

Suraj Mondal

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 01 August 2023 14:49
To: 'Kambli, Tushar /IN'; suraj.mondal@market-xcel.com
Cc: 'Barde, Swati /IN'; 'RFP@'
Subject: RE: Brand Logo Testing Research (P23-35487)

Dear Tushar,

Hi! Thanks a lot for the go ahead. We will have Suraj Mondal working on this study.

[@suraj.mondal@market-xcel.com](mailto:suraj.mondal@market-xcel.com) Kindly go through the below mail and we will discuss the same at our end.

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, August 1, 2023 10:50 AM
To: 'Kambli, Tushar /IN' <Tushar.Kambli@sanofi.com>
Cc: 'Barde, Swati /IN' <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research (P23-35487)

Dear Tushar,

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

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: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Sent: Monday, July 31, 2023 12:39 PM
To: shilpa.gupta@market-xcel.com
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research (P23-35487)

Hi Shilpa,

Only 30 Cardios – both the surveys to be filled by the same doctor I meant.

Regards,
Tushar

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 31 July 2023 12:10
To: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research (P23-35487)

Dear Tushar,

Hi! Please find below the updated cost along with the proposal.

Brand Logo Testing Research	
NPIs	Carmada/Sanoxaban
TG	Cardiologist
Sample	30
CPI (INR)	2400
Total Cost (INR)	72000
Overall Study Cost	72000

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services



Market Xcel Data Matrix Private Limited
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Mobile: +91 9953166976

From: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Sent: Monday, July 31, 2023 11:59 AM
To: shilpa.gupta@market-xcel.com
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research (P23-35487)

Hi Shilpa,

Lets remove CPs. We can do only 30 Cardios and show both the qres. Share your revised costs pls.

Regards,
Tushar

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 29 July 2023 12:57
To: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research (P23-35487)

Dear Tushar,

Hi! Please find attached our proposal.

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: Saturday, July 29, 2023 2:15 PM

To: 'Kambli, Tushar /IN' <Tushar.Kambli@sanofi.com>
Cc: 'Barde, Swati /IN' <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research (P23-35487)

Dear Tushar,

Hi! Sure will do the same.

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: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Sent: Saturday, July 29, 2023 2:13 PM
To: shilpa.gupta@market-xcel.com
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research (P23-35487)

Ok thanks. Please share a proposal in a ppt/ pdf format.

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 29 July 2023 11:32
To: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research (P23-35487)

Dear Tushar,

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

Brand Logo Testing Research			
NPIs	Carmada	Sanoxaban	Sanoxaban
TG	Cardiologist	CP	Cardiologist
Sample	30	30	30
CPI (INR)	1780	1590	1780
Total Cost (INR)	53400	47700	53400
Overall Study Cost	154500		

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: Friday, July 28, 2023 4:09 PM
To: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>; RFP@ <rfp@market-xcel.com>
Subject: Re: Brand Logo Testing Research

Dear Tushar,

Hi! Sure. Allow us time to re look at the cost and share it again with you.

Thanks,
With Regards,
Shilpa Gupta.

Sent from my iPhone

On 28-Jul-2023, at 1:42 PM, Kambli, Tushar /IN <Tushar.Kambli@sanofi.com> wrote:

Hey Shilpa,

The CPI is high. Please take a look at the survey – it has hardly 4-5 questions. Request you to please revise and share your best non-negotiable quote.

Regards,
Tushar

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 28 July 2023 11:08
To: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research

Dear Tushar,

Hi! Please find below the cost for your reference-

Brand Logo Testing Research			
NPIs	Carmada	Sanoxaban	Sanoxaban
TG	Cardiologist	CP	Cardiologist
Sample	30	30	30
CPI (INR)	2000	1750	2000
Total Cost (INR)	60000	52500	60000
Overall Study Cost	172500		

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services

<image001.gif>

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: Friday, July 28, 2023 12:08 PM
To: 'Kambli, Tushar /IN' <Tushar.Kambli@sanofi.com>
Cc: 'Barde, Swati /IN' <Swati.Barde@sanofi.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Brand Logo Testing Research

Dear Tushar,

Hi! Confirming the receipt of this mail. Allow us time to share the cost shortly.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services

<image001.gif>

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

From: Kambli, Tushar /IN <Tushar.Kambli@sanofi.com>
Sent: Friday, July 28, 2023 12:01 PM
To: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Cc: Barde, Swati /IN <Swati.Barde@sanofi.com>
Subject: Brand Logo Testing Research

Dear Shilpa,

We have 2 NPIs to be launched – CARMADA (Sacubitril + Valsartan) and SANOXABAN (Apixaban). We need to conduct quick dipsticks for brand logo testing. Have already prepared the survey links. Lol is ~ 5-7 mins. PFB the details for reference:

Carmada:

TG: 30 Cardiologists - Prescribers of Cardace

Survey Link: <https://survey.zohopublic.in/zs/o9Bobn>

Sanoxaban:

TG: 30 CPs, 30 Cardiologists – Aware/ Prescribers of Clexane

Survey Link: <https://survey.zohopublic.in/zs/PoDwZC>

Timeline: 1 week

Let me know the feasibility and costs.

Regards,
Tushar