



October 20, 2022

MARKET XCEL DATA MATRIX PRIVATE LIMITED
GROUND FLOOR, 17, OKHLA INDUSTRIAL ESTATE PHASE 3,
DELHI, New Delhi, Delhi, 110020

Subject – Work Order for Survey Research for the Indian Automotive market for IIMA.

Tender No.- GEM/2022/B/2510548 Dated: 07-09-2022

Ref:- Your bid on October 13, 2022

Dear Sir,

This refers to your bid submitted to us in reference to our tender GEM/2022/B/2510548 dated 07-09-2022, we are pleased to issue this Work Order to MARKET XCEL DATA MATRIX PRIVATE LIMITED, as per the below details.

Scope of work:-

This study aims to undertake a survey of the automotive sector (specifically, four-wheeler passenger car segment) with a focus on consumers (including potential consumers), dealers, employees and management of a global automotive major. The agency will primarily be responsible for:

- a) designing and administering structured and semi-structured field surveys,
- b) survey data entry and cleaning, and
- c) performing basic data analysis including preparation of summary presentations/reports.

The survey works includes survey of followings,

- 1000 consumers (including potential consumers)
- 100 Employees of Our Client
- 100 Dealer principals
- 200 Sales employees of Dealers
- 200 Service staff of Dealers

The objective is to capture their perception of Suzuki and the Maruti/Suzuki brand and its products. The survey will focus on collecting data related to demographics, purchase intentions & behaviour, and other factors which help us evaluate the brand perception, strengths and weaknesses of Suzuki in India.

The other details on the scope of work will be in accordance with the tender.

Contract Period: -

The period of the contract will be for 3 (Three) months from the date of the issue of this work order and the contractor is abided to deliver the deliverables as shared in the deliverable timeline in weeks as outlined in the tender document.





भारतीय प्रबंध संस्थान अहमदाबाद

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

However, during the project, the timeline is subjected to modification at the discretion of the Project Director.

Contract Price: -

The work order amount is INR 8,50,002/- inclusive of GST. The agency will be paid as per the payment milestone against deliverables described in the tender document and while adhering to the timelines.

Performance security deposit: -

The agency is to submit a Performance security deposit (PSD) @ 03% of the contract value within two weeks from the date of award of work order/contract in the form of bank guarantee/demand draft/Fixed Deposit from a scheduled commercial bank in favor of "Indian Institute of Management Ahmedabad". The validity of PSD must be up to the completion of the contract period.

Payment Terms:-

Payment will be made within 30 days of submission of the invoice, provided the same is complete and duly authenticated by the specified authorized Officer (s) of IIMA, upon receipt of the Performance security deposit. Payment will be made by E-payment/NEFT/RTGS after deducting the TDS as applicable.

The Payment milestone :

- 20% payment after the questionnaire is finalized and digitized by agency and signed off by the IIMA committee
- 20% on finishing the survey of 50% of agreed sample size
- 20% on finishing the survey of 100% of agreed sample size
- 20% on submitting the final cleaned data set and analysis – Starting from the data collection, finishing qualitative discussions and providing transcripts which are approved by the IIMA team. The survey has to be completed within 3 months
- 20% on submission on analysis and standard comprehensive report

All other terms and conditions shall be as per the tender document.

We are sending this Work Order in duplicate. Kindly return the duplicate copy of the Work Order duly signed and stamped by you within 7 (seven) days as a token of your acceptance.

Thanking You,

For, Indian Institute of Management Ahmedabad

Col Amit Verma (Retd)
Chief Administrative Officer



Encl.

Non-Disclosure Agreement

Non-Disclosure Agreement

Tender No. GEM/2022/B/2510548 Dated: 07-09-2022

Tender Description: Survey Research for the Indian Automotive market for IIMA.

MARKET XCEL DATA MATRIX PRIVATE LIMITED is awarded the project of Survey Research for the Indian Automotive market for IIMA as per tender no. GEM/2022/B/2510548 dated 07-09-2022 and work order dated 19-10-2022.

MARKET XCEL DATA MATRIX PRIVATE LIMITED hereby expressly agrees to maintain and preserve the confidentiality of the information. MARKET XCEL DATA MATRIX PRIVATE LIMITED undertakes to treat the information as being strictly private and shall not divulge, disclose, or communicate either orally or in writing to any third party or use or exploit for any purpose other than for the limited purpose for which it is conveyed. MARKET XCEL DATA MATRIX PRIVATE LIMITED will take all precautions to eliminate the risk of unauthorized persons trying to read or copy the confidential information partly or wholly.

Further, MARKET XCEL DATA MATRIX PRIVATE LIMITED hereby expressly agrees that any information about IIMA business related such as domain of the project, Product Specification, trade secret, methodologies, reports and system formats, business or financial information, information about students of IIMA or their Alumnus, any POC or samples, any technical or conceptual information about IIMA, any technical/ business drawings will not be disclosed without the consent of IIMA.

MARKET XCEL DATA MATRIX PRIVATE LIMITED will indemnify, defend and hold harmless IIMA (including without limitation its affiliates, its employees, agents, officers and directors) from any and all proven loss, harm, damage, liabilities, third party claims, demand, actions or threat of action, suffered by IIMA who the owner is of such Confidential Information, arising out of any use, misuse or disclosure of such Confidential Information for any purposes other than permitted by IIMA.

MARKET XCEL DATA MATRIX PRIVATE LIMITED understands that if IIMA is not adequately compensated in the event of material breach of the obligations as set out in this Agreement by the MARKET XCEL DATA MATRIX PRIVATE LIMITED then in addition to any other relief, which may be available to IIMA, IIMA shall be entitled to seek equitable relief of any kind including the right to seek specific performance, rescission, restitution or other injunctive reliefs against MARKET XCEL DATA MATRIX PRIVATE LIMITED, none of which rights shall be affected or diminished thereby.

On behalf of the of IIMA,

Name:

Sign :



On behalf of the of MARKET XCEL

Name: ASHWANI AROBA

Sign :

