

## Shadab Ansari

---

**From:** Shaheed Shaikh <shaheed.shaikh@market-xcel.com>  
**Sent:** 18 May 2023 12:19  
**To:** shadab.ansari@market-xcel.com  
**Cc:** shilpa.gupta@market-xcel.com  
**Subject:** FW: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

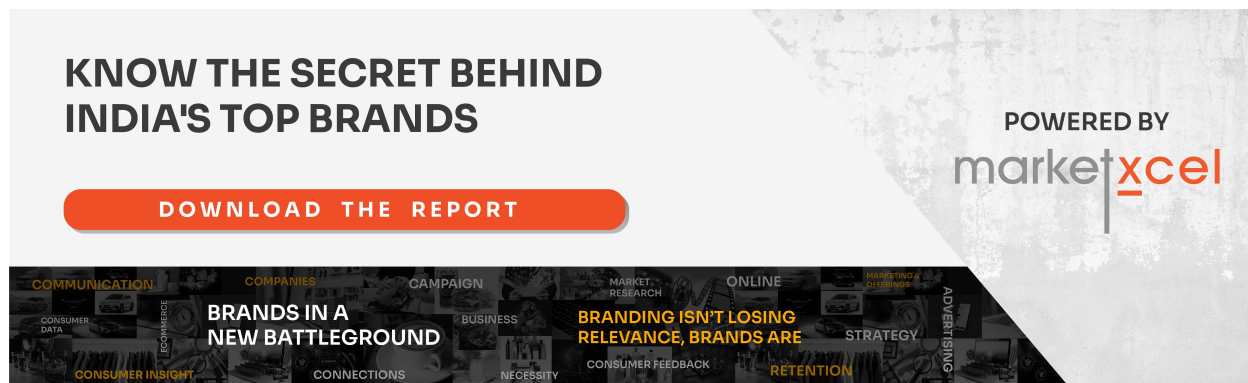
Dear Shadab,

As discussed go through the trail mail.

Thanks & Regards

---

**Shaheed Shaikh**  
Project Manager - Client Services



**KNOW THE SECRET BEHIND INDIA'S TOP BRANDS**

POWERED BY **marketxcel**

**DOWNLOAD THE REPORT**

COMMUNICATION COMPANIES CAMPAIGN MARKET RESEARCH ONLINE MARKETING ADVERTISING  
CONSUMER DATA TECHNOLOGY BUSINESS STRATEGY  
CONSUMER INSIGHT CONNECTIONS NECESSITY CONSUMER FEEDBACK RETENTION

<https://lnkd.in/dXdumyn>



**Market Xcel Data Matrix Pvt. Ltd.**  
Direct :+91 22 69200527 Mobile: +91 8850584119

---

Follow us on



---

**From:** Shaheed Shaikh <shaheed.shaikh@market-xcel.com>  
**Sent:** Wednesday, May 17, 2023 6:02 PM  
**To:** 'Ratul Biswas' <ratul.biswas@1lattice.com>; 'anshika.chugh@market-xcel.com' <anshika.chugh@market-xcel.com>; 'Diksha Talwar' <diksha.talwar@1lattice.com>  
**Cc:** 'Raaj Dharmani' <raaj.dharmani@market-xcel.com>; 'Gaurang Kapoor' <gaurang.kapoor@1lattice.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>; 'amit@market-xcel.com' <amit@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'kapilnarang@market-xcel.com'

<kapilnarang@market-xcel.com>; 'Network Services' <networkservices@1lattice.com>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

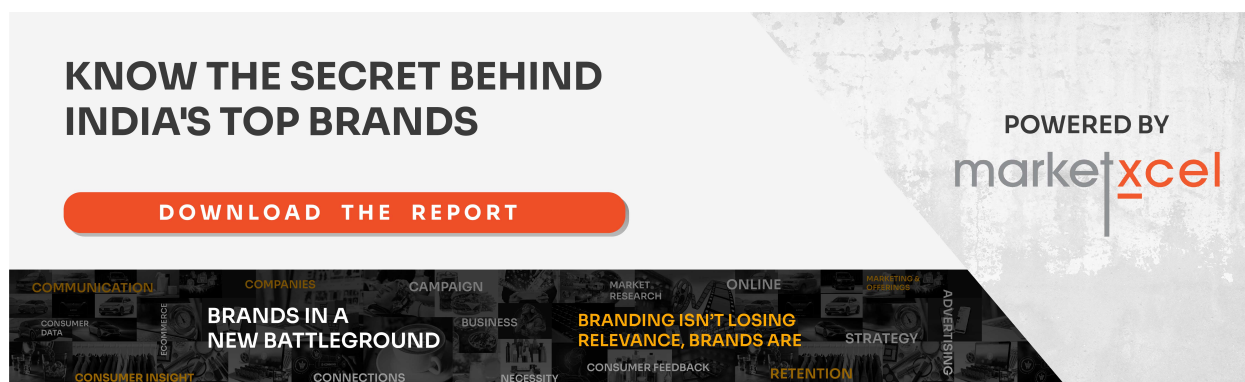
Dear Ratul,

Hi! Thanks for your time over call we will try our best for getting few leads for Warangal, Varanasi, and Vadodara as this are travel center and we have requested our base center to get few appointments aligned.

Having said that this will be done on our best efforts till the time team reaches the travel destination/Center to get the desire conversion.

Thanks & Regards

**Shaheed Shaikh**  
Project Manager - Client Services



<https://lnkd.in/dXdumny>



**Market Xcel Data Matrix Pvt. Ltd.**  
Direct :+91 22 69200527 Mobile: +91 8850584119

Follow us on



**From:** Shaheed Shaikh <[shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com)>

**Sent:** Wednesday, May 17, 2023 5:32 PM

**To:** 'Ratul Biswas' <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; 'anshika.chugh@market-xcel.com' <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>; 'Diksha Talwar' <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; 'Gaurang Kapoor' <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'shilpa.gupta@market-xcel.com' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; 'kapilnarang@market-xcel.com' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Network Services' <[networkservices@1lattice.com](mailto:networkservices@1lattice.com)>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Dear Ratul,

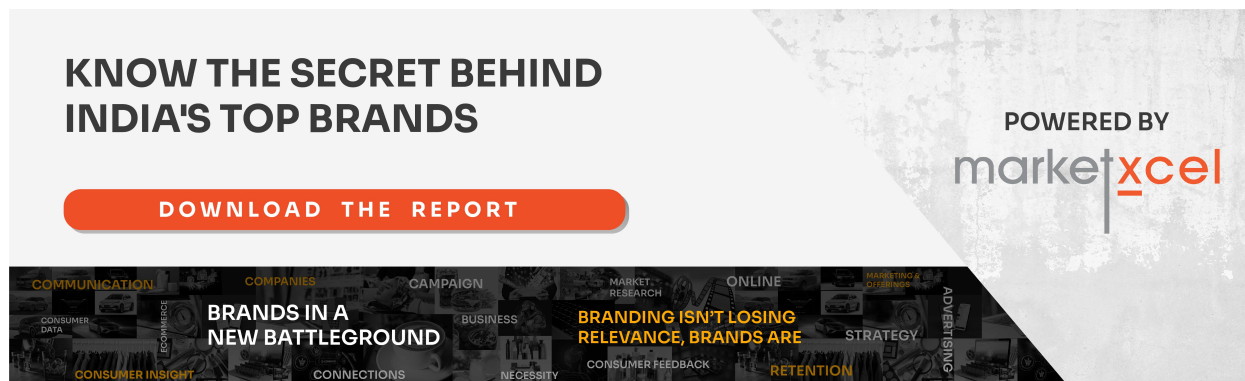
We would like to update that today we have briefed the team and tomorrow will do the soft launch in base center and day after tomorrow team will be going to the outstation center.

Once the team is on field, we will be in the better position to share the exact figure and the timeline.

Though we plan to have the whole of the sample achieved from the shared city list.

Thanks & Regards

**Shaheed Shaikh**  
Project Manager - Client Services



**KNOW THE SECRET BEHIND INDIA'S TOP BRANDS**

POWERED BY **marketxcel**

**DOWNLOAD THE REPORT**

COMMUNICATION COMPANIES CAMPAIGN MARKET RESEARCH ONLINE BRANDING & RELEVANCE ADVERTISING  
CONSUMER DATA BUSINESS BRANDING ISN'T LOSING RELEVANCE, BRANDS ARE STRATEGY  
CONSUMER INSIGHT CONNECTIONS NECESSITY CONSUMER FEEDBACK RETENTION

<https://lnkd.in/dXdumyn>



**Market Xcel Data Matrix Pvt. Ltd.**  
Direct :+91 22 69200527 Mobile: +91 8850584119

Follow us on



**From:** Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>

**Sent:** Wednesday, May 17, 2023 2:12 PM

**To:** [anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com); Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); [amit@market-xcel.com](mailto:amit@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com); [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com); Network Services <[networkservices@1lattice.com](mailto:networkservices@1lattice.com)>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Shaheed,

As discussed, during our call. You will help me with the below requests:

- Sample plan: as to how many profiles you can give me in how many days.

- Minimum guarantee of sample within a deadline.

Regards,

**Ratul Biswas | 1Lattice™ Services**

Associate Vice President

M: +91 7741830261

E: [ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)

W: [www.1lattice.com](http://www.1lattice.com)

Enabling Better Decisions.

---

**From:** Anshika Chugh <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Sent:** 16 May 2023 15:07

**To:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com); [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Diksha,

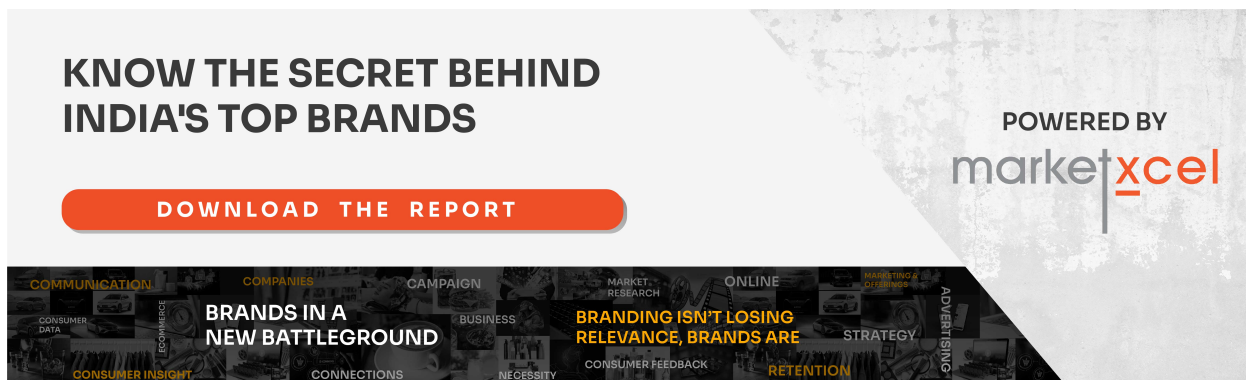
Thanks for your time over the call and for taking us through the requirements. We will keep you posted on our progress on recruitment.

Thanks & Regards

---

**Anshika Chugh**

Customer Development Executive



**Market Xcel Data Matrix Pvt. Ltd.**

Extension: 569 / Direct Line: +91 11 42343 569 / Mobile: +91 9654677531

---

**From:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Sent:** Tuesday, May 16, 2023 2:49 PM

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

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); [shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com); [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)

**Subject:** Re: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Anshika,

Sharing below the objective of the primary conversations:

- Understand demand and market trends of IVD (clinical chemistry, immunology, haematology, urinalysis) and histopathology equipment
- Key selection / purchase criteria and key influencers
- Value proposition of the brand for the lab technicians, pathologists, and doctors
- Customer preferences across product types and competitors
- View on product technical features
- Feedback, NPS, and brand loyalty across competitors, differentiation w.r.t. competitors across city tiers

Thanks & Regards,

**Diksha Talwar | 1Lattice™**

Research Analyst

M: +91 93544 58032

E: [diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)

W: [www.1lattice.com](http://www.1lattice.com)

Enabling Better Decisions.

---

**From:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Sent:** Tuesday, May 16, 2023 12:46 PM

**To:** [anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com) <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com) <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com) <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com) <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; [shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com) <[shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com)>; [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com) <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>

**Subject:** Re: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Anshika,

We can have the KO call at 2:30pm kindly confirm me the same.

Thanks & Regards,

Research Analyst

M: +91 93544 58032

E: [diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)

W: [www.1lattice.com](http://www.1lattice.com)

Enabling Better Decisions.

---

**From:** Anshika Chugh <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Sent:** Tuesday, May 16, 2023 12:38 PM

**To:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com) <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com) <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com) <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>; [shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com) <[shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com)>; [kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com) <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Diksha,

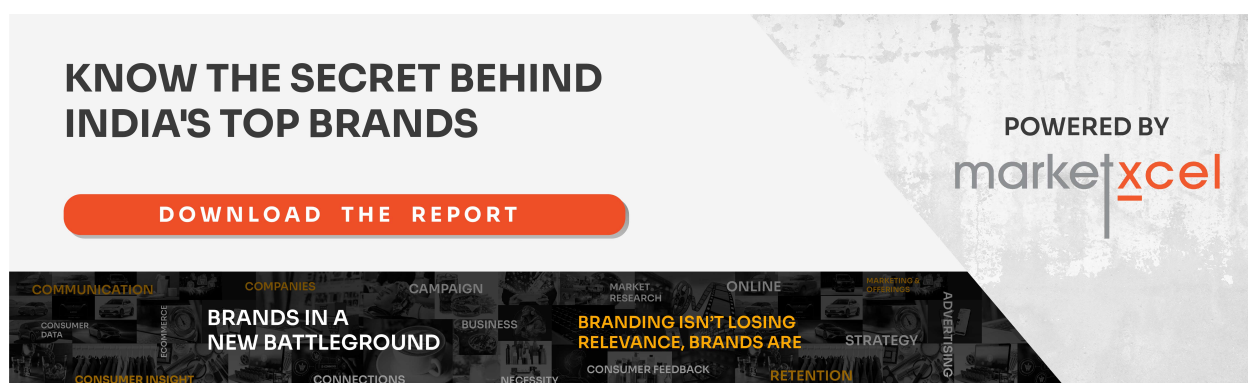
Adding here the broader team as well. Please share the project documents with us and let us know when we can have the KO call.

Looking forward to your response here.

Thanks & Regards

---

Anshika Chugh  
Customer Development Executive



Market Xcel Data Matrix Pvt. Ltd.

Extension: 569 / Direct Line: +91 11 42343 569 / Mobile: +91 9654677531

**From:** Anshika Chugh <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Sent:** Tuesday, May 16, 2023 12:15 PM

**To:** 'Diksha Talwar' <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; 'Gaurang Kapoor' <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; 'Ratul Biswas' <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Diksha,

Thanks for confirming. I am looping in here [@manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com) and the team who will be executing this project with you and will be in touch for the next steps.

TG	N	CPI-INR	Total Cost-INR
Standalone lab owners**	20	₹ 4,100.00	₹ 82,000.00
Owners of Hospitals/Nursing Homes with diagnostic equipment***	20	₹ 5,330.00	₹ 1,06,600.00
Central team for diagnostic equipment procurement in charge	20	₹ 4,100.00	₹ 82,000.00
Head of labs in charge of procurement of diagnostic equipment – Hospital labs / Chain labs	20	₹ 5,330.00	₹ 1,06,600.00
Doctors in charge of diagnostics equipment procurement	20	₹ 5,330.00	₹ 1,06,600.00
Head in charge of procurement in Government labs*	BE	₹ 5,330.00	-
Lab technicians	30	₹ 4,100.00	₹ 1,23,000.00
Diagnostic equipment distributors	30	₹ 5,740.00	₹ 1,72,200.00
Sales personnel	30	₹ 4,510.00	₹ 1,35,300.00
	210		₹ 9,14,300.00 + Taxes

Thanks again.

Thanks & Regards

Anshika Chugh  
Customer Development Executive

## KNOW THE SECRET BEHIND INDIA'S TOP BRANDS

POWERED BY **marketxcel**

DOWNLOAD THE REPORT

COMMUNICATION  
CONSUMER DATA  
RESPONSE  
CONSUMER INSIGHT

COMPANIES  
BUSINESS  
CONNECTIONS  
NECESSITY

CAMPAIGN  
MARKET RESEARCH  
ONLINE  
BRANDING ISN'T LOSING RELEVANCE, BRANDS ARE  
CONSUMER FEEDBACK  
RETENTION

STRATEGY  
ADVERTISING  
OUTREACH

### BRANDS IN A NEW BATTLEGROUND

Market Xcel Data Matrix Pvt. Ltd.

Extension: 569 / Direct Line: +91 11 42343 569 / Mobile: +91 9654677531

**From:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Sent:** Tuesday, May 16, 2023 11:47 AM

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

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; 'Bids XOS' <[bids@market-xcel.com](mailto:bids@market-xcel.com)>

**Subject:** Re: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Anshika,

We are ok with the pricing you can start with your fieldwork and try to schedule the calls for this week on priority as we are visiting the following cities i.e. Warangal, Varanasi, Vadodara this week.

Thanks & Regards,

**Diksha Talwar | 1Lattice™**

Research Analyst

M: +91 93544 58032

E: [diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)

W: [www.1lattice.com](http://www.1lattice.com)

Enabling Better Decisions.

---

**From:** Anshika Chugh <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Sent:** Tuesday, May 16, 2023 10:13 AM

**To:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; 'Bids XOS' <[bids@market-xcel.com](mailto:bids@market-xcel.com)>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Diksha,

Good morning!

Thanks for your patience here. The shared list of cities is traveling cities for Market Xcel and the cost for travel and stay is something we have not included in our proposal shared earlier.

With the list of 16 cities shared with us 11 are travel cities for us. As a next step, it will be great if we can have the city-wise sample size so that we can share the travel cost in our proposal.

Lastly, as an alternate solution, we can stick with the original cost that we shared initially (copying it below for your reference) so that we at Market Xcel can work around the internal budget w.r.t. travel and stay.

TG	N	CPI-INR	Total Cost-INR
Standalone lab owners**	20	₹ 4,100.00	₹ 82,000.00
Owners of Hospitals/Nursing Homes with diagnostic equipment***	20	₹ 5,330.00	₹ 1,06,600.00
Central team for diagnostic equipment procurement in charge	20	₹ 4,100.00	₹ 82,000.00

Head of labs in charge of procurement of diagnostic equipment – Hospital labs / Chain labs	20	₹ 5,330.00	₹ 1,06,600.00
Doctors in charge of diagnostics equipment procurement	20	₹ 5,330.00	₹ 1,06,600.00
Head in charge of procurement in Government labs*	BE	₹ 5,330.00	-
Lab technicians	30	₹ 4,100.00	₹ 1,23,000.00
Diagnostic equipment distributors	30	₹ 5,740.00	₹ 1,72,200.00
Sales personnel	30	₹ 4,510.00	₹ 1,35,300.00
	210		₹ 9,14,300.00 + Taxes

Please let us know in case of any queries. We will be happy to assist.

Thanks & Regards

Anshika Chugh  
Customer Development Executive

Market Xcel Data Matrix Pvt. Ltd.  
Extension: 569 / Direct Line: +91 11 42343 569 / Mobile: +91 9654677531

**From:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>  
**Sent:** Monday, May 15, 2023 5:59 PM  
**To:** [anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)  
**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; 'Bids XOS' <[bids@market-xcel.com](mailto:bids@market-xcel.com)>  
**Subject:** Re: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Anshika,

We can start with the scheduling of the calls and also can we get the leads prioritized for the cities i.e. Warangal, Vadodara, Varanasi scheduled for this week. Also please find below the cities for the scheduling of the calls.

Thanks & Regards,

**Diksha Talwar | 1Lattice™**

Research Analyst

**M:** +91 93544 58032

E: [diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)

W: [www.1lattice.com](http://www.1lattice.com)

Enabling Better Decisions.

---

**From:** Anshika Chugh <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Sent:** Monday, May 15, 2023 5:47 PM

**To:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; 'Bids XOS' <[bids@market-xcel.com](mailto:bids@market-xcel.com)>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Diksha,

Hope you are doing well!

Please let me know if we can close this at below CPI.

TG	N	CPI-USD	Total Cost-USD
Standalone lab owners**	20	₹ 4,000.00	₹ 80,000.00
Owners of Hospitals/Nursing Homes with diagnostic equipment***	20	₹ 5,500.00	₹ 1,10,000.00
Central team for diagnostic equipment procurement in charge	20	₹ 4,250.00	₹ 85,000.00
Head of labs in charge of procurement of diagnostic equipment – Hospital labs / Chain labs	20	₹ 5,500.00	₹ 1,10,000.00
Doctors in charge of diagnostics equipment procurement	20	₹ 5,000.00	₹ 1,00,000.00
Head in charge of procurement in Government labs*	BE	₹ 5,250.00	-
Lab technicians	30	₹ 4,000.00	₹ 1,20,000.00
Diagnostic equipment distributors	30	₹ 5,750.00	₹ 1,72,500.00
Sales personnel	30	₹ 4,000.00	₹ 1,20,000.00
<b>Total</b>	<b>190</b>		<b>₹ 8,97,500.00</b>
<b>Taxes</b>			<b>Additional</b>

Looking forward to your response.

Thanks & Regards

---

**Anshika Chugh**  
Customer Development Executive

# KNOW THE SECRET BEHIND INDIA'S TOP BRANDS

POWERED BY  
**marketxcel**

DOWNLOAD THE REPORT



Market Xcel Data Matrix Pvt. Ltd.

Extension: 569 / Direct Line: +91 11 42343 569 / Mobile: +91 9654677531

**From:** Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>

**Sent:** Monday, May 15, 2023 4:20 PM

**To:** Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>; [anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; 'Bids XOS' <[bids@market-xcel.com](mailto:bids@market-xcel.com)>

**Subject:** Re: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Anshika,

We are feasible to do the calls at the below rate card kindly revert on the same.

TG	N	CPI-INR
Standalone lab owners**	20	
Owners of Hospitals/Nursing Homes with diagnostic equipment***	20	
Central team for diagnostic equipment procurement in charge	20	
Head of labs in charge of procurement of diagnostic equipment – Hospital labs / Chain labs	20	
Doctors in charge of diagnostics equipment procurement	20	
Head in charge of procurement in Government labs*	20	
Lab technicians	30	
Diagnostic equipment distributors	30	
Sales personnel	30	
<b>Total</b>	<b>210</b>	

Thanks & Regards,

**Diksha Talwar | 1Lattice™**

Research Analyst

M: +91 93544 58032

E: [diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)

W: [www.1lattice.com](http://www.1lattice.com)

Enabling Better Decisions.

---

**From:** Anshika Chugh <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Sent:** Monday, May 15, 2023 2:59 PM

**To:** Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; 'Bids XOS' <[bids@market-xcel.com](mailto:bids@market-xcel.com)>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Ratul,

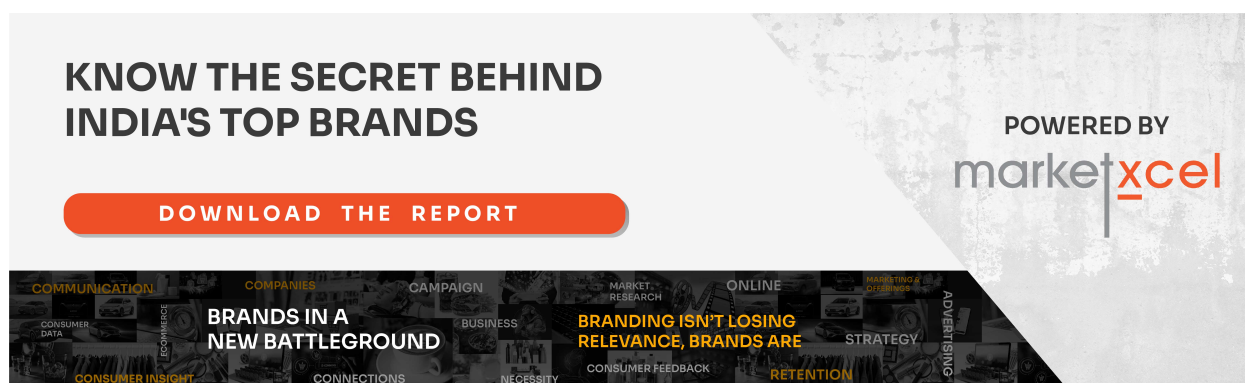
Hope you had a great weekend!

Just wanted to check-in if we have any updates on this one. Meanwhile, in case of any additional requirements, kindly let us know.

Thanks & Regards

---

Anshika Chugh  
Customer Development Executive



The banner features a dark background with various marketing-related icons and text. The main headline reads 'KNOW THE SECRET BEHIND INDIA'S TOP BRANDS' in large, bold, white capital letters. Below this is a prominent orange button with the text 'DOWNLOAD THE REPORT' in white. To the right, the text 'POWERED BY marketxcel' is displayed, with 'market' in white and 'xcel' in orange. The bottom section of the banner contains several smaller text elements: 'COMMUNICATION', 'COMPANIES', 'CAMPAIGN', 'MARKET RESEARCH', 'ONLINE', 'BRANDING ISN'T LOSING RELEVANCE, BRANDS ARE', 'STRATEGY', 'CONSUMER INSIGHT', 'CONNECTIONS', 'NECESSITY', 'CONSUMER FEEDBACK', and 'RETENTION'.

Market Xcel Data Matrix Pvt. Ltd.

Extension: 569 / Direct Line: +91 11 42343 569 / Mobile: +91 9654677531

---

**From:** Anshika Chugh <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Sent:** Friday, May 12, 2023 10:32 AM

**To:** 'Ratul Biswas' <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>

**Cc:** 'Raaj Dharmani' <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; 'Diksha Talwar' <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>; 'Gaurang Kapoor' <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>; 'Bids XOS' <[bids@market-xcel.com](mailto:bids@market-xcel.com)>

**Subject:** RE: RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.) (P23-68966)

Hi Ratul,

Happy Friday!

Thanks for your patience on this one. We have reviewed the project specs and here is our detailed quote for the shared audience.

**Methodology** – Qual IDIs over client platform

**Suggested Cities** – All Market Xcel base locations, i.e., Delhi, Lucknow, Ludhiana, Kolkata, Patna, Mumbai, Indore, Ahmedabad, Pune, Bangalore, Chennai, Hyderabad, and Cochin.

Also, we believe this study is already in the field. Please confirm if we need to go into the field asap.

TG	N	CPI-USD	Total Cost-USD
Standalone lab owners**	20	USD 55.00	USD 1,100.00
Owners of Hospitals/Nursing Homes with diagnostic equipment***	20	USD 70.00	USD 1,400.00
Central team for diagnostic equipment procurement in charge	20	USD 55.00	USD 1,100.00
Head of labs in charge of procurement of diagnostic equipment – Hospital labs / Chain labs	20	USD 70.00	USD 1,400.00
Doctors in charge of diagnostics equipment procurement	20	USD 70.00	USD 1,400.00
Head in charge of procurement in Government labs*	BE	USD 70.00	-
Lab technicians	30	USD 55.00	USD 1,650.00
Diagnostic equipment distributors	30	USD 75.00	USD 2,250.00
Sales personnel	30	USD 60.00	USD 1,800.00
<b>Total</b>	<b>190</b>		<b>USD 12,100.00</b>

Please note that the Head in charge of procurement in Government Labs will be covered on BE basis. Also, we suggest that we should target Managers along with Owners for segments: Standalone lab owners and Owners of Hospitals/ Nursing Homes with diagnostic Equipment.

**Timelines:**

Set-up: 2 to 3 days

Fieldwork: 5 weeks

Kindly let us know if anything else is required from our end to move this forward.

Thanks & Regards

Anshika Chugh  
Customer Development Executive

Market Xcel Data Matrix Pvt. Ltd.  
Extension: 569 / Direct Line: +91 11 42343 569 / Mobile: +91 9654677531

**From:** Ratul Biswas <[ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)>

**Sent:** Thursday, May 11, 2023 6:40 PM

**To:** Anshika Chugh <[anshika.chugh@market-xcel.com](mailto:anshika.chugh@market-xcel.com)>

**Cc:** Raaj Dharmani <[raaj.dharmani@market-xcel.com](mailto:raaj.dharmani@market-xcel.com)>; Diksha Talwar <[diksha.talwar@1lattice.com](mailto:diksha.talwar@1lattice.com)>; Gaurang Kapoor <[gaurang.kapoor@1lattice.com](mailto:gaurang.kapoor@1lattice.com)>

**Subject:** RFQ - Market-xcel || Research request for diagnostic equipment customers (healthcare providers, diagnostic labs, etc.)

HI Team,

For our current engagement, we need to speak to people involved in procurement / uses diagnostic equipment for **IVD (Biochemistry, Hematology, Immunoassays, Uri-analysis) and Histopathology**.

Request you to provide a quote for the same.

Research Request Form	
Project code	Not available as of now
Research request type	Customer In-depth interviews (IDIs)
Research description	<b>Respondent profile:</b> <ul style="list-style-type: none"><li>Standalone lab owners (N = 20)</li><li>Owners of Hospitals/Nursing Homes with diagnostic equipment (N = 20)</li><li>Central team for diagnostic equipment procurement in large (N = 20)</li><li>Head of labs in charge of procurement of diagnostic equipment – Hospital labs / Chain labs(N = 20)</li><li>Doctors in charge of diagnostics equipment procurement (N = 20)</li><li>Head in-charge of procurement in Government labs (N = 20)</li><li>Lab technicians (N = 30)</li><li>Diagnostic equipment distributors (N = 30)</li><li>Sales personnel (N = 30)</li></ul> <b>Total N = 210</b>
Research Start date	8 <sup>th</sup> May, 2023
Research End date	asap
Research description	Key qualifying questions for recruitment: Should be able to give insights on the below <ul style="list-style-type: none"><li><b>Key selection criteria</b> for purchasing lab equipment / reagents<ul style="list-style-type: none"><li>Aware of procurement data, cost of tests</li><li>Aware of type, quantity and cost of reagents used per test</li></ul></li></ul>
Project manager	
SPOC from team	
Expected output	Request to share profiles before scheduling calls within the given timeline. Duration of call: 45 mins to 1 hour; <b>Mode: Online video conference / telephonic / in-person</b>
Other details	N.A.

Regards,

**Ratul Biswas | 1Lattice™ Services**

Associate Vice President

M: +91 7741830261

E: [ratul.biswas@1lattice.com](mailto:ratul.biswas@1lattice.com)

W: [www.1lattice.com](http://www.1lattice.com)

Enabling Better Decisions.