

## Shadab Ansari

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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** 24 November 2022 16:21  
**To:** shadab.ansari@market-xcel.com  
**Subject:** FW: (P22-65187)\_Artists Study

Thanks & Regards

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Shilpa Gupta  
Associate Manager Client Services



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**From:** Amit Narula <amit@market-xcel.com>  
**Sent:** Wednesday, November 23, 2022 12:40 PM  
**To:** 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>  
**Cc:** manishoberoi@market-xcel.com  
**Subject:** FW: (P22-65187)\_Artists Study

Dear Shilpa,

Here are the updated costs for your quick reference-

Revised

	N	CPI	Total
Recruitment	40	500	20000
Incentive	30	1000	30000
Transcription	10	2750	27500
Venue	10	6000	60000
Project Management	1		30250
Total			167750

As indicated by the client, please raise performa invoice and 50% advance for the study. It will be better to take her approval before doing the above. Good Luck with the study!

Thanks & Regards,

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**Amit Narula**  
(AVP Client Services)



**Market Xcel Data Matrix Pvt. Ltd.**  
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**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>  
**Sent:** 21 November 2022 16:09  
**To:** 'Gupta, Kavita (LS)' <[Kavita.Gupta@kantar.com](mailto:Kavita.Gupta@kantar.com)>  
**Cc:** 'Goel, Shrey (LSNED)' <[Shrey.Goel@kantar.com](mailto:Shrey.Goel@kantar.com)>; 'Manish Oberoi' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Kapil Narang' ([kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com))' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>  
**Subject:** RE: (P22-65187)\_Artists Study

Hi Kavita,

Thank you for the go-ahead on this. We really look forward to kickstart our business relationship and take this ahead.

From our side, Manish will spearhead this relationship. He will introduce the POC from his end in the subsequent communication.

Thanks & Regards,

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**Amit Narula**  
(AVP Client Services)



**Market Xcel Data Matrix Pvt. Ltd.**  
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**From:** Gupta, Kavita (LS) <[Kavita.Gupta@kantar.com](mailto:Kavita.Gupta@kantar.com)>  
**Sent:** 21 November 2022 15:56  
**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Cc:** Goel, Shrey (LSNED) <[Shrey.Goel@kantar.com](mailto:Shrey.Goel@kantar.com)>  
**Subject:** Re: (P22-65187)\_Artists Study

Hi Amit,  
Go ahead for the costs - 3 triads per city.  
Please plan accordingly,

For Venue, please book with Naresh. Will he submit invoices directly or to MXL? Please submit to us as OPEs support then.

Best regards

Kavita

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

**Sent:** 07 November 2022 19:37

**To:** Gupta, Kavita (LS) <[Kavita.Gupta@kantat.com](mailto:Kavita.Gupta@kantat.com)>

**Cc:** 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** (P22-65187)\_Artists Study

Hi Kavita,

Thank you for reaching out. We understand the following from the scope-

- Target Group is the people who paint - artists/hobbyists,
- Must be using acrylics/posters,
- Cities considered Kolkata, Patna, Mumbai,
- Females – 20-45 years,
- With the above in mind, here are our costs for your reference-

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	N	CPI	Total
Recruitment	33	500	16500
Incentive	30	1000	30000
Transcription	30	2500	75000
Venue	10	3500	35000
Project Management	1	1	17215
Total			173715

3 Triads per city

	N
Recruitment	36
Incentive	27
Transcription	9
Venue	9
Project Management	1
Total	

- We have considered one-way view mirror,
- Assuming the units to be 60 minutes long,
- Moderation/Interpretation is not included in the above costs,
- We will take 1 week for recruitment and another 1 week for fieldwork.

Please do let us know how this suits you. Look forward to work with you on this.

Thanks & Regards,

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**Amit Narula**

(AVP Client Services)



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