description           | Sample | Cost       |
|-----------------------|--------|------------|
| Charges for fieldwork | 500    | 9,00,000/- |
| DP Charges            | 1      | 25,000/-   |
| Taxes                 |        | Additional |
| Optional              |        |            |
| Scripting Charges     | 1      | 20,000/-   |

**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



Market Xcel Data Matrix Pvt. Ltd.  
Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

---

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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** Monday, April 17, 2023 4:08 PM  
**To:** 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'shadab.ansari@market-xcel.com' <shadab.ansari@market-xcel.com>  
**Cc:** 'Kapil Narang' <kapilnarang@market-xcel.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>; 'Rumana Shaikh' <Rumana.Shaikh@ipsos.com>; 'amit@market-xcel.com' <amit@market-xcel.com>; 'anilkaul@market-xcel.com' <anilkaul@market-xcel.com>; 'Ravindra Yadav' <Ravindra.Yadav@ipsos.com>; 'Payal Patel' <Payal.Patel@ipsos.com>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W4\_2101037304+FW-(P22-64447)

Dear Akshaya,

Hi! Thanks a lot for the update and go ahead.

Allow us time to revert on the cost for DP & Scripting shortly.

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

Thanks & Regards

---

**Shilpa Gupta**  
Associate Manager Client Services



**Market Xcel Data Matrix Pvt. Ltd.**  
Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

---

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**From:** Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>  
**Sent:** Monday, April 17, 2023 4:03 PM  
**To:** shilpa.gupta@market-xcel.com; shadab.ansari@market-xcel.com  
**Cc:** 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; Rumana Shaikh <Rumana.Shaikh@ipsos.com>; amit@market-xcel.com; anilkaul@market-xcel.com; Ravindra Yadav <Ravindra.Yadav@ipsos.com>; Payal Patel <Payal.Patel@ipsos.com>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W4\_2101037304+FW-(P22-64447)

Hi Shilpa and Shadab,

We have received go-ahead from client for initiating the wave 4 for project Iris.

Please confirm on the below points before we initiate the further process.

- The cost for FW will be 9 lakhs (pre-decided during wave 1).
- Please confirm on the cost for DP and Scripting
- Timelines for FW for completing n=500, will be covered in 6 weeks.
- 50% overlap in sample from previous wave.

Kindly let me know for any queries.

Regards,

---

**Akshaya Venkataraman**, Research Executive

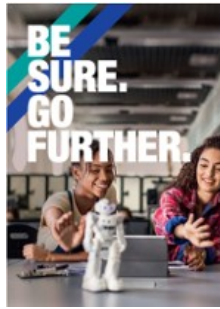
## Healthcare

Ipsos  
Mobile: +91 9920409701  
[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)



[www.ipsos.com](http://www.ipsos.com)

GAME CHANGERS



---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** Monday, March 6, 2023 2:11 PM

**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

### CAUTION: EXTERNAL

Dear Akshaya,

Hi! Please find the attached as per your below mail request. We would request you to kindly review the same and share your feedback.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

---

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**From:** Shadab Ansari [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Sent:** 06 March 2023 10:16  
**To:** 'Akshaya Venkataraman' [Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Faheem Azmi' <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'anilkaul@market-xcel.com' <[anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Dear Akshaya,

Hi! Confirming the receipt of your mail. Please be informed that team is working on the same and we will share updated tables by today 2:00Pm.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



**Market Xcel Data Matrix Pvt. Ltd.**  
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Sent:** 06 March 2023 10:11  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

Kindly share the data tables on the below request on priority.

Regards,  
Akshaya

---

**From:** Akshaya Venkataraman  
**Sent:** Friday, March 3, 2023 6:02 PM  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi

<[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

By when can we receive the data tables for the below request?

Regards,  
Akshaya

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** Friday, March 3, 2023 10:38 AM

**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Akshaya,

Hi! Confirming the receipt of your mail. We will communicate the same to DP team.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Sent:** 03 March 2023 10:35

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

Thank you for sharing the data tables.

Request you to kindly ask the DP to add the below as well in the header:

- Respondents who have coded “Tresiba” in Q2a (TOM)
- Respondents who have coded “Tresiba” in Q2b (SPONT)
- Respondents who have coded “Tresiba” in Q2c (Aided)
- Respondents who have coded “Tresiba” in Q2a +Q2b.

Kindly share this at the earliest possible.

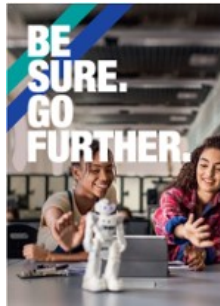
Regards,

**Akshaya Venkataraman**, Research Executive  
**Healthcare**

Ipsos  
Mobile: +91 9920409701  
[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)



**GAME CHANGERS** 



**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** Thursday, March 2, 2023 6:19 PM

**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Akshaya,

Hi! Regret for the delay. Please find attached output for your reference.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

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---

**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Sent:** 02 March 2023 16:16

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

Awaiting the output. Please share it at the earliest.

Regards,  
Akshaya

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** Wednesday, March 1, 2023 6:18 PM

**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Akshaya,

Hi! Confirming the receipt of your mail. We will share output by tomorrow 3:00Pm.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Sent:** 01 March 2023 17:14  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

Please let me know by when we can receive the data tables on the additional cuts.

Regards,  
Akshaya

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** Wednesday, March 1, 2023 1:08 PM  
**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Akshaya,

Hi! Confirming the receipt of your mail. Data files are well received at our end. we will share the request with DP.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Sent:** 01 March 2023 13:05  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@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)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

As discussed over call, sharing the SPSS and raw data file for your reference.

Regards,  
Akshaya

---

**From:** Akshaya Venkataraman  
**Sent:** Wednesday, March 1, 2023 12:01 PM  
**To:** shilpa.gupta@market-xcel.com; shadab.ansari@market-xcel.com  
**Cc:** 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; Rumana Shaikh <Rumana.Shaikh@ipsos.com>; Puja Relwani <Puja.Relwani@ipsos.com>; Faheem Azmi <Faheem.Azmi@ipsos.com>; amit@market-xcel.com; anilkaul@market-xcel.com  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shilpa and Shadab,

The client requires the data tables on one more cut as mentioned below:

- Respondents who are aware of Tresiba (who have coded "12" - **Tresiba** (Insulin Degludec) in Q2a+b+c

Please add this cut in the header and share the output accordingly.

Kindly let me know in case of any doubts. Also, would request you to kindly share this output by tomorrow.

Regards,

Akshaya

---

**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** Wednesday, February 8, 2023 11:09 AM  
**To:** Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>  
**Cc:** 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; Rumana Shaikh <Rumana.Shaikh@ipsos.com>; Puja Relwani <Puja.Relwani@ipsos.com>; Faheem Azmi <Faheem.Azmi@ipsos.com>; shadab.ansari@market-xcel.com; amit@market-xcel.com; anilkaul@market-xcel.com  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Akshaya,

Hi! Please find attached the mail in which Exhibit A was shared by Shadab.

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

---

Shilpa Gupta  
Associate Manager Client Services



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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** Wednesday, February 8, 2023 10:15 AM

**To:** 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'shadab.ansari@market-xcel.com' <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Faheem Azmi' <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'anilkaul@market-xcel.com' <[anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Dear Akshaya,

Hi! Allow us time till today and will update the same and get back to you on the exhibit as well if shared earlier.

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

Thanks & Regards

---

Shilpa Gupta

Associate Manager Client Services



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---

**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Sent:** Wednesday, February 8, 2023 10:10 AM

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@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)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shilpa,

Following on the below request. Kindly share the Exhibit A for the DP cost.

Regards,  
Akshaya

---

**From:** Akshaya Venkataraman  
**Sent:** Tuesday, February 7, 2023 11:54 AM  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@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)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab and Shilpa,

The Exhibit A we received for Iris, has the amount for fieldwork and scripting. The amount for DP is missing.

Kindly share another separate Exhibit A with the amount for DP mentioned in the Exhibit A.

Regards,  
Akshaya

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** Friday, December 16, 2022 11:15 AM  
**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find below n-2 more call back appointment from Lucknow for your reference.

1-Dr Mukesh Bhagat(G.P)-3.30pm 16-12-2022  
2-Dr Pravesh Garg (C.P)- 7.00pm 16-12-2022

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 16 December 2022 10:43

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Faheem Azmi' <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'anilkaul@market-xcel.com' <[anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Dear Shefali,

Hi! Please find below n-2 call back appointment for your reference.

| SL.NO | DOCTOR NAME         | SPECIALITY | PHONE NO   | DATE AND TIME          |
|-------|---------------------|------------|------------|------------------------|
| 1     | DR. DIPANKAR SIRCAR | NEPHRO     | 9433407355 | 16-12-2022 at 3.00 P.M |
| 3     | DR. M.K.GUHA        | DIABO      | 9836480355 | 16-12-2022 AT 2.00 P.M |

Thanks & Regards

**Shadab Ansari**

Executive - Client Services



**Market Xcel Data Matrix Pvt. Ltd.**

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 15 December 2022 10:50

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Faheem Azmi' <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'anilkaul@market-xcel.com' <[anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Dear Shefali,

Hi! Confirming the receipt of your mail. Sure we will arrange the same accordingly.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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---

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---

**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 14 December 2022 16:20

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

Kindly arrange 20 call backs in the next 2 days at the earliest, we have few doubts in the data.

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 12 December 2022 15:27

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Thanks for your patience. Please find attached revised Q4 output Overall label for your reference.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 12 December 2022 14:43

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

The Brands Insugen and Insultard are missing, please share revised file asap

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 12 December 2022 12:35

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached Q4 output Absolute in Overall label. We would request you to kindly review the same and share your feedback.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 12 December 2022 11:36

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

Can you please share the Absolute file for the barriers table you have sent, I have just received the Percentage file.  
Thanks

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 08 December 2022 17:35

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Thanks for your time over the call. As discussed, please find attached revised Q4 output in Overall label. We would request you to kindly review the same and share your feedback so DP team can proceed for all tables.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 08 December 2022 14:22

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Faheem Azmi' <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'anilkaul@market-xcel.com' <[anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Dear Shefali,

Hi! Please find attached code list of Q4 for your reference.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

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---

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

**Sent:** 08 December 2022 12:05

**To:** 'Faheem Azmi' [Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com); 'Shefali Borkar' [Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com); [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Puja Relwani'

<[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Faheem,

I am doing well and hope the same for you. Can I call you now if this works.

Thanks & Regards,

**Amit Narula**  
(AVP Client Services)



**Market Xcel Data Matrix Pvt. Ltd.**

Extension: 511 / Direct Line: +91 11 42343 511 / Mobile: +91 9899 142 424

---

**From:** Faheem Azmi <[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>

**Sent:** 08 December 2022 11:55

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman

<[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani

<[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Amit,

Trust you are doing well.

Can we please get on a call to discuss the challenges.

My team is really struggling to get things streamlined.

**Faheem Azmi, Healthcare, IPSOS**  
**84 25 9 25 666**

---

**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** Thursday, December 8, 2022 11:49 AM

**To:** [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman

<[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani

<[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Faheem Azmi

<[Faheem.Azmi@ipsos.com](mailto:Faheem.Azmi@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**Importance:** High

Hi Anil,

Again, the scores that we have received in the tables are not matching with the SPSS file received from you guys !

The DP has missed few brands in the barriers and have shared tables for brands where barriers were not asked

@'Amit Narula' - we are not going to approve any invoice for this study for DP charges, this is unacceptable. We are also informing the Ipsos internal team to not work with MX for Data processing.

Need this sorted in the next 1 hour max

Regards,  
Shefali

---

**From:** Anil Kaul <[anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)>  
**Sent:** 08 December 2022 10:28  
**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Hi Shefali,

Greetings for the day!

I fully understand your concern & ensure you that will look into RCA of the below issue so that this will not happen in future deliverables.

Apologize for the inconvenience caused.

Thanks & Regards

---

Anil Kaul



Market Xcel Data Matrix Pvt. Ltd.  
Extension: 563 / Direct Line: +91 11 42343563 / Mobile: +91 9873573626

<https://calendly.com/anilkaul>

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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Sent:** 07 December 2022 18:24  
**To:** [anilkaul@market-xcel.com](mailto:anilkaul@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh

<[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com);  
[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Anil,

Hope you are doing well

Wanted to share some feedback on an ongoing study we are doing with MX.

We did not have a good experience with the DP team on project Iris where after 6 days of receiving the tables we realised that the data was wrong. After doing multiple checks at our end and probing the DP team to do the same at their end we received tables with incorrect data. The DP missed out on using the correct SPSS file and sharing the same with us.

This is not acceptable. We had already sent the same SPSS file to our advance analytics team, and it would have costed us double the amount if we had to ask them to re-run the analysis for us. We could identify the error as we checked the counts shared by our advance analytics team and we found a major mismatch in their counts and the counts in the tables shared by the DP team at your end.

Also, we had already started charting and report preparation and now we have to chart the entire report again from the start. This is a waste of time and effort for a lot of people at our end.

I hope you understand the gravity of the situation. We are not in a position to deliver the report to the client which ideally, we had to deliver by this week.

Also, the time taken by your team to deliver the raw data, tables or link is around 2-3 days. Which is okay with us but we are not okay with multiple back and forth on the same things. Please ensure that we get perfect outputs/files at one go.

Kindly ensure that such errors do not occur in the future, as it really hampers our trust Market Xcel.

Regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 07 December 2022 16:22

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Thanks for your time over the call. As discussed, this is the final data & SPSS file.

Also please find attached revised tables for your reference.

Thanks & Regards



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**From:** Shefali Borkar [Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)  
**Sent:** 07 December 2022 16:10  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

Why is the raw data file shared again?

Kindly share the tables asap

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 07 December 2022 15:04  
**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached revised data along with SPSS for your reference. We would request you to kindly review the same and share your feedback.

Also, we would like to update you that we have trimmed mail as the same was getting heavier.

Thanks & Regards

---

Shadab Ansari  
Executive - Client Services



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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 07 December 2022 13:06

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Dear Shefali,

Hi! Thanks for your time over the call basis our discussion we will share revised data along with SPSS by today 4:00Pm.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 07 December 2022 11:22

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); 'Bibhu Prasad Pal' <[bibhu.pal@market-xcel.com](mailto:bibhu.pal@market-xcel.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh

<[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

For the regression output

Pls take the average scores (Top 2 scores- 6,7) of both the statements in Q9c as the dependant variable

For 10a, take the average scores (Top 2 scores- 6,7) of both the statements in Q10c as the dependant variable

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 06 December 2022 23:20

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached revised tables for your reference. We would request you to kindly review the same and share your feedback.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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---

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 06 December 2022 18:25

**To:** 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com) <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Dear Akshaya,

Hi! Confirming the receipt of your mail. Below mail is well noted we will connect tomorrow with DP team to discuss the same. We will sent invite shortly.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Sent:** 06 December 2022 18:17  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303+FW-(P22-64447)

Hi Shadab,

Kindly share the regression output at the earliest.

We are unable to understand why this is taking so long? We have also shared a reference output of the last wave. We would need the regression output at max by 2pm tomorrow.

Also, kindly arrange a call @11am tomorrow, so that we understand the challenge your DP is facing.

Regards,  
Akshaya

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** Tuesday, December 6, 2022 3:13 PM  
**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached updated output of QA to AF for your reference.

Also, we would like to update you that Bibhu is working on regression file and he will confirm us time for sharing the same shortly. We will update you post receiving confirmation from bibhu on the same.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Sent:** 05 December 2022 15:36  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Facing the same issue, unable to open the attached tables. Kindly reshare

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 05 December 2022 15:34  
**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached revised tables in the Q6 All respondent base. We would request you to kindly review the same and share your feedback.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 05 December 2022 11:45

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Want Q6 on All respondent base instead of awareness base on urgent basis.

Would request you to connect with DP incase of any queries. Thanks

Warm regards,  
Shefali

---

**From:** Shefali Borkar

**Sent:** 05 December 2022 11:00

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**Importance:** High

Hi Shadab,

Also, we would require a regression output for Q9 and Q10  
Dependant variable to be taken is MOUB i.e Q5a

Sharing a reference output for the DP, pls share the same with the team and let me know for any doubts

Warm regards,  
Shefali

---

**From:** Shefali Borkar

**Sent:** 05 December 2022 10:44

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>;

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Sure will ask Rumana to do so.

Not sharing the other requirement in the AP, so pls communicate the same to the DP asap. Thanks

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 05 December 2022 10:43

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Confirming the receipt of your mail. Thanks for updating us we will inform the same to DP team accordingly.

Also we would request you to kindly highlight the added or updated questions in AP.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 05 December 2022 10:35

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Good morning!

Kindly share the data for Q5a, Q5b and Q5c on Awareness base instead of all respondents.

Also, @Rumana Shaikh will be sharing the revised AP for QA to QF shortly. Kindly inform the DP team on the same.  
Thanks

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 02 December 2022 14:13  
**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; manishoberoi@market-xcel.com; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Pleased find attached updated file for your reference.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Sent:** 02 December 2022 13:30  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; manishoberoi@market-xcel.com; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Unable to open these, please reshare the same tables again

Warm regards,

Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 01 December 2022 17:42

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Thanks for your time over the call. Basis our discussion please find attached revised tables for your reference.

Thanks & Regards

---

**Shadab Ansari**

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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 01 December 2022 15:33

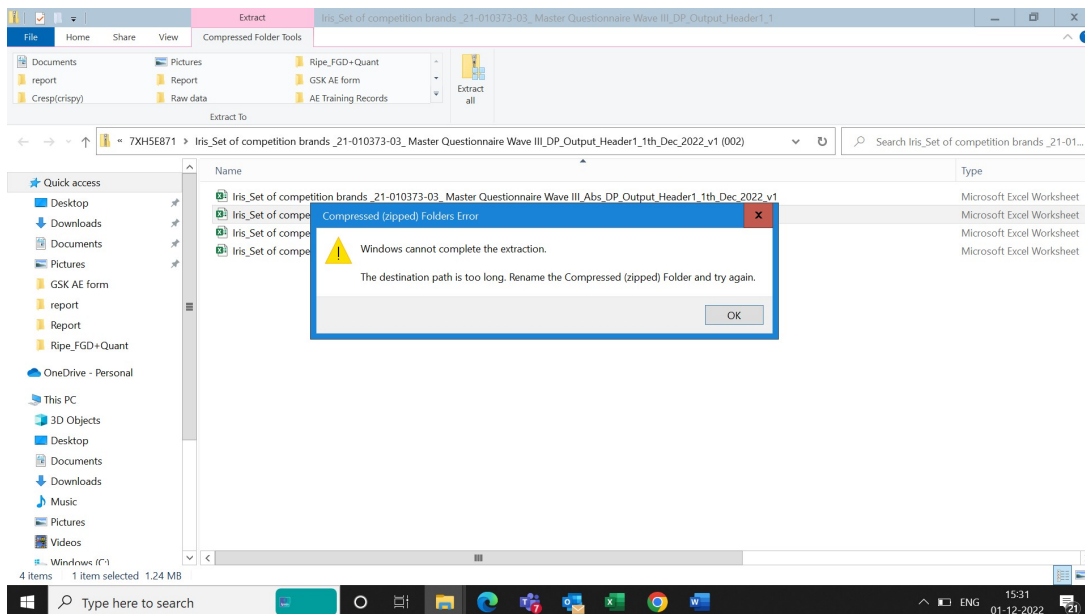
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Unable to open the tables at my end. Please check the issue



**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 01 December 2022 15:30

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached final tables for your reference. We would request you to kindly review the same and share your feedback.

Thanks & Regards

**Shadab Ansari**

Executive - Client Services



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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 01 December 2022 11:43

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

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

[xcel.com](mailto:amit@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Thanks for your time over the call. Basis our discussion you have confirmed to share tables without prescriber headers.

Please be informed that we are working on the same and we will try to share tables by 1:00Pm.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 01 December 2022 11:28  
**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Thanks for your time over the call. Basis our discussion we would request you to kindly do let us know the definition of below Header points.

Also, we believe header test "Zone" is not correct.

| Zones           |                    |                  |
|-----------------|--------------------|------------------|
| Low prescribers | Medium prescribers | High prescribers |
|                 |                    |                  |

Thanks & Regards

---

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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Sent:** 01 December 2022 11:14  
**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shilpa,

Sure we can, pls send invite at the earliest

Warm regards,  
Shefali

---

**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Sent:** 01 December 2022 10:39  
**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please let us know if we can connect with you along with data team as they want to clarify one point in the AP.

Thanks & Regards

---

**Shilpa Gupta**  
Associate Manager Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** Thursday, December 1, 2022 9:24 AM

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**Importance:** High

Hi Shadab/ Shilpa/ Amit,

Still awaiting tables

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 30 November 2022 11:52

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Thanks for your time over the call. Basis our discussion final tables is getting delayed as DP team is totally tied up.

We would request you to kindly allow us half an hour we will back to you with concrete timeline for delivering the same.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 29 November 2022 14:47

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Thanks for your time over the call and giving the go ahead for preparing tables on shared data.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 28 November 2022 14:06

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya

Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Thanks for your time over the call. Basis our discussion please find attached revised file of IRIS W3 final lot as DP has made few corrections in the same.

Newly added brand attributes are rectified in attached file. We would request you to kindly review the same and share your feedback.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 28 November 2022 12:10

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Kindly go-ahead and generate tables for the Raw data. Kindly confirm by when we can receive the tables.

Warm regards,  
Shefali

---

**From:** Shefali Borkar

**Sent:** 28 November 2022 11:00

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Kindly confirm what is the overlap we have been able to achieve for the W3?

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 26 November 2022 16:36

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached final clean data for your reference. We would request you to kindly review the same and share your feedback.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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---

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 24 November 2022 12:11

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Confirming the receipt of mail. Same is noted.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 24 November 2022 11:28

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Please share the Raw data along with the Final tables and the SPSS file by Monday EOD

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 24 November 2022 11:27

**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Akshaya,

Hi! Thanks for your time over the call. Basis our discussion fieldwork has been completed and we are currently in the process of matching quotas. We will update you on the same by today EOD.

Also as discussed, we will share the cleaned data by Monday.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 22 November 2022 14:07

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Confirming the receipt of your mail. Thanks for sharing the DP kit. The same is well received at our end.

Also, we would like to update you that as fieldwork will be closed maximum by 24<sup>th</sup> Nov post that we will share the tables in next 2 days.

Lastly, we would like to check if there is any feedback on the shared 50% data so the same can be taken in the final lot.

Thanks & Regards

---

**Shadab Ansari**

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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 22 November 2022 13:13

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Thankyou for sharing the status.

Sharing the DP kit in the link below-

<https://liquidfiles-au.ipsos.com/link/2LUileku7qVLq1gVUY0LiO>

Kindly share the same with the concerned DP as we would require the tables in a day or two as soon as the FW gets done.

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 22 November 2022 12:36

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Confirming the receipt of your mail. Please find attached fieldwork update for your reference.

Also please find below the details of samples which are shifted to other centres for your reference.

| GP n-3 samples shifted from Jaipur to Delhi |         |         |         |
|---------------------------------------------|---------|---------|---------|
| Sample                                      | panel 1 | panel 2 | panel 3 |
|                                             | 1       |         | 2       |
| basal                                       | 1       |         | 1       |
| premix                                      |         |         | 1       |
| rapid                                       |         |         |         |

| GP n-3 samples shifted from Ahmedabad to Mumbai |         |         |         |
|-------------------------------------------------|---------|---------|---------|
| Sample                                          | panel 1 | panel 2 | panel 3 |
|                                                 | 1       | 1       | 1       |
| basal                                           | 1       |         |         |
| premix                                          |         | 1       |         |
| rapid                                           |         |         | 1       |

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 22 November 2022 11:28

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Kindly share the FW status sheet with us

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 18 November 2022 18:15

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached data dump of n-322 doctors for your reference. We would request you to kindly review the same and share your feedback.

Thanks & Regards

---

**Shadab Ansari**

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 18 November 2022 16:18

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Confirming the receipt of your mail. Please find attached latest fieldwork update for your reference.

Also basis your discussion with SP sir we will share 50% clean data by 5:30Pm.

Thanks & Regards

---

**Shadab Ansari**

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 16 November 2022 17:56

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Thanks for your time over the call. Basis your discussion with Shilpa Gupta we will connect tomorrow at 11:30Am to discuss the requirement of cleaned raw data.

Thanks & Regards

---

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 16 November 2022 17:31  
**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Thanks for your time over the call. Basis our discussion we will share 50% of data raw data by Friday first half.

Thanks & Regards

---

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 16 November 2022 11:00  
**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

Cc: 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Thanks for your time over the call. Basis our discussion please find attached 10% interim data for your reference. We would request you to kindly share your feedback on the same so basis that we will share 50% data.

Also, we will update you on the percentage of overlap doctors covered so far by today evening.

Thanks & Regards

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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Sent:** 15 November 2022 10:35

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Thanks for sharing the fw update.

Please share the interim raw data with us on the sample completed as of now.

Also, please ensure to complete the fieldwork by 24<sup>th</sup> Nov, as we would not have any buffer beyond that.

We would share the Analysis plan with you by tomorrow.

Regards,  
Akshaya

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** Tuesday, November 15, 2022 10:18 AM

**To:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Akshaya,

Hi! Attached herewith this mail is the latest fieldwork update for your reference.

Also we would like to update you that we will close the fieldwork by 24<sup>th</sup> Nov 2022.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.  
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---

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 14 November 2022 14:41  
**To:** 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Akshaya,

Hi! Confirming the receipt of your mail. We would request you to kindly allow us some time we will share the latest fieldwork update along with confirmation on fieldwork closure date.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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**From:** Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>

**Sent:** 14 November 2022 13:04

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

The FW progress is too slow. With this pace we won't be able to complete the FW as planned.

Kindly expedite the FW and share the FW end date with us at the earliest.

Regards,

Akshaya

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** Thursday, November 10, 2022 10:40 AM

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Thanks for your patience. Please find attached latest fieldwork status for your reference.

Thanks & Regards

---

**Shadab Ansari**

Executive - Client Services



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**ESOMAR<sup>22</sup>**  
Individual



SEE YOU AT  
BOOTH NO: 53 | 18 - 21 September  
TORONTO

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 09 November 2022 14:16

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Confirming the receipt of your mail. We would like to update you that as of now we aren't facing any fieldwork concern we will inform you if in remaining fieldwork any arises.

Secondly we will share the fieldwork update by today EOD.

Thanks & Regards

**Shadab Ansari**

Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 09 November 2022 12:34

**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Team,

Have not got any updates on the below mail.

Is the field facing any issues? Please share the status by today EOD. Thanks

Warm regards,  
Shefali

---

**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Sent:** 07 November 2022 16:11

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Thank you for the mail and we value your feedback on the study, please be rest assured on the fieldwork completion. We shall discuss this internally and get back to you on the same.

PS Shadab – Kindly check with team and update Shefali on the fieldwork status and discuss any challenges that we are facing in 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:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 07 November 2022 15:55

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab/ Shilpa,

The FW pace still seems to be very slow. We had completed 57 last week itself.

How are we going to cover the whole sample by 3<sup>rd</sup> week of November? Please deploy more field people on this study.

[@manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com) – Please monitor the same. It's been 3 weeks since we have been on field and have covered just 94 respondents

Please let us know if the team is facing issues in recruiting in advance instead of waiting till the end

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 07 November 2022 15:50

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached fieldwork update for your reference.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

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---

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**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 07 November 2022 12:32  
**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Confirming the receipt of your mail. We would request you to kindly allow us some time. We will share the fieldwork status by today 3:00Pm

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Sent:** 07 November 2022 12:28  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Kindly share the FW status for the study as soon as possible

Also send another update on every Thursday. Thanks

Warm regards,  
Shefali

---

**From:** Shefali Borkar

**Sent:** 31 October 2022 17:20

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Thanks Shadab!

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 31 October 2022 16:26

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached update fieldwork status for your reference.

Thanks & Regards

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**Shadab Ansari**

Executive - Client Services



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Individual



SEE YOU AT  
BOOTH NO: 53 | 18 - 21 September  
TORONTO

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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** 31 October 2022 13:09

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! We will share the same before 5:00 PM today.

Thanks & Regards

---

**Shilpa Gupta**  
Associate Manager Client Services



**Market Xcel Data Matrix Pvt. Ltd.**

Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** Monday, October 31, 2022 12:16 PM

**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Kindly share the FW status today

Warm regards,  
Shefali

---

**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** 28 October 2022 14:21

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! We will plan for the same and definitely you will see progress in the achievement count by next week.

Thanks & Regards

**Shilpa Gupta**  
Associate Manager Client Services



**Market Xcel Data Matrix Pvt. Ltd.**  
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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>  
**Sent:** Friday, October 28, 2022 2:16 PM  
**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi team,

The FW is too slow, only 27 interviews from 13<sup>th</sup>?

I cannot be going to the client with this update. We have to complete 500 anyhow by 3<sup>rd</sup> week of November.

[@manishoberoi@market-xcel.com](mailto:@manishoberoi@market-xcel.com)/ [@shilpa.gupta@market-xcel.com](mailto:@shilpa.gupta@market-xcel.com)- please push the field for the same. Hoping to see faster pace in the next week.

Warm regards,  
Shefali

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>  
**Sent:** 28 October 2022 14:08  
**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@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); Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>  
**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached updated fieldwork status for your reference. We would like to update that due to non-availability of the doctors during the festivity the conversions are less but from today onwards team has started getting appointments and in due course the numbers will be increased. Team will be traveling across the travel centres from tomorrow onwards as well.

Lastly, we would like to update you that due to Chhath Pooja fieldwork of Patna will be affected till 31<sup>st</sup> Dec but the same will be streamlined from 1<sup>st</sup> Nov 2022.

Thanks & Regards

---

**Shadab Ansari**  
Executive - Client Services



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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** 28 October 2022 13:57

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! Apologies for the delay and will ensure that a timely update is shared without asking basis the days agreed.

You will get the update in next 5 minutes.

Thanks & Regards

---

**Shilpa Gupta**  
Associate Manager Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** Friday, October 28, 2022 1:19 PM

**To:** [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi MX team,

Why are we not getting FW update for this project on time after multiple reminders?

Did not receive it yesterday as it was communicated and have not gotten a reply on the mail sent today morning as well

[@manishoberoi@market-xcel.com](mailto:@manishoberoi@market-xcel.com)/ [@Amit Narula](mailto:@Amit Narula)- kindly look into this. If the team is facing any issues or is unable to carry out the FW as per timelines, we will have to move to some other fw partner. Pls get back on this at the earliest as I have been waiting to give a feedback to my client on the same

Warm regards,  
Shefali

---

**From:** Shefali Borkar

**Sent:** 28 October 2022 11:33

**To:** 'shadab.ansari@market-xcel.com' <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Cc:** 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Still waiting for the FW update!

---

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 27 October 2022 17:35

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Confirming the receipt of your mail. Please be informed that we will share the same in sometime with today.

Also, we would like to update you that on the account of Diwali holiday only few interviews has been completed though from today onwards the count will increase on a faster pace.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



**Market Xcel Data Matrix Pvt. Ltd.**  
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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 27 October 2022 17:07

**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Cc:** 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

Kindly share the FW update for Iris. Thanks

Warm regards,  
Shefali

**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** 21 October 2022 12:41

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Cc:** 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

CAUTION: EXTERNAL

Dear Shefali,

Hi! We will do the needful.

Thanks & Regards

Shilpa Gupta  
Associate Manager Client Services



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From: Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

Sent: Friday, October 21, 2022 12:36 PM

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

Cc: 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

Subject: RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

As Monday will be a day off, kindly update on the FW status by today EOD. Thanks

Warm regards,  
Shefali

From: Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

Sent: 19 October 2022 12:54

To: Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

Cc: 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

Subject: RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Confirming the receipt of your mail. We would work towards the same and keep you posted on the progress.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



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**From:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Sent:** 19 October 2022 11:50

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

**Cc:** 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Hi Shadab,

The status shows on 16 interviews done. Kindly push the filed for the same. We need to complete the sample by 1<sup>st</sup> week of November max.

Also note- Pls ask the field team that there should be an overlap of 50% with the sample that was achieved in the last wave.

Warm regards,  
Shefali

**From:** Shadab Ansari <[shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)>

**Sent:** 19 October 2022 11:05

**To:** Shefali Borkar <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>

**Cc:** 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Akshaya Venkataraman <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; Puja Relwani <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; Rumana Shaikh <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

**CAUTION: EXTERNAL**

Dear Shefali,

Hi! Please find attached fieldwork update for your reference.

Thanks & Regards

**Shadab Ansari**  
Executive - Client Services



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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** 19 October 2022 11:00

**To:** 'Shefali Borkar' <[Shefali.Borkar@ipsos.com](mailto:Shefali.Borkar@ipsos.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com)

**Cc:** 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Akshaya Venkataraman' <[Akshaya.Venkataraman@ipsos.com](mailto:Akshaya.Venkataraman@ipsos.com)>; 'Puja Relwani' <[Puja.Relwani@ipsos.com](mailto:Puja.Relwani@ipsos.com)>; 'Rumana Shaikh' <[Rumana.Shaikh@ipsos.com](mailto:Rumana.Shaikh@ipsos.com)>

**Subject:** RE: Project Iris\_Set of Comp Brands-W3\_2101037303-Scripting+FW-(P22-64447)

Dear Shefali,

Hi! The fieldwork is already initiated with 15 to 20 completes on board along with appointments.

We will ensure that you get a timely update from today onwards and the first update will be shared in next 45 mins.

[@shadab.ansari@market-xcel.com](mailto:@shadab.ansari@market-xcel.com) Please ensure there is no delay in sharing the counts and status with the team going ahead.

Thanks & Regards

**Shilpa Gupta**  
Associate Manager Client Services



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