

Shadab Ansari

From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 10 January 2023 15:40
To: 'Vivek Bajaj'
Cc: 'kapilnarang'; 'manishoberoi@market-xcel.com'; 'amit'; 'shilpa.gupta'
Subject: RE: RE:-(P22-66271) Follow-up on next round of OFD

Dear Vivek,

Hi! We would request you kindly do let us know your availability for tomorrow for a quick call over MS teams.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
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From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 09 January 2023 14:48
To: 'Vivek Bajaj' <vivek@koracap.com>
Cc: 'kapilnarang' <kapilnarang@market-xcel.com>; 'amit' <amit@market-xcel.com>; 'shilpa.gupta' <shilpa.gupta@market-xcel.com>; shadab.ansari@market-xcel.com
Subject: RE: RE:-(P22-66271) Follow-up on next round of OFD

Thank you, Vivek, for the go ahead on the study.

[@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) – Please take this forward.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



Market Xcel Data Matrix Pvt. Ltd.

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From: Vivek Bajaj <vivek@koracap.com>

Sent: 09 January 2023 14:41

To: manishoberoi@market-xcel.com

Cc: 'rfp' <rfp@market-xcel.com>

Subject: RE: RE:-(P22-66271) Follow-up on next round of OFD

Hi Manish,

Quote looks good. Closure of Ahmedabad is partly due to data quality issues and partly due to shift in our focus. We plan to monitor some specific cities only going forward.

Thanks,
Vivek

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

Sent: 09 January 2023 14:18

To: Vivek Bajaj <vivek@koracap.com>

Cc: 'rfp' <rfp@market-xcel.com>

Subject: RE:-(P22-66271) Follow-up on next round of OFD

Dear Vivek,

Please find below our proposal for the study. We look forward for your kind revert on the same.

Cost Head	Sample Size	CPI (INR)	Total Cost (INR)	
OFD + Order history detail screenshot	185	1800/-	3,33,000/-	
Grocery Survey	90	600/-	54,000/-	As of now kept half of the sample once closed will close accordingly
Total Study Cost			3,87,000/-	
GST			Additional	

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



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

Sent: 09 January 2023 14:02

To: 'Vivek Bajaj' <vivek@koracap.com>

Cc: 'rfp' <rfp@market-xcel.com>

Subject: RE: Follow-up on next round of OFD

Dear Vivek,

Thank you for the email and sharing the details for next round of the OFD. Just wanted to check why we have removed Ahmedabad from this round is this has to be because of data quality or any other reason.

Secondly working on the quote for this will be sharing the same shortly.

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



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From: Vivek Bajaj <vivek@koracap.com>

Sent: 09 January 2023 13:54

To: manishoberoi@market-xcel.com

Cc: Shadab Ansari <shadab.ansari@market-xcel.com>

Subject: RE: Follow-up on next round of OFD

Hi Manish,

Thanks a lot! Happy new year to you too!

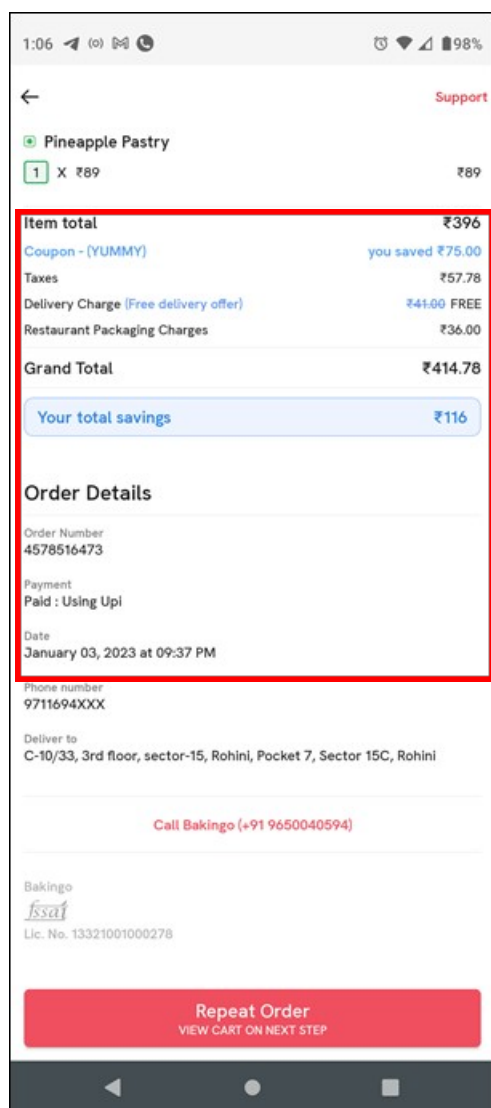
PFB the details of OFD and OGD track for Q1CY23.

We will be trimming the sample set for this study from this iteration onwards. PFB the updated list of cities and sample set.

- Delhi – 80
- Bangalore – 40
- Ludhiana – 65

I have added couple of questions in the common questionnaire of OFD track. Attaching the revised template with this mail. I am again reiterating few instructions about the OFD track below. Please keep those in mind.

- For the open screenshots of the order history, the screenshots should not be shared on WhatsApp multiple times as it deteriorates the quality of the image which hampers our working. Also, try to tell the respondents and interviewers to not crop the images as it again hampers the quality.
- For Zomato Screenshots, please find below the layout of the open screenshot which is needed from all the respondents for their past orders. Please don't take any type of long screenshots or summary screenshots. The area highlighted in the below screenshot is the only important thing for us. Rest of the things need not be captured.



- Please take open screenshots for past 10 orders for all the respondents in this iteration for both Zomato and Swiggy.

For OGD track, the sample set will depend on the number of respondents using the quick commerce apps.

Thanks,
Vivek

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

Sent: 09 January 2023 12:22

To: Vivek Bajaj <vivek@koracap.com>

Subject: Follow-up on next round of OFD

Dear Vivek,

Greetings for the day! Wishing you a very happy new year 😊.

Wanted to take a moment and check for next round of OFD, please let us know when you have a moment.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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