

Shaheed Shaikh

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Wednesday, May 31, 2023 6:00 PM
To: 'Manu Johnson'
Cc: 'Omkar Sapkal'; 'Puja Relwani'; shaheed.shaikh@market-xcel.com; 'RFP@'; 'Manish Oberoi'
Subject: RE: Slash_New Launch_Stroke & AF_23-041668-01_Field briefing Kit

Dear Manu,

Hi! Please find below the revised cost for your reference –

Slash_New launch_Stroke & AF			
Methodology	Qualitative		
LOI	40- 45 mins		
Speciality	Units	CPI (INR)	Total Cost (INR)
Chest Physician	2	2000	4000
Cardiologist	2	4000	8000
Consulting Physician	2	3500	7000
Overall Study Cost			19000
Taxes			Additional
Timelines			2 weeks

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services

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BRANDS IN A NEW BATTLEGROUND

BRANDING ISN'T LOSING RELEVANCE, BRANDS ARE

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: Wednesday, May 31, 2023 8:38 AM
To: 'Manu Johnson' <Manu.Johnson@ipsos.com>; 'shaheed.shaikh@market-xcel.com' <shaheed.shaikh@market-xcel.com>

Cc: 'Omkar Sapkal' <Omkar.Sapkal@ipsos.com>; 'Puja Relwani' <Puja.Relwani@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; 'Manish Oberoi' <manishoberoi@market-xcel.com>

Subject: RE: Slash_New Launch_Stroke & AF_23-041668-01_Field briefing Kit

Dear Manu,

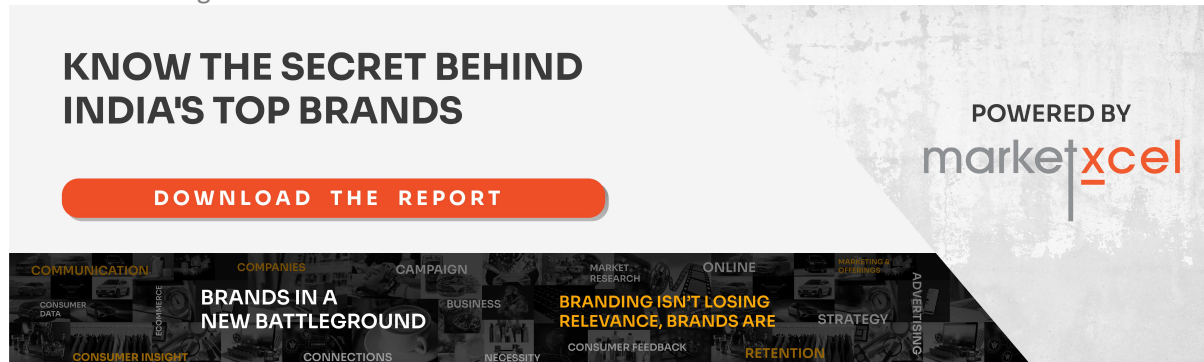
Hi! Thanks a lot for the go ahead. We will have Shaheed Shaikh take this up from our end.

[@shaheed.shaikh@market-xcel.com](mailto:shaheed.shaikh@market-xcel.com) Please go through the below email and plan the study in accordance.

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: Manu Johnson <Manu.Johnson@ipsos.com>

Sent: Tuesday, May 30, 2023 7:07 PM

To: shilpa.gupta@market-xcel.com

Cc: Omkar Sapkal <Omkar.Sapkal@ipsos.com>; Puja Relwani <Puja.Relwani@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; 'Manish Oberoi' <manishoberoi@market-xcel.com>

Subject: Slash_New Launch_Stroke & AF_23-041668-01_Field briefing Kit

Hi Shilpa,

Hope you are doing well.

We are commissioning this study to you. However, there are some changes in the centres, we only require Chennai and Bangalore.

Attached is the briefing kit for briefing call scheduled for Tomorrow i.e., **31-05-2023 at 11:00 AM.**

Let me know if you have any questions or concerns.

Best Regards,

Manu Johnson - Senior Executive-Research Project Management

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

Mobile No- 9137689718

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Filename	Size
Slash_New launch_Stroke & AF_ 23-041668-01_OBN_V2.doc	212 KB
Slash_New launch_Stroke & AF_ 23-041668-01_Screener_V1.docx	56.8 KB

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

Sent: Thursday, May 25, 2023 9:16 AM

To: Manu Johnson <Manu.Johnson@ipsos.com>

Cc: Omkar Sapkal <Omkar.Sapkal@ipsos.com>; Puja Relwani <Puja.Relwani@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; 'Manish Oberoi' <manishoberoi@market-xcel.com>

Subject: RE: Request for quotation - Slash_New launch_Stroke & AF (P23-1090)

This Message Is From an External Sender

This message came from outside your organization.

Dear Manu,

Hi! Please find below our cost for your reference –

Slash_New launch_Stroke & AF			
Methodology	Qualitative		
LOI	40- 45 mins		
Speciality	Units	CPI (INR)	Total Cost (INR)
Chest Physician	5	2000	10000
Cardiologist	10	4000	40000
Consulting Physician	10	3500	35000
Overall Study Cost			85000
Taxes			Additional
Timelines			2 weeks

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: Wednesday, May 24, 2023 6:43 PM

To: Manu Johnson <Manu.Johnson@ipsos.com>

Cc: Omkar Sapkal <Omkar.Sapkal@ipsos.com>; Puja Relwani <Puja.Relwani@ipsos.com>; RFP@ <rfp@market-xcel.com>; Manish Oberoi <manishoberoi@market-xcel.com>

Subject: Re: Request for quotation - Slash_New launch_Stroke & AF

Dear Manu,

Hi! Confirming the receipt of your mail. Allow us time to share the cost and feasibility before 12 pm tomorrow.

Thanks,
With Regards,
Shilpa Gupta.

Sent from my iPhone

On 24-May-2023, at 6:17 PM, Manu Johnson <Manu.Johnson@ipsos.com> wrote:

Hi Team,

Hope you are doing well.

We have a new study for which we need your quotation and Feasibility for this study. Below are the specs.

1. **Research Objective:** To understand the opinion and perception of NOACs for stroke prevention and Atrial Fibrillation
2. **LOI:-** Qual:- 40-45 mins
3. **FW period-** 1 weeks

1. **Screening criteria:**
 1. **Specialty:** Cardiologist, Consulting Physician & Chest Physician
 2. **Experience** – 5 to 25 years
 3. **Practice Type** - Private solo practice or attached to a private nursing home or hospital.

Sample grid:

HCPs (n=25)	Cardiologist	Consulting Physician	Chest Physician	Total Sample Size
Mumbai	2	2	1	5
Delhi	2	2	1	5
Kolkata	2	2	1	5
Chennai	2	2	1	5
Bangalore	2	2	1	5
TOTAL	10	10	5	25

Best Regards,

Manu Johnson - Senior Executive-Research Project Management

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

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