

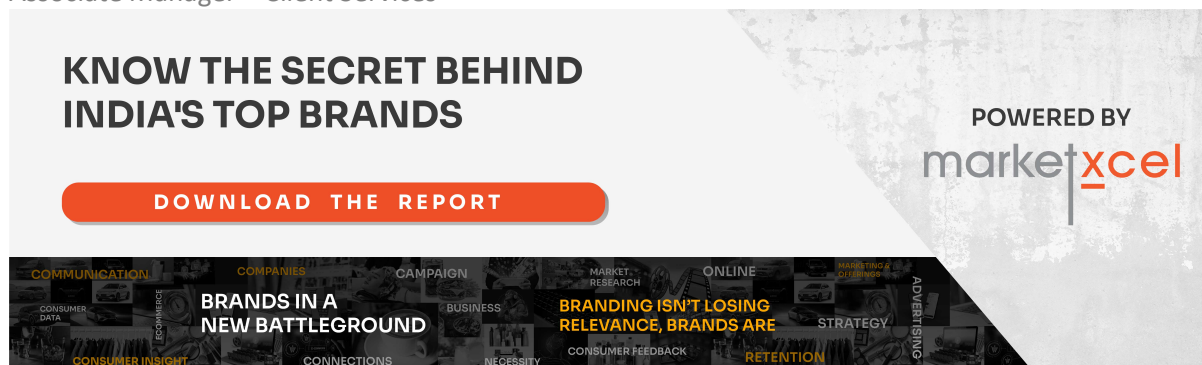
Shadab Ansari

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 09 May 2023 16:33
To: shadab.ansari@market-xcel.com
Subject: FW: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

FYR

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services



Market Xcel Data Matrix Private Limited
Extension: 553 / Direct Line: +91 11 42343553
Mobile: +91 9953166976

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Tuesday, May 9, 2023 7:43 AM
To: 'Smriti Raj' <Smriti.Raj@ipsos.com>; 'shaheed.shaikh@market-xcel.com' <shaheed.shaikh@market-xcel.com>
Cc: 'Tanvi Shrivastava' <Tanvi.Shrivastava@ipsos.com>; 'Prashant Gujjeti' <Prashant.Gujjeti@ipsos.com>; 'Sanil Nagda' <Sanil.Nagda@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>; 'amit@market-xcel.com' <amit@market-xcel.com>; 'Annu Swami' <Annu.Swami@ipsos.com>; 'Lilly David' <Lilly.David@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>
Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

Dear Smriti,

Hi! Thanks a lot for sharing the documents. We will have my colleague Shaheed take this up from our end. Regarding the scripting, we will initiate a separate email chain for the Scripting team to take this up shortly.

[@shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com) Request you to go through the mail below and plan the study in accordance.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services

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From: Smriti Raj <Smriti.Raj@ipsos.com>

Sent: Monday, May 8, 2023 7:06 PM

To: shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; amit@market-xcel.com

Cc: Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Prashant Gujjeti <Prashant.Gujjeti@ipsos.com>; Sanil Nagda <Sanil.Nagda@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

Hi Shilpa,

Sharing the Questionnaires for both the modules(1+2 and 3+4) and Screener in the link below.
The screener is common for both modules.

<https://liquidfiles-au.ipsos.com/message/O3OkI9jlaGonBjn8qGkOU>

Please get started with the scripting.
Kindly share the scripting link for first module by 10th May.

Please connect in case of query.

Warm regards
Smriti

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 05 May 2023 09:33

To: Smriti Raj <Smriti.Raj@ipsos.com>

Cc: Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Sanil Nagda <Sanil.Nagda@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; manishoberoi@market-xcel.com; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>

Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

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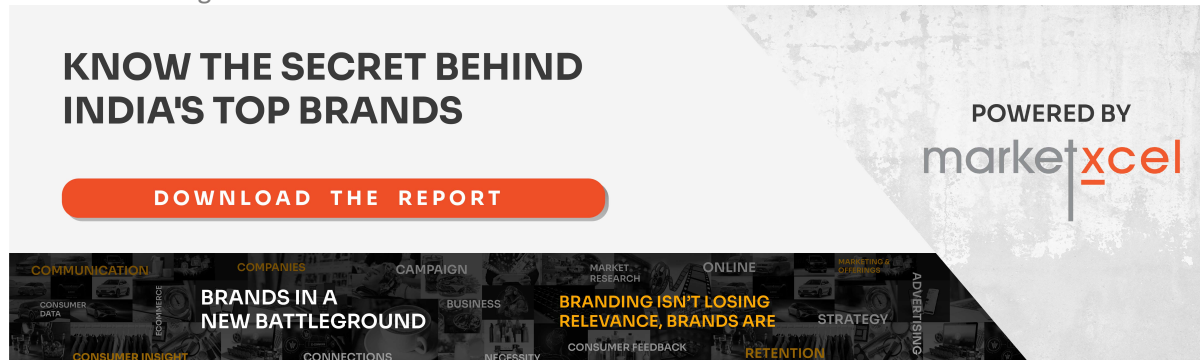
Dear Smriti,

Hi! Hope you are doing good. We would like to check if there is any update on the fieldwork.

Thanks & Regards

Shilpa Gupta

Associate Manager – Client Services



Market Xcel Data Matrix Private Limited

Extension: 553 / Direct Line: +91 11 42343553

Mobile: +91 9953166976

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: Monday, April 24, 2023 9:14 AM

To: 'Smriti Raj' <Smriti.Raj@ipsos.com>

Cc: 'Tanvi Shrivastava' <Tanvi.Shrivastava@ipsos.com>; 'Sanil Nagda' <Sanil.Nagda@ipsos.com>; 'Annu Swami' <Annu.Swami@ipsos.com>; 'Lilly David' <Lilly.David@ipsos.com>; 'Manu Johnson' <Manu.Johnson@ipsos.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>; 'amit@market-xcel.com' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>

Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

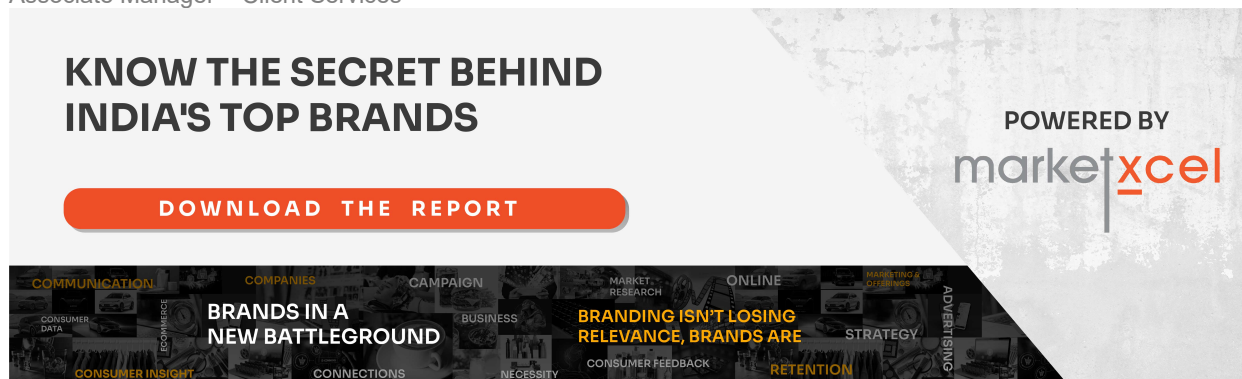
Dear Smriti,

Hi! Thanks a lot for updating us. We look forward to work on this project. Before the initiation of the study we would like to discuss on the requirements with respect to fieldwork and quality check protocols needed for a smooth closure of the study, so do let us know your availability anytime this week.

Thanks & Regards

Shilpa Gupta

Associate Manager – Client Services



<https://lnkd.in/dXdumnyy>



Market Xcel Data Matrix Private Limited
Extension: 553 / Direct Line: +91 11 42343553
Mobile: +91 9953166976

From: Smriti Raj <Smriti.Raj@ipsos.com>
Sent: Monday, April 24, 2023 9:06 AM
To: shilpa.gupta@market-xcel.com
Cc: Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Sanil Nagda <Sanil.Nagda@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; manishoberoi@market-xcel.com; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>
Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

Hi Shilpa,
Good morning!

We are likely to start with the field work ASAP.
We are at the QRE finalisation stage with the client. Will share the update on fieldwork by early next week.

Warm regards
Smriti

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 24 April 2023 08:57
To: Smriti Raj <Smriti.Raj@ipsos.com>
Cc: Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Sanil Nagda <Sanil.Nagda@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; manishoberoi@market-xcel.com; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>
Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

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Dear Smriti,

Hi! Requesting you to share an update on the study once you have a moment.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services

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From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: Monday, March 27, 2023 4:50 PM

To: 'Smriti Raj' <Smriti.Raj@ipsos.com>

Cc: 'Tanvi Shrivastava' <Tanvi.Shrivastava@ipsos.com>; 'Sanil Nagda' <Sanil.Nagda@ipsos.com>; 'Annu Swami' <Annu.Swami@ipsos.com>; 'Lilly David' <Lilly.David@ipsos.com>; 'Manu Johnson' <Manu.Johnson@ipsos.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>; 'amit@market-xcel.com' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>

Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

Dear Smriti,

Hi! Just shared and I think mails crossed 😊

Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



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From: Smriti Raj <Smriti.Raj@ipsos.com>

Sent: Monday, March 27, 2023 4:47 PM

To: shilpa.gupta@market-xcel.com

Cc: Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Sanil Nagda <Sanil.Nagda@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; manishoberoi@market-xcel.com; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>

Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

Hi Shilpa,

Awaiting your plan of action on the study.

Warm regards

Smriti

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 27 March 2023 11:26

To: Smriti Raj <Smriti.Raj@ipsos.com>

Cc: Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Sanil Nagda <Sanil.Nagda@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; manishoberoi@market-xcel.com; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>

Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2 (P22-67580)

CAUTION: EXTERNAL

Dear Smriti,

Hi! Thank you for the go ahead and it is a pleasure to work with team IPSOS 😊

As discussed with Tanvi, we will share a plan of action by 3:00 PM today.

Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .

Thanks & Regards

Shilpa Gupta

Associate Manager Client Services



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From: Smriti Raj <Smriti.Raj@ipsos.com>

Sent: Monday, March 27, 2023 11:13 AM

To: shilpa.gupta@market-xcel.com; 'RFP@' <rfp@market-xcel.com>; manishoberoi@market-xcel.com

Cc: Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Sanil Nagda <Sanil.Nagda@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2

Hi Shilpa,

Thanks for sharing the revised cost.
We are awarding the study to Market Xcel.

As discussed with Tanvi, please share the plan of action to achieve the FW as per timelines.
Also, I want to bring to your knowledge that this study will be a database study.

Warm regards
Smriti

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 21 March 2023 16:56

To: Smriti Raj <Smriti.Raj@ipsos.com>; Sanil Nagda <Sanil.Nagda@ipsos.com>

Cc: Rumana Shaikh <Rumana.Shaikh@ipsos.com>; Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Payal Patel <Payal.Patel@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; manishoberoi@market-xcel.com

Subject: RE: Costing for new study- Neon_Brand Track_23-011131- Cost V2

CAUTION: EXTERNAL

Dear Smriti,

Hi! Basis our discussion over the call and looking at our past relationship with team IPSOS, please find below the discounted cost for your reference -

Neon_Brand Track - V2			
Description	Sample	CPI	Amount
Pediatrician	1271	2,100	2,669,100
Neonatologist	129	3,000	387,000
Travel Charges	17	36,000	612,000
Study Cost			3,668,100
Taxes			Additional

Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



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From: Smriti Raj <Smriti.Raj@ipsos.com>
Sent: Tuesday, March 21, 2023 4:25 PM
To: shilpa.gupta@market-xcel.com; Sanil Nagda <Sanil.Nagda@ipsos.com>
Cc: Rumana Shaikh <Rumana.Shaikh@ipsos.com>; Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Payal Patel <Payal.Patel@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; manishoberoi@market-xcel.com
Subject: RE: Costing for new study- Neon_Brand Track_23-011131

Hi Shilpa,

Request you to share the discounted price for the study as the quoted price seems a little high.

Warm regards

Smriti

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 17 March 2023 23:43
To: Sanil Nagda <Sanil.Nagda@ipsos.com>
Cc: Rumana Shaikh <Rumana.Shaikh@ipsos.com>; Smriti Raj <Smriti.Raj@ipsos.com>; Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Payal Patel <Payal.Patel@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; manishoberoi@market-xcel.com
Subject: RE: Costing for new study- Neon_Brand Track_23-011131

CAUTION: EXTERNAL

Dear Sanil,

Hi! Please find below the cost for your reference –

Description	Sample	CPI	Amount
Pediatrician	1271	2250	2859750
Neonatologist	129	3200	412800
Travel Charges	17	38000	646000
Study Cost			3918550
Taxes			Additional
Scripting (1 link)	1	18500	18500
DP (1 link)	1	22500	22500
Total Study Cost			3959550

Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



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From: Sanil Nagda <Sanil.Nagda@ipsos.com>
Sent: Friday, March 17, 2023 6:01 PM
To: shilpa.gupta@market-xcel.com
Cc: Rumana Shaikh <Rumana.Shaikh@ipsos.com>; Smriti Raj <Smriti.Raj@ipsos.com>; Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Payal Patel <Payal.Patel@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>
Subject: RE: Costing for new study- Neon_Brand Track_23-011131

Hello,

Please share the costing for the study asap.

Best Regards,
Sanil Nagda - Executive-Research Project Management

Ipsos India- Lotus Corporate Park | 1701, 17th Floor, F Wing | Off WE Highway, Goregaon (E) | Mumbai, 400063.
 Mobile No- 9167715543

'Enable the business to be more client centric with more agility and enhance productivity through specialist skills in project management'

From: Sanil Nagda
Sent: Friday, March 17, 2023 2:20 PM
To: shilpa.gupta@market-xcel.com
Cc: Rumana Shaikh <Rumana.Shaikh@ipsos.com>; Smriti Raj <Smriti.Raj@ipsos.com>; Tanvi Shrivastava <Tanvi.Shrivastava@ipsos.com>; Payal Patel <Payal.Patel@ipsos.com>; Annu Swami <Annu.Swami@ipsos.com>; Lilly David <Lilly.David@ipsos.com>; Manu Johnson <Manu.Johnson@ipsos.com>
Subject: Costing for new study- Neon_Brand Track_23-011131

Good afternoon Shipla,

Please provide the quotation and feasibility for below study specs

Objective: This research will encompass some critical category dynamics for Infant nutrition and brand KPIs

1. **Understand category dynamics**
2. **Measure and track strength of sales rep relationships and effectiveness of engagements** (Company level vs competition)
3. **Understand brand strength & relevance of our brands vs competition**

Approach: Quantitative interviews

LOI- 30 to 40 mins

Target profile:

- Paediatricians (> 90% of sample) and neonatologists
- Mix of practice setting (private clinic, hospital, nursing home etc)
- 3-30 years of practice
- Should be a recommender of mainstream, premium and super premium brands of Infant Formula.

Sample spread-

	Town Class	Cities	Paediatrician	Neonatologist	Total
NORTH	Base Metro	Delhi	36	4	40
	Metro	Lucknow	42	4	46
	Metro	Jaipur	41	4	45
	Metro	Ludhiana	40	4	44
	Tier 1	Chandigarh	51	5	56
	Tier 1	Gorakhpur	50	5	55
EAST	Base Metro	Kolkata	36	4	40
	Metro	Patna	41	4	45
	Metro	Ranchi	41	4	45
	Tier 1	Guwahati	51	5	56
	Tier 1	Bhubaneswar	51	5	56

	Tier 1	Cuttack	50	5	55
	Tier 1	Silliguri	50	5	55
	Tier 1	Asansol	50	5	55
	Tier 1	Muzzafarpur	50	5	55
WEST	Base Metro	Mumbai	36	4	40
	Base Metro	Pune	36	4	40
	Base Metro	Ahmedabad	36	4	40
	Metro	Surat	41	4	45
	Metro	Indore	41	4	45
	Metro	Raipur	41	4	45
SOUTH	Base Metro	Bangalore	36	4	40
	Base Metro	Chennai	36	4	40
	Base Metro	Hyderabad	36	4	40
	Metro	Trivandrum	40	4	44
	Metro	Kochi	41	4	45
	Metro	Coimbatore	41	4	45
	Metro	Vizag	40	4	44
	Metro	Madurai	40	4	44
	Tier 1	Hubli	50	5	55
Total			1271	129	1400

Timeline: 5 weeks

Best Regards,

Sanil Nagda - Executive-Research Project Management

Ipsos India- Lotus Corporate Park | 1701, 17th Floor, F Wing | Off WE Highway, Goregaon (E) | Mumbai, 400063.

Mobile No- 9167715543

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