

## Shadab Ansari

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**From:** Manish Oberoi <manishoberoi@market-xcel.com>  
**Sent:** 20 January 2023 10:04  
**To:** 'Arora, Rishabh (IM)'; bhanu.dhingra@market-xcel.com; shadab.ansari@market-xcel.com  
**Cc:** 'Dutta, Indranil (IM)'; 'Sharma, Jitendra (IMDLR)'; 'Kandalkar, Omkar (IMMUC)'; 'Kapil Narang'; amit@market-xcel.com; 'Shilpa Gupta'  
**Subject:** RE: RE:-(P22-66448) Swachhta-171431736-RFQ  
**Attachments:** RQ-171431736-Manufacturers or Suppliers of Cleaning Chemicals.docx; Swachhta-171431736\_Distributors of Cleaning Products Respondent SUMmary.xlsx; Swachhta-171431736\_Manufacturers or Suppliers of Cleaning Chemicals\_Respondent Summary.xlsx; RQ-171431736-Distributors of Cleaning Products.docx

Dear Rishabh,

Greetings for the day! Thank you for the go-ahead on the study.  
From our end colleague Shadab Ansari will be leading this.

@shadab.ansari@market-xcel.com' & @bhanu.dhingra@market-xcel.com – Kindly connect with Rishabh and take this forward.

Thanks!

Thanks & Regards

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**Manish Oberoi**  
Sr. Manager – Client Services



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**From:** Arora, Rishabh (IM) [Rishabh.Arora1@kantar.com](mailto:Rishabh.Arora1@kantar.com)  
**Sent:** 19 January 2023 20:38  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** Dutta, Indranil (IM) [Indranil.Dutta1@kantar.com](mailto:Indranil.Dutta1@kantar.com); Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; Kandalkar, Omkar (IMMUC) <Omkar.Kandalkar@kantar.com>; 'RFP@' <rfp@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>  
**Subject:** RE: RE:-(P22-66448) Swachhta-171431736-RFQ

Dear Manish,

As discussed on the call earlier today we can try to get the manufactures of the below mentioned brand as well .

Lets start the recruitment for manufacturer and distributor both.

PFA are the RQ's and summary sheet.

TOILET CLEANERS
Taski
Harpic
Domex
Crew
Presto
KTRIQ
Shatras

Glass CLEANERS
Taski
CIF
KTRIQ
Colin
Crew
Satol
Buzil

Floor CLEANERS
Taski
Crew
Lizol
Domex
Presto
KTRIQ
Sunny
Shatras
Gainda
Schevaran
Satol
Buzil
Diversey
Pax

Manual Dishwash/Machine Dishwash Liquids
VIM
KTRIQ
Presto
Taski
Crew
Shatras
Schevaran
VIM

Regards  
Rishabh Arora

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Thursday, January 19, 2023 5:45 PM  
**To:** Arora, Rishabh (IM) <[Rishabh.Arora1@kantar.com](mailto:Rishabh.Arora1@kantar.com)>  
**Cc:** Dutta, Indranil (IM) <[Indranil.Dutta1@kantar.com](mailto:Indranil.Dutta1@kantar.com)>; Sharma, Jitendra (IMDLR) <[jitendra.sharma@kantar.com](mailto:jitendra.sharma@kantar.com)>; Kandalkar, Omkar (IMMUC) <[Omkar.Kandalkar@kantar.com](mailto:Omkar.Kandalkar@kantar.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Subject:** RE: RE:-(P22-66448) Swachhta-171431736-RFQ

Dear Rishabh,

Thank you for coming on call and sharing the detail. We are ok with shared CPI.  
Here is our updated proposal for the study, kindly confirm so that we can take it ahead accordingly.

Methodology – Virtual IDIs – 40 minutes

Target Segment	Target Respondent
Manufacturers or Suppliers of Cleaning	Regional / National Level Sales

Chemicals (Floor, Toilet, Glass , Kitchen, Laundry Cleaners , Dish washer , Hand sanitizer, Specialty Cleaners(Furniture, SS polish etc.) , Hospitality Specialty Cleaners, Room Freshener etc.)	Marketing/Business Development Head
Intermediaries (Distributors /3rd Party Cleaning Companies)	Owner / Category Head / Purch Head
Experts / Associations	Industry Experts
Total Study Cost	

- We would need 2 days for setup and 3 weeks for the fieldwork,
- Manufacturer 7& Intermediaries list will be shared by team Kantar,
- Expert & Associations is tough audience to reach but MX will work around to complete n-3, in case of any challenges same will be shared on regular basis

Thanks & Regards

**Manish Oberoi**  
Sr. Manager – Client Services



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**From:** Arora, Rishabh (IM) <[Rishabh.Arora1@kantar.com](mailto:Rishabh.Arora1@kantar.com)>  
**Sent:** 19 January 2023 16:59  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** Dutta, Indranil (IM) <[Indranil.Dutta1@kantar.com](mailto:Indranil.Dutta1@kantar.com)>; Sharma, Jitendra (IMDLR) <[jitendra.sharma@kantar.com](mailto:jitendra.sharma@kantar.com)>; Kandalkar, Omkar (IMMUC) <[Omkar.Kandalkar@kantar.com](mailto:Omkar.Kandalkar@kantar.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Subject:** RE: RE:-(P22-66448) Swachhta-171431736-RFQ

Dear Manish,

As discussed, below is the CPI we can offer.

Manufacturer CPI – INR 5000/-

Distributor CPI – INR 5000/-

Expert CPI- INR 6000/-

Please acknowledge and confirm on the same.

Regards  
Rishabh Arora

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Wednesday, January 18, 2023 9:00 PM  
**To:** Arora, Rishabh (IM) <[Rishabh.Arora1@kantarc.com](mailto:Rishabh.Arora1@kantarc.com)>  
**Cc:** Dutta, Indranil (IM) <[Indranil.Dutta1@kantarc.com](mailto:Indranil.Dutta1@kantarc.com)>; Sharma, Jitendra (IMDLR) <[jitendra.sharma@kantarc.com](mailto:jitendra.sharma@kantarc.com)>;  
Kandalkar, Omkar (IMMUC) <[Omkar.Kandalkar@kantarc.com](mailto:Omkar.Kandalkar@kantarc.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta'  
<[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Subject:** RE:-(P22-66448) Swachhta-171431736-RFQ

Dear Rishabh,

Thank you for your patience. Please find below our proposal for the study.

Target Segment	Target Respondent
Manufacturers or Suppliers of Cleaning	Regional / National Level Sales ,
Chemicals (Floor, Toilet, Glass , Kitchen, Laundry Cleaners , Dish washer , Hand sanitizer,	Marketing/Business Development
Specialty Cleaners(Furniture, SS polish etc.) ,	Head
Hospitality Specialty Cleaners,	
Room Freshener etc.)	
Intermediaries	Owner / Category Head / Purch
(Distributors /3rd Party	Head
Cleaning Companies)	
Experts / Associations	Industry Experts
Total Study Cost	

- We would need 2 days for setup and 3 weeks for the fieldwork,
- Manufacturer 7& Intermediaries list will be shared by team Kantar,
- Expert & Associations is tough audience to reach but MX will work around to complete n-3, in case of any challenges same will be shared on regular basis,

Thanks & Regards

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

**Sent:** 18 January 2023 18:20

**To:** 'Arora, Rishabh (IM)' <[Rishabh.Arora1@kantar.com](mailto:Rishabh.Arora1@kantar.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Cc:** 'Dutta, Indranil (IM)' <[Indranil.Dutta1@kantar.com](mailto:Indranil.Dutta1@kantar.com)>; 'Sharma, Jitendra (IMDLR)' <[jitendra.sharma@kantar.com](mailto:jitendra.sharma@kantar.com)>;

'Kandalkar, Omkar (IMMUC)' <[Omkar.Kandalkar@kantar.com](mailto:Omkar.Kandalkar@kantar.com)>

**Subject:** RE: Swachhta-171431736-RFQ

Dear Rishabh,

Thank you for sharing the details, and please no need to be sorry 😊.

Let me work around on the details and ill come back to you on this by tomorrow.

Thanks & Regards

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**Manish Oberoi**

Sr. Manager – Client Services



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**Sent:** 18 January 2023 14:12

**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Cc:** Dutta, Indranil (IM) <[Indranil.Dutta1@kantar.com](mailto:Indranil.Dutta1@kantar.com)>; Sharma, Jitendra (IMDLR) <[jitendra.sharma@kantar.com](mailto:jitendra.sharma@kantar.com)>;

Kandalkar, Omkar (IMMUC) <[Omkar.Kandalkar@kantar.com](mailto:Omkar.Kandalkar@kantar.com)>

**Subject:** RE: Swachhta-171431736-RFQ

Dear Manish,

Sorry for the delay .Please find below my responses highlighted in Yellow. Request you to please share the CPI at the earliest.

1. Manufacturers – Are we looking at brands vs local for this. Any quota of revenue, employee, turnover etc. :  
**(ANS) We are looking for national players brands , can share the list of brands later.**
2. Intermediaries – Same as point 1 **(ANS) They should be at least regional players .**
3. Expert / Associations – Let us know few examples for this **(ANS) : Alkali Manufacturers Association of India (AMAI), INDIAN CHEMICAL COUNCIL (ICC), Indian Specialty Chemical Manufacturers Association (ISCMA), CPMA (Chemicals & Petrochemicals Manufacturers' Association)**

Regards

Rishabh Arora

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Wednesday, January 11, 2023 1:04 PM  
**To:** Arora, Rishabh (IM) <[Rishabh.Arora1@kantar.com](mailto:Rishabh.Arora1@kantar.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Cc:** Dutta, Indranil (IM) <[Indranil.Dutta1@kantar.com](mailto:Indranil.Dutta1@kantar.com)>; Sharma, Jitendra (IMDLR) <[jitendra.sharma@kantar.com](mailto:jitendra.sharma@kantar.com)>;  
Kandalkar, Omkar (IMMUC) <[Omkar.Kandalkar@kantar.com](mailto:Omkar.Kandalkar@kantar.com)>  
**Subject:** RE: Swachhta-171431736-RFQ

Dear Rishabh,

Thank you for the patience. Please confirm the following points so that we can confirm accordingly.

1. Manufacturers – Are we looking at brands vs local for this. Any quota of revenue, employee, turnover etc.
2. Intermediaries – Same as point 1
3. Expert / Associations – Let us know few examples for this

Thanks & Regards

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**From:** Arora, Rishabh (IM) <[Rishabh.Arora1@kantar.com](mailto:Rishabh.Arora1@kantar.com)>  
**Sent:** 10 January 2023 13:55  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Cc:** Dutta, Indranil (IM) <[Indranil.Dutta1@kantar.com](mailto:Indranil.Dutta1@kantar.com)>; Sharma, Jitendra (IMDLR) <[jitendra.sharma@kantar.com](mailto:jitendra.sharma@kantar.com)>;  
Kandalkar, Omkar (IMMUC) <[Omkar.Kandalkar@kantar.com](mailto:Omkar.Kandalkar@kantar.com)>  
**Subject:** Swachhta-171431736-RFQ

Dear Manish,

Please find below the new specs. Please provide the costing and timelines for below specs max by today EOD.

**Objective:** Study to assess the opportunity for cleaning chemicals across select B2B segments

**LOI:** 40 Minutes

**Methodology :** Virtual (MSTEAMS) Depth Interviews.

**Sample Size and TG:**

Target Segment	Target Respondent	Sample Size
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Manufacturers or Suppliers of Cleaning Chemicals (Floor, Toilet, Glass , Kitchen, Laundry Cleaners , Dish washer , Hand sanitizer, Specialty Cleaners(Furniture, SS polish etc.) , Hospitality Specialty Cleaners, Room Freshener etc.)	Regional / National Level Sales / Marketing/Business Development Head	9 DI
Intermediaries (Distributors /3rd Party Cleaning Companies)	Owner / Category Head / Purchasing Head	9 DI
Experts / Associations	Industry Experts	3 DI

**Cities : Top 8 Cities need to be targets**

**Please share the break up of the CPI (Recruitment , Incentive).**

Regards  
Rishabh Arora

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