

## Shadab Ansari

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**From:** Manish Oberoi <manishoberoi@market-xcel.com>  
**Sent:** 17 January 2023 09:56  
**To:** 'Ankita ARORA'; shadab.ansari@market-xcel.com  
**Cc:** 'Nidhi SINGH (300013)'; 'Deepak kumar SHARMA'; 'Kapil Narang'; amit@market-xcel.com; 'Shilpa Gupta'  
**Subject:** RE: RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

Dear Ankita,

Let me know if we can have this on 24<sup>th</sup> and 25<sup>th</sup> January 23, please note Shadab Ansari will be leading this from our end.

@'shadab.ansari@market-xcel.com' – Kindly connect with Ankita and take this forward.

Thanks & Regards

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**Manish Oberoi**  
Sr. Manager – Client Services



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**From:** Ankita ARORA <ankitaa@dba.com>  
**Sent:** 17 January 2023 09:50  
**To:** manishoberoi@market-xcel.com  
**Cc:** Nidhi SINGH (300013) <nidhis@dba.com>; Deepak kumar SHARMA <deepakkumars@dba.com>; 'RFP@' <rfp@market-xcel.com>  
**Subject:** RE: RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

Hi Manish,

Good morning!

I have a go ahead on the proposal. Let me know if we can conduct on 23<sup>rd</sup> and 24<sup>th</sup>.

Thanks.

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Monday, January 16, 2023 10:25 AM  
**To:** Ankita ARORA <[ankitaa@dba.com](mailto:ankitaa@dba.com)>

Cc: Nidhi SINGH (300013) <[nidhis@dbs.com](mailto:nidhis@dbs.com)>; Deepak kumar SHARMA <[deepakkumars@dbs.com](mailto:deepakkumars@dbs.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

**Importance:** High

This mail originated from an **external** party outside DBS - [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com).  
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Dear Ankita,

Good Morning! Hope you are doing good.

Wanted to take a moment and check on below proposal please let us know when you have a moment. Also, to share the fieldwork dates need to be re-looked as we need at-least a week time for the recruitments.

Thanks & Regards

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**Manish Oberoi**  
Sr. Manager – Client Services



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

**Sent:** 13 January 2023 12:32

**To:** 'Ankita ARORA' <[ankitaa@dbs.com](mailto:ankitaa@dbs.com)>

**Cc:** 'Nidhi SINGH (300013)' <[nidhis@dbs.com](mailto:nidhis@dbs.com)>; 'Deepak kumar SHARMA' <[deepakkumars@dbs.com](mailto:deepakkumars@dbs.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

Sure Ankita 😊

Thanks & Regards

---

**Manish Oberoi**  
Sr. Manager – Client Services



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**From:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>

**Sent:** 13 January 2023 11:40

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

**Cc:** Nidhi SINGH (300013) <[nidhis@dbb.com](mailto:nidhis@dbb.com)>; Deepak kumar SHARMA <[deepakkumars@dbb.com](mailto:deepakkumars@dbb.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

Hi Manish,

I am waiting for internal approvals. Allow me some time to get back.

Thanks.

---

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

**Sent:** Friday, January 13, 2023 11:40 AM

**To:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>

**Cc:** Nidhi SINGH (300013) <[nidhis@dbb.com](mailto:nidhis@dbb.com)>; Deepak kumar SHARMA <[deepakkumars@dbb.com](mailto:deepakkumars@dbb.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

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Dear Ankita,

Greetings for the day! Wanted to take a moment and check if there is any update on the shared proposal and we stand a chance to collaborate. Please let us know when you have a moment.

Thanks & Regards

---

**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** 12 January 2023 12:14  
**To:** 'Ankita ARORA' <[ankitaa@dbs.com](mailto:ankitaa@dbs.com)>  
**Cc:** 'Nidhi SINGH (300013)' <[nidhis@dbs.com](mailto:nidhis@dbs.com)>; 'Deepak kumar SHARMA' <[deepakkumars@dbs.com](mailto:deepakkumars@dbs.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>  
**Subject:** RE: RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

Yes Ankita.

Thanks & Regards

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**Manish Oberoi**  
Sr. Manager – Client Services



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**From:** Ankita ARORA <[ankitaa@dbs.com](mailto:ankitaa@dbs.com)>  
**Sent:** 12 January 2023 12:10  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** Nidhi SINGH (300013) <[nidhis@dbs.com](mailto:nidhis@dbs.com)>; Deepak kumar SHARMA <[deepakkumars@dbs.com](mailto:deepakkumars@dbs.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>  
**Subject:** RE: RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

Hi Manish,

Project Management Fee has increased from last time in Aug.'22. Has this changed recently.

Thanks.

---

**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Thursday, January 12, 2023 9:42 AM  
**To:** Ankita ARORA <[ankitaa@dbs.com](mailto:ankitaa@dbs.com)>  
**Cc:** Nidhi SINGH (300013) <[nidhis@dbs.com](mailto:nidhis@dbs.com)>; Deepak kumar SHARMA <[deepakkumars@dbs.com](mailto:deepakkumars@dbs.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>  
**Subject:** RE:-(P22-66326) [External] RE: Upcoming study requirements and screener

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Dear Ankita,

Greetings for the day! Thank you for the patience, please find below our proposal for the study.

Sample – Recruitment 8  
LOI – 60 to 90 minutes

Upcoming study requirements and screener	
Cost Heads	Amount-INR
Set-up & recruitment	15000
Incentives	13500
Facility + Audio & Video Charges	45000
Project Management Fee	8000
Total Study Cost	81500

Thanks & Regards

**Manish Oberoi**  
Sr. Manager – Client Services



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**From:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>  
**Sent:** 11 January 2023 18:35  
**To:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Cc:** Nidhi SINGH (300013) <[nidhis@dbb.com](mailto:nidhis@dbb.com)>; Deepak kumar SHARMA <[deepakkumars@dbb.com](mailto:deepakkumars@dbb.com)>; RFP@<[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>  
**Subject:** RE: [External] RE: Upcoming study requirements and screener

In that case please exclude transcript cost.

Thanks.

**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Wednesday, January 11, 2023 6:21 PM  
**To:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>  
**Cc:** Nidhi SINGH (300013) <[nidhis@dbb.com](mailto:nidhis@dbb.com)>; Deepak kumar SHARMA <[deepakkumars@dbb.com](mailto:deepakkumars@dbb.com)>; RFP@<[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>  
**Subject:** Re: [External] RE: Upcoming study requirements and screener

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Hi Ankita,

We cannot skip project management fee it's mandate we had this last time as well and it's for all clients.

Will share the cost for the same.

Best Regards

Manish Oberoi

On Wed, 11 Jan, 2023, 5:55 pm Ankita ARORA, <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)> wrote:

Hi Manish,

PM fee is project manager fee? If we skip this what would be the impact.

Transcripts we don't need and can be excluded from the commercials.

Thanks.

---

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

**Sent:** Wednesday, January 11, 2023 5:54 PM

**To:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>

**Cc:** Nidhi SINGH (300013) <[nidhis@dbb.com](mailto:nidhis@dbb.com)>; Deepak kumar SHARMA <[deepakkumars@dbb.com](mailto:deepakkumars@dbb.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** [External] RE: Upcoming study requirements and screener

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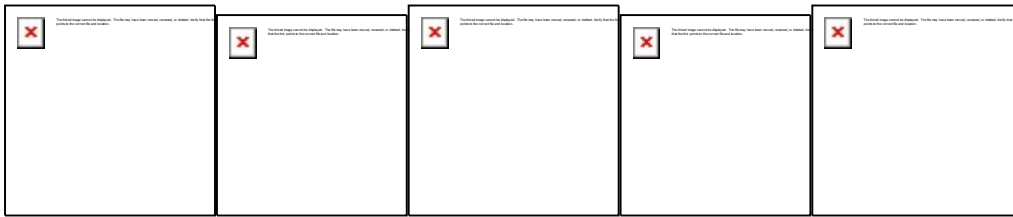
Dear Ankita,

Greetings for the day! Thank you for sharing the new round of the study.

Please confirm what all we need to include in our proposal and accordingly shall share the proposal.

- Recruitments
- Incentives
- Facility fee
- Audio + Video recording

- Transcripts
- PM Fee



Thanks & Regards

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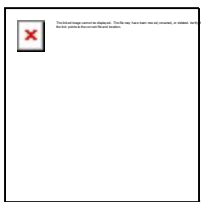
**Manish Oberoi**

Sr. Manager – Client Services

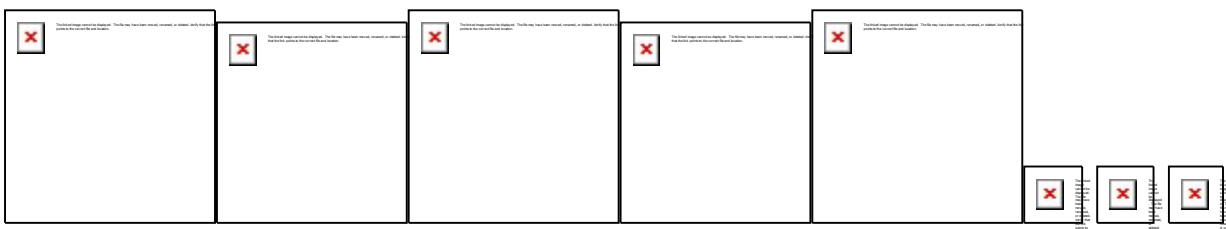


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**From:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>

**Sent:** 11 January 2023 17:44

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

**Cc:** Nidhi SINGH (300013) <[nidhis@dbb.com](mailto:nidhis@dbb.com)>; Deepak kumar SHARMA <[deepakkumars@dbb.com](mailto:deepakkumars@dbb.com)>

**Subject:** Upcoming study requirements and screener

Hi Manish,

We are planning to conduct a Usability testing session next week for which details are as follows. Request you to share commercials.

Activity	Details
Recruitment of participants for Usability testing session	8 participants. Each session to last for an 1 -1.5 hr.
Recording of sessions	A/V recording of session and mobile screen during Usability
Logistic requirements	Lab set up for conducting these sessions over 2 days

We would be moderating these sessions on our own.

For recruiting the participants, the screening criteria is as follows:

1. We need Mumbai based Credit Card users, who are using credit card from past at least 5 yrs.
2. An equal split of male and female participants
3. A mix of users on Android and iPhone.
4. Income: 5-15 lacs/annum
5. Age group: 25 – 45 yrs.
6. Occupation: Salaried and Self employed
7. Credit card usage: Multiple credit card users (at least 2)
8. 3/8 participants to have an Add on/Supplementary credit card

Tentative dates of study – 20<sup>th</sup> – 24<sup>th</sup> Jan.

Venue: Near Dadar

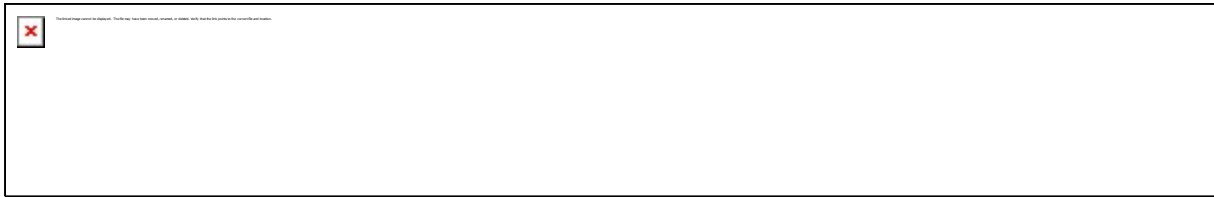
Thanks.



**Ankita Arora**

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