

Shadab Ansari

From: Amit Narula <amit@market-xcel.com>
Sent: 15 March 2023 12:50
To: 'Monika Gupta'; shadab.ansari@market-xcel.com
Cc: 'kapil narang'; 'sales'; 'varun kumar pathak'; shilpa.gupta@market-xcel.com; 'Manish Oberoi'
Subject: RE: User Research FGD in India || P21-67507

Hi Monika,

Thank you for your patience on this. We will have Shadab take this up from our end. Including Shilpa & Manish to oversee this.

[@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) Good Luck!

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: Monika Gupta <monika.gupta@market-xcel.com>
Sent: Wednesday, March 15, 2023 12:27 PM
To: 'amit' <amit@market-xcel.com>
Cc: 'kapil narang' <kapilnarang@market-xcel.com>; 'sales' <sales@market-xcel.com>; 'varun kumar pathak' <varun.pathak@market-xcel.com>
Subject: RE: User Research FGD in India || P21-67507

Hi Amit,

Any update on the PM?

Best regards

Monika Gupta
Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.
Mobile: +91 9582382465

From: Monika Gupta <monika.gupta@market-xcel.com>
Sent: Wednesday, March 15, 2023 11:10 AM
To: 'amit' <amit@market-xcel.com>
Cc: 'kapil narang' <kapilnarang@market-xcel.com>; 'sales' <sales@market-xcel.com>; 'varun kumar pathak' <varun.pathak@market-xcel.com>
Subject: User Research FGD in India || P21-67507

Hi Team,

We have won a study from a new client **Garena!**

It's an Offline study- Total amount **USD 18,144.00\$**, below are the details.

Please find below the schedule for the FGDs:

	21	22	23	24	25	26	27	28	29	30
	T	W	TH	F	SAT	SUN	M	T	W	TH
	Bangalore FGD				Mumbai FGD			Lucknow FGD		
Number of FGDs per day	2	2	2		3	3		2	2	2

- **18 rounds of FGDs**, with approximately **6 to 8 participants per round**, in **Bangalore, Lucknow, and Mumbai**. Each round will last roughly **90 minutes**, and client will provide a moderator for the discussions.
- **Recruiting & coordinating with participants** [approximately 216 participants; backups included] - client will provide a shortlist of potential participants and their contact details
 - **Arranging the venues** for the discussions, in each city
 - We require two rooms for the FGD, one for the participants and moderator, and another for our colleague from Singapore and the real-time translator
 - Arrange for the **virtual screening(live streaming)** and **Audio Video recording** of discussions as some of our team will be participating remotely - the translator can use the zoom interpretation function for this purpose
 - Essential to make arrangements so that the translator can see & hear the discussion from the other room. Can you please suggest the most efficient solution for this?
- Providing a Hindi-to-English **Sim-translator** as well as a Hindi-to-English **Note-taker** for the discussions.

- Arrange refreshments for both Client and Respondents.. (Snacks)

We are aiming to conduct the **discussions between the 21st and 30th of March.**

Please assign a PM for this study.

Best regards

Monika Gupta
Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.
Mobile: +91 9582382465

From: Varun Kumar Pathak <varun.pathak@market-xcel.com>
Sent: Tuesday, March 14, 2023 9:26 PM
To: 'Sushant Pandita' <panditasu@garena.com>
Cc: 'Monika Gupta' <monika.gupta@market-xcel.com>; 'sales' <sales@market-xcel.com>; tanejy@garena.com; jaswant.singh@market-xcel.com; mundhrav@garena.com
Subject: RE: Request for Quotation and Proposal for User Research FGD

Hi Sushant,

Thanks for your mail. We will book the resources and inform internal team. Monika will be in touch with you tomorrow morning with further proceedings.

Thanks again for your trust and we are confident on success delivery of this engagement.

Thanks & Regards,

Varun Pathak
Senior Vice President - Growth



Market Xcel Data Matrix Pvt. Ltd.
Mobile: +91 9711009907
Desk: +91 11 42343 579

From: Sushant Pandita <panditasu@garena.com>
Sent: 14 March 2023 20:12
To: varun.pathak@market-xcel.com
Cc: Monika Gupta <monika.gupta@market-xcel.com>; sales <sales@market-xcel.com>; tanejy@garena.com;

jaswant.singh@market-xcel.com; mundhrav@garena.com

Subject: Re: Request for Quotation and Proposal for User Research FGD

Hi Varun,

Thank you for your email.

Let me get back to you on the live-streaming aspect. However, we would like to confirm the engagement and can proceed to book the venues.

For the recruitment list, we will share it with you as soon as the database is ready.

Thanks a lot.

Warm regards,
Sushant

On Tue, Mar 14, 2023 at 7:13 PM Varun Kumar Pathak <varun.pathak@market-xcel.com> wrote:

Hi Sushant,

Please allow me to revert on behalf of Monika.

Overall cost is ok. It seems we forgot to mention the cost for live streaming as this requirement wasn't present initially. Cost associated with this component would be **95 USD** per group which comes to be **USD 1710**. Total cost now becomes **USD 18,144**.

Refreshments will be snacks for both client and respondents.

On the venue there will moderator, sim translator, note-taker and co-ordinator from Market Xcel. Please suggest with approval by today so we can start preparing on our end asap on this time-crunch study.

Thanks again.

Thanks & Regards,

Varun Pathak

Senior Vice President - Growth



Market Xcel Data Matrix Pvt. Ltd.

Mobile: +91 9711009907

Desk: +91 11 42343 579

From: Sushant Pandita <panditasu@garena.com>

Sent: 14 March 2023 18:37

To: Monika Gupta <monika.gupta@market-xcel.com>

Cc: sales <sales@market-xcel.com>; tanejy@garena.com; jaswant.singh@market-xcel.com; Varun Kumar Pathak <varun.pathak@market-xcel.com>; mundhrav@garena.com

Subject: Re: Request for Quotation and Proposal for User Research FGD

Hi Monika,

Thank you for the quick call. Please find below the schedule for the FGDs:

	21	22	23	24	25	26	27	28	29	30
	T	W	TH	F	SAT	SUN	M	T	W	TH
	Bangalore FGD				Mumbai FGD			Lucknow FGD		
Number of FGDs per day	2	2	2		3	3		2	2	2

As discussed on our call, want to reiterate that compensation for respondents will be as follows:

- **1,000 INR cash component per respondent** (*would like Market Xcel to help distribute this on our behalf*)

- *In the sheet, it is calculated as (1000 INR) * (INR TO USD Conversion Rate) * (9 respondents per average)*
- *As mentioned before, if you feel that respondents require a higher monetary compensation during recruitment, please let us know*
- A substantial in-game currency amount, which is highly valued by respondents (*will be credited from Garena's end*)

I have attached a copy of the adjusted quotation as I understand it. Please let me know if any thoughts.

A few questions below:

- Could you please confirm what **platform** Market Xcel will use for the **Live Streaming & AV recordings**? Will there be an additional cost for this or is it already included?
- Could you please confirm if the refreshments be for Garena as well as the respondents? Also, will this be lunch/dinner or snacks?
- Could you please confirm that the translators & note-takers will be **physically present** with us at each location?
 - Could you please confirm who will be **supporting the project physically from Market Xcel?** (*coordinators, translators, notetakers, etc.*)?

Looking forward to your response!

Warm regards,

Sushant

On Tue, Mar 14, 2023 at 5:53 PM Monika Gupta <monika.gupta@market-xcel.com> wrote:

Hi Sushant,

Thanks for your time on the call!

As discussed, PFA our approach note and cost in excel including Refreshment cost for Client and visitors.

We can ignore the policy clause no.3 for upfront 100% payment terms. We can raise the invoice once this study is in field and can expect the payment to be made within 30 days.

Going forward, we will expect to receive the confirmation of this study by today EOD to launch in the given timeline. List of respondents database and FGD schedule.

Please feel free to share your queries if any.

Best regards

Monika Gupta

Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.

Mobile: +91 9582382465

From: Sushant Pandita <panditasu@garena.com>

Sent: Tuesday, March 14, 2023 3:34 PM

To: Monika Gupta <monika.gupta@market-xcel.com>

Cc: sales <sales@market-xcel.com>; taneij@garena.com; jaswant.singh@market-xcel.com; Varun Kumar Pathak <varun.pathak@market-xcel.com>; mundhrav@garena.com

Subject: Re: Request for Quotation and Proposal for User Research FGD

Hi Monika,

We're currently in the process of evaluating several proposals. I will reach out in case of any questions.

Thanks a lot.

Warm regards,

Sushant

On Tue, Mar 14, 2023 at 1:09 PM Monika Gupta <monika.gupta@market-xcel.com> wrote:

Hi Sushant,

Hope you're doing great! 😊

Just wanted to follow up if there's any update on this study, will this be going ahead?

In case of any feedback related to cost or timeline do let me know I will be more than happy to discuss.

Best regards

Monika Gupta

Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.

Mobile: +91 9582382465

From: Monika Gupta <monika.gupta@market-xcel.com>
Sent: Thursday, March 9, 2023 5:01 PM
To: 'Sushant Pandita' <panditasu@garena.com>
Cc: 'sales' <sales@market-xcel.com>; 'tanejy@garena.com' <tanejy@garena.com>; 'jaswant.singh@market-xcel.com' <jaswant.singh@market-xcel.com>; 'Varun Kumar Pathak' <varun.pathak@market-xcel.com>; 'mundhrav@garena.com' <mundhrav@garena.com>
Subject: RE: Request for Quotation and Proposal for User Research FGD

Hi Sushant,

Please find my responses as below:

Also, please find attached our detailed approach note for this study.

We can get on a quick call in case of any queries @ +91 9582382465

Best regards

Monika Gupta

Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.

Mobile: +91 9582382465

From: Sushant Pandita <panditasu@garena.com>
Sent: Thursday, March 9, 2023 4:29 PM

To: Monika Gupta <monika.gupta@market-xcel.com>

Cc: sales <sales@market-xcel.com>; tanejy@garena.com; jaswant.singh@market-xcel.com; Varun Kumar Pathak <varun.pathak@market-xcel.com>; mundhrav@garena.com

Subject: Re: Request for Quotation and Proposal for User Research FGD

Hi Monika,

Thank you for the quotation. A few questions:

- We will be paying via our Singapore entity. Could you please verify whether GST is applicable and if so, kindly provide the quote that includes it? MX- In that case the GST is not applicable.
- Could you please confirm if Market Xcel will be able to meet our timeline **(21st to 30th March)**? MX- it depends on when we will get the database from your end, however the Timeline (21st-30th march) is feasible for executing the FGDs wherein we need a weeks' time to recruit the respondents.
- Can I also check if Market Xcel has any prior experience working with Gaming firms? MX- Yes, we have conducted various Respondents Recruitments and IDIs for India, US and Europe for Gaming studies.

In addition to our own criteria, could you describe the recruitment approach for respondents at Market Xcel? MX- Excluding Database from Garena, our Recruitment approach includes: Snowballing, inhouse database of the consumers falling under SEC A, B, references from current contacts, recruitment teams. Once the respondent is recruited, we tend to ask the questions which revolve around the topic, so in this case what other games they play, where they normally play such games, since how long they are playing games, who all they usually prefer to play games just friends or communities, etc.

Looking forward to hearing from you.

Warm regards,

Sushant

On Thu, Mar 9, 2023 at 3:29 PM Monika Gupta <monika.gupta@market-xcel.com> wrote:

Hi Sushant,

Thanks for your patience!

Attached is our quotation for this study.

- We are fully feasible for N= 18 FGDs (6 per city)
- Our cost comprises of Respondent Recruitment + Incentives, Venue + recording, virtual screening & Recording, Translator & Note taking cost.
- We will be recruiting extra respondents for each group to make 8 participants sit in the group.
- We will confirm the dates of FGDs in each city once the study is commissioned and we commence the FW.

Kindly check and let us know if there' any query or feedback on our approach or costing. Will be more than happy to assist you in every way possible.

Looking forward to work with you on this study.

Best regards

Monika Gupta

Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.

Mobile: +91 9582382465

From: Monika Gupta <monika.gupta@market-xcel.com>

Sent: Thursday, March 9, 2023 11:46 AM

To: 'Sushant Pandita' <panditasu@garena.com>

Cc: 'sales' <sales@market-xcel.com>; 'tanejy@garena.com' <tanejy@garena.com>; 'jaswant.singh@market-xcel.com' <jaswant.singh@market-xcel.com>; 'Varun Kumar Pathak' <varun.pathak@market-xcel.com>; 'mundhrav@garena.com' <mundhrav@garena.com>

Subject: RE: Request for Quotation and Proposal for User Research FGD

Thanks Sushant, this is helpful.

I will get back to you with cost and timeline shortly.

Best regards

Monika Gupta

Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.

Mobile: +91 9582382465

From: Sushant Pandita <panditasu@garena.com>

Sent: Thursday, March 9, 2023 11:40 AM

To: Monika Gupta <monika.gupta@market-xcel.com>

Cc: sales <sales@market-xcel.com>; tanejy@garena.com; jaswant.singh@market-xcel.com; Varun Kumar Pathak <varun.pathak@market-xcel.com>; mundhrav@garena.com

Subject: Re: Request for Quotation and Proposal for User Research FGD

Hi Monika,

Thank you for the prompt response.

Please find the responses below:

1. We will provide a database containing names and contact details, and the recruitment process will be restricted to selecting candidates from this group of users
2. All respondents will be gamers
3. As a **Gaming** company, our primary goal will be to understand our user community
4. Yes, the study will be spread out evenly (6 per city)
5. We were hoping you could suggest an appropriate location

Do let me know in case of any other questions.

Thanks a lot.

Warm regards,

Sushant

On Thu, Mar 9, 2023 at 11:34 AM Monika Gupta <monika.gupta@market-xcel.com> wrote:

Hi Sushant,

We've understood your requirement & few query regarding the project.

- 1) Are you providing the respondent data base? where I mean to ask that the target is already defined?
- 2) Profile of the respondent (The exact class of the respondents such as Business class, Earning potential, professional categorization, students, gamers, etc.)
- 3) Objective of the FGD? FMCG, Corporate Study, Retail research, Automobile, Gaming, etc.
- 4) Will the FGD equally spread out across the three locations i.e. 6 FGDs in each city?
- 5) The type/class of venue (Hotel, Lodge etc.)

Also, all equipments, translator, note taker, audio video devices we can provide.

Kindly confirm and get these queries cleared so that we can provide you the budget & timeline soon.

Best regards

Monika Gupta

Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.

Mobile: +91 9582382465

From: Monika Gupta <monika.gupta@market-xcel.com>
Sent: Thursday, March 9, 2023 11:00 AM
To: 'panditasu@garena.com' <panditasu@garena.com>
Cc: 'sales' <sales@market-xcel.com>; 'tanejy@garena.com' <tanejy@garena.com>; 'jaswant.singh@market-xcel.com' <jaswant.singh@market-xcel.com>; 'Varun Kumar Pathak' <varun.pathak@market-xcel.com>; 'mundhrav@garena.com' <mundhrav@garena.com>
Subject: RE: Request for Quotation and Proposal for User Research FGD

Hi Sushant,

Nice to e-meet you! 😊

I am Monika, responsible for spearheading the strategic alliance at **Market Xcel Data Matrix Pvt Ltd.**

I will be looking into your request along with my team.

In context to your requirements, please allow me sometime to check this with my team and get back with costs and timeline.

We can arrange a call/meeting to discuss the requirements. Please suggest a suitable time for the same.

Best regards

Monika Gupta

Business Development Manager



Market Xcel Data Matrix Pvt. Ltd.

Mobile: +91 9582382465

From: Sushant Pandita <panditasu@garena.com>
Date: 7 March 2023 at 7:49:33 PM IST
To: info@market-xcel.com
Cc: "Ershad, Jia Yong Tan" <tanejy@garena.com>, Vaibhav Das Mundhra <mundhrav@garena.com>
Subject: Request for Quotation and Proposal for User Research FGD

Dear MarketXcel,

I hope you're doing well.

Our company is planning to conduct a series of focused group discussions (FGDs) across 3 different cities in India. We are seeking your support with this endeavor.

We are planning to conduct **18 rounds of FGDs**, with approximately **6 to 8**

participants per round, in **Bangalore, Lucknow, and Mumbai**. Each round will last roughly **90 minutes**, and we will provide a moderator for the discussions.

We would appreciate it if you could assist us with:

- **Recruiting & coordinating with participants** *[approximately 216 participants; backups included]* - we will provide a shortlist of potential participants and their contact details
- **Arranging the 3 venues** for the discussions, one in each city
 - *We require two rooms for the FGD, one for the participants and moderator, and another for our colleague from Singapore and the real-time translator*
 - *Arrange for the virtual screening and recording of discussions as some of our team will be participating remotely - the translator can use the zoom interpretation function for this purpose*
 - *Essential to make arrangements so that the translator can see & hear the discussion from the other room. Can you please suggest the most efficient solution for this?*
- Providing a Hindi-to-English **translator** as well as a Hindi-to-English **note-taker** for the discussions

With that in mind, we kindly request you to provide us with a **quotation** and **proposal** outlining the services you can offer us **at the earliest**. Please include the following details:

- Cost per round for providing a translator and note taker
- Cost for arranging the venue and coordinating with respondents
- Cost for recruitment of users for the 18 rounds
- Any additional costs that we should consider

Please also provide us with your availability and timeline for the project. We are aiming to conduct the **discussions between the 21st and 30th of March**.

Thank you for your time and we look forward to hearing from you soon.

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Warm regards,

Sushant Pandita



Strategic Operations

BOOYAH! | Garena India

