

## Shadab Ansari

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**From:** Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>  
**Sent:** 30 May 2023 18:54  
**To:** shadab.ansari@market-xcel.com  
**Cc:** kapilnarang@market-xcel.com; amit@market-xcel.com; 'Shilpa Gupta'; 'RFP@'; manishoberoi@market-xcel.com  
**Subject:** RE: (P23-33619) Physical consumer immersion for West Bengal

Hi Shadab,

I haven't received the previous estimates as well

Thanks  
Nikhil

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**From:** Shadab Ansari <shadab.ansari@market-xcel.com>  
**Sent:** Tuesday, May 30, 2023 5:48 PM  
**To:** Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>  
**Cc:** kapilnarang@market-xcel.com; amit@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; 'RFP@' <rfp@market-xcel.com>; manishoberoi@market-xcel.com  
**Subject:** RE: (P23-33619) Physical consumer immersion for West Bengal

Dear Nikhil,

Hi! Thanks for giving the go ahead. We will share estimate of the study by tomorrow evening.

Thanks & Regards

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**Shadab Ansari**  
Executive - Client Services

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**From:** Agarwal, Nikhil /IN <[Nikhil.Agarwal@sanofi.com](mailto:Nikhil.Agarwal@sanofi.com)>

**Sent:** Tuesday, May 30, 2023 5:44 PM

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

**Cc:** [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com); [amit@market-xcel.com](mailto:amit@market-xcel.com); 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: Physical consumer immersion for West Bengal-(P23-33619)

Please go ahead and share the estimates

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

**Sent:** Monday, May 29, 2023 2:26 PM

**To:** Agarwal, Nikhil /IN <[Nikhil.Agarwal@sanofi.com](mailto:Nikhil.Agarwal@sanofi.com)>

**Cc:** [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com); [amit@market-xcel.com](mailto:amit@market-xcel.com); 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; [shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com); 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: Physical consumer immersion for West Bengal-(P23-33619)

Dear Nikhil,

Thank you for reaching out to Market Xcel with new request. Please find below our proposal for the given scope.

Target Audience	Methodology	Sample Size	CPI-INR	Total Cost-INR	Assuming LOI
Dulcoflex and Duphalac users	F2F IDIs	12	2000	24,000/-	20 min
Team Travel & Stay	F2F IDIs	1	20000	20,000/-	
Total Study Cost				44,000/-	

Thanks & Regards

**Manish Oberoi**

Sr. Manager – Client Services

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**From:** Agarwal, Nikhil /IN <[Nikhil.Agarwal@sanofi.com](mailto:Nikhil.Agarwal@sanofi.com)>

**Sent:** Monday, May 29, 2023 2:04 PM

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

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

**Subject:** Physical consumer immersion for West Bengal

Hi Shadab,

Please arrange for total 12 consumer immersions for Barasat & Kolkata (WB region) for 8<sup>th</sup>-9<sup>th</sup> June'23 (6 each area/per day)

This will be a physical face-to-face interaction with consumers

Usership – 35 years + users of Dulcoflex, Duphalac, Cremaffin, consuming since 1 year

Regards,

**Nikhil Agarwal**

*Consumer Healthcare*