

## Shadab Ansari

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**From:** Manish Oberoi <manishoberoi@market-xcel.com>  
**Sent:** 14 April 2023 18:23  
**To:** shadab.ansari@market-xcel.com; shilpa.gupta@market-xcel.com  
**Cc:** 'Amit Narula'  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture  
**Importance:** High

Dear Shadab,

Please prepare the PCN and Budget for this and share the job number for the same by today as we need to raise 50% invoice for the same.

Here is the cost --

Ride Sharing Customer – N 1300			
Cost Heads	Unit	CPI-\$	Total Cost-\$
Recruitments	1300	13	16900
Incentives	1300	18	23400
Follow-up & Task Completion	1300	5	6500
Project Management Fee	1	14000	14000
Total Study Cost			60800

Budget you can make as per this – Once client call is done on 17<sup>th</sup> April 2023, we can make changes.

Consider all 13 locations of Market Xcel

Sample Size – 1300 spread across 13 locations.

Recruitment cost – INR 150

Incentives – INR 500

LC per respondent – INR 150

Thanks & Regards

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



Market Xcel Data Matrix Pvt. Ltd.  
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<https://www.market-xcel.com/>

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**From:** Manish Oberoi <manishoberoi@market-xcel.com>

**Sent:** Friday, April 14, 2023 6:12 PM

**To:** 'Mark Scholz' <mscholz@ksrinc.com>

**Cc:** 'Kapil Narang' <kapilnarang@market-xcel.com>; 'amit@market-xcel.com' <amit@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'shadab.ansari@market-xcel.com' <shadab.ansari@market-xcel.com>

**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Greetings for the day! Hope you are doing good.

We have managed to get some sample screenshot for your reference, please review and share your thoughts and feedback on the same 😊. Also, will share the PM details on the study by coming Monday, 17<sup>th</sup> April 2023 who will be the single point of contact from our end.

Thanks!

Thanks & Regards

---

**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>

**Sent:** Wednesday, April 12, 2023 10:09 PM

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Manish,

Thanks, I've changed the timing of the invite to Monday, looking forward to the screenshots.

Mark

---

**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Wednesday, April 12, 2023 12:02 PM  
**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Thank you so much for the kind revert, appreciate the support 😊.

We shall proceed with commercials and share the invoice.  
Regarding our call we can have it on Monday if that is ok.  
Last we shall work around to share the screenshots by / before Friday, 14<sup>th</sup>, hope that works.

Thanks & Regards

---

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



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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Sent:** Wednesday, April 12, 2023 9:25 PM  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Manish,

Please see comments **below**...

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Wednesday, April 12, 2023 11:32 AM  
**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Thank you for the go ahead on the commercials 😊. Please find below our responses for below points for your reference.

Last regarding commercials –

We would suggest following milestones please confirm if we are good to move forward with this. This works for us

1<sup>st</sup> invoice – At project award

2<sup>nd</sup> invoice – in May last week

3<sup>rd</sup> invoice – in June once sample is completed.

Thanks & Regards

**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>

**Sent:** Monday, April 10, 2023 9:36 PM

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Manish,

No worries, this looks good to me. Let's please plan to move forward!

In terms of next steps...

1. Let's set up a kick-off call later this week with the project team, we won't have project materials for you just yet but this would be a good opportunity for me to walk through everything we know coming out of our call with the client on Wednesday
  - o What is the project team's availability Thursday or Friday for this?

Market Xcel – We can have this call on Friday, 14<sup>th</sup> April 2023 if that works at your end, do let us know suggested time so that we can confirm accordingly 😊. I have sent an invite, I understand this is Friday evening your time. If we have to push to Monday, I understand.

2. An immediate action item we would like to ask of you for early this week is if you have the ability to take a few screenshots / download PDFs from a mobile phone (iOS, Android, or both). We are hoping to get a feel for how the Uber app looks in India (and 1-2 core competitors)
  - o Could you take a few screenshots of someone's ride history on Uber via iOS, Android, or both?
  - o Download a PDF of a recent Uber ride receipt?
  - o Could you take a few screenshots of someone's ride history on 1-2 competitors iOS, Android, or both?
  - o Download a PDF of a recent competitor ride receipt?

- ^ Our goal with the above is to get a feel for how these apps are setup in India as we start our development process of an OCR tool that scrapes information off of these apps.

Market Xcel – We can certainly support on this, we would recommend once we are done with Friday call we can start this activity, hope this make sense. We should not wait on this, we were hoping to have these screenshots early this week. Let me know if you have any questions. Anything you can provide is helpful for us, it does not need to be extensive at this point. Uber and Ola are the top 2 platforms were are looking for visibility into as a starting point.

3. Do you have any idea of the number of languages that could be present for consumers in India when using the Uber app or competitors? Is there an option to switch the app to English on the mobile phone before taking screenshots on iOS and Android devices? *Not expecting you to have a complete answer to this, but anything you do know is very helpful.*

Market Xcel – As per our understanding Uber works in following languages – English, Hindi, Marathi, Tamil, Telugu, Kannada, Bengali, Gujrati. This is an estimate so plus minus could be there. Thanks! Helpful, while working through the above request, please look out for the ability to switch a translated phone or app to English.

Thanks,  
Mark

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Monday, April 10, 2023 11:00 AM  
**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Sincere apologies Mark for getting it wrong.

Here is the updated proposal considering n-1300 sample size. Look forward for your approval on the proposal and next steps on the study.

Ride Sharing Customer – N 1300			
Cost Heads	Unit	CPI-\$	Total Cost-\$
Recruitments	1300	13	16900
Incentives	1300	18	23400
Follow-up & Task Completion	1300	5	6500
Project Management Fee	1	14000	14000
Total Study Cost			60800

Thanks & Regards

---

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



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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Sent:** Monday, April 10, 2023 8:10 PM  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Thanks, Manish! Looks great except our sample size will be 1,300. Was there a reason you went with 1,500?

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Sunday, April 9, 2023 1:31 AM  
**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Greetings for the day! This is indeed good news 😊. Please find below our responses for each of the points for your reference and let me know if you have any questions.

Also, w.r.t. sharing updated proposal for the revised sample and we look forward for your approval for the same.

Updated proposal for n-1500 sample size – INDIA

Ride Sharing Customer – N 1300			
Cost Heads	Unit	CPI-\$	Total Cost-\$
Recruitments	1500	13	19500
Incentives	1500	18	27000
Follow-up & Task Completion	1500	5	7500
Project Management Fee	1	14000	14000
Total Study Cost			68000

**Payment Terms –**

- 50% at project award stage
- 50% at fieldwork completion stage

Thanks & Regards

---

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



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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>

**Sent:** Friday, April 7, 2023 10:57 PM

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






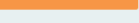
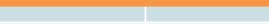

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Hi Manish,

Thanks for following up and good news, we have been awarded this study and are kicking it off with the clients Wednesday. We are hoping to move forward with onboarding you for data collection needs. A couple items...

1. The below details the approach we pitched to win the work, which we will need to execute against:
  - a. The objective of this **India Pilot** is to assess the feasibility of capturing representative ride-share data for a single month from 1,300 riders. {Market Xcel} - Ok
  - b. Respondents will be recruited from local partner databases using email and phone dialing to generate interest. {Market Xcel} - Noted
  - c. Once a respondent is recruited, the local India team will facilitate capturing needed inputs for all rides within the time period using a combination of email and screen-sharing app (*such as Zoom or Teams*). {Market Xcel} – Along with mentioned methodologies, we shall be sending our enumerators to respondent's place, also basis experience respondents tend to share the screenshots over whatsapp as well.
  - d. Where available, the rider will download and submit the trip receipt PDF with all data fields and email to our human oversight. {Market Xcel} – All the screenshots will be managed by concerned project manager at our end.
  - e. In cases where this is not available or does not contain all required fields, the rider and our human oversight will enter a virtual chat, where the rider shares their mobile screen, walks through their ride history within each app used, and the oversight captures screenshots live for all needed data points. {Market Xcel} – This will be covered basis above points
  - f. Our partners in India will upload these PDFs and screenshots to KS&R securely. {Market Xcel} - Ok
  - g. KS&R will use OCR to extract data from all files submitted and build a system to map that data to an Excel deliverable. *This means the Market-Xcel will be responsible for uploading screenshots and data captures only, not organizing into a structured data file in any way.* {Market Xcel} - Ok
  - h. **Please let us know your thoughts on feasibility around this approach and the costs associated with this India Pilot under these assumptions listed above. We were very aggressive with low professional pricing on our end to win the work so anything you can do to keep costs low is appreciated (understanding we need quality data capture as well)** {Market Xcel} – Updated proposal is shared with this mail 😊, in case of any further questions we are always open for discussion.
2. The tentative timeline is below. We would look to schedule a kick-off call later next week, should we partner on this engagement. {Market Xcel} – Do let us know the schedule for call so that we can plan in accordance.

TIMELINE	April	May	June	July
Project Approval / Kick-off		Timeline is setup to capture data for April in the pre-test and for May in the full Pilot.		
Define & Design				
OCR Development				
Pre-Test				
Debrief				
Execute				
Aggregate & Assess				
Regroup Post-Pilot, Consider Ongoing Efforts				

Have a great weekend,  
Mark

**MARK SCHOLZ** INSIGHTS MANAGER, KS&R  
o: 680.214.0102 | [mscholz@ksrinc.com](mailto:mscholz@ksrinc.com) | [www.ksrinc.com](http://www.ksrinc.com)




---

**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Wednesday, April 5, 2023 11:54 AM  
**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Hope you are doing good. Wanted to take a moment and check if there has been any movement on the below proposal post our last discussion. Please let us know when you have a moment.

Thanks & Regards

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



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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Thursday, March 30, 2023 12:30 PM  
**To:** 'Mark Scholz' <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Thank you for your patience on this. The below points are ok but as we shared earlier, we have been doing a similar methodology study where we are taking screenshots from the respondents for food app ( approx. 20 -25 screenshots from every respondent ).

At second step once all screenshots are done, we rename them and make a folder and share with client.

Hope the above activity works.

Thanks & Regards

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



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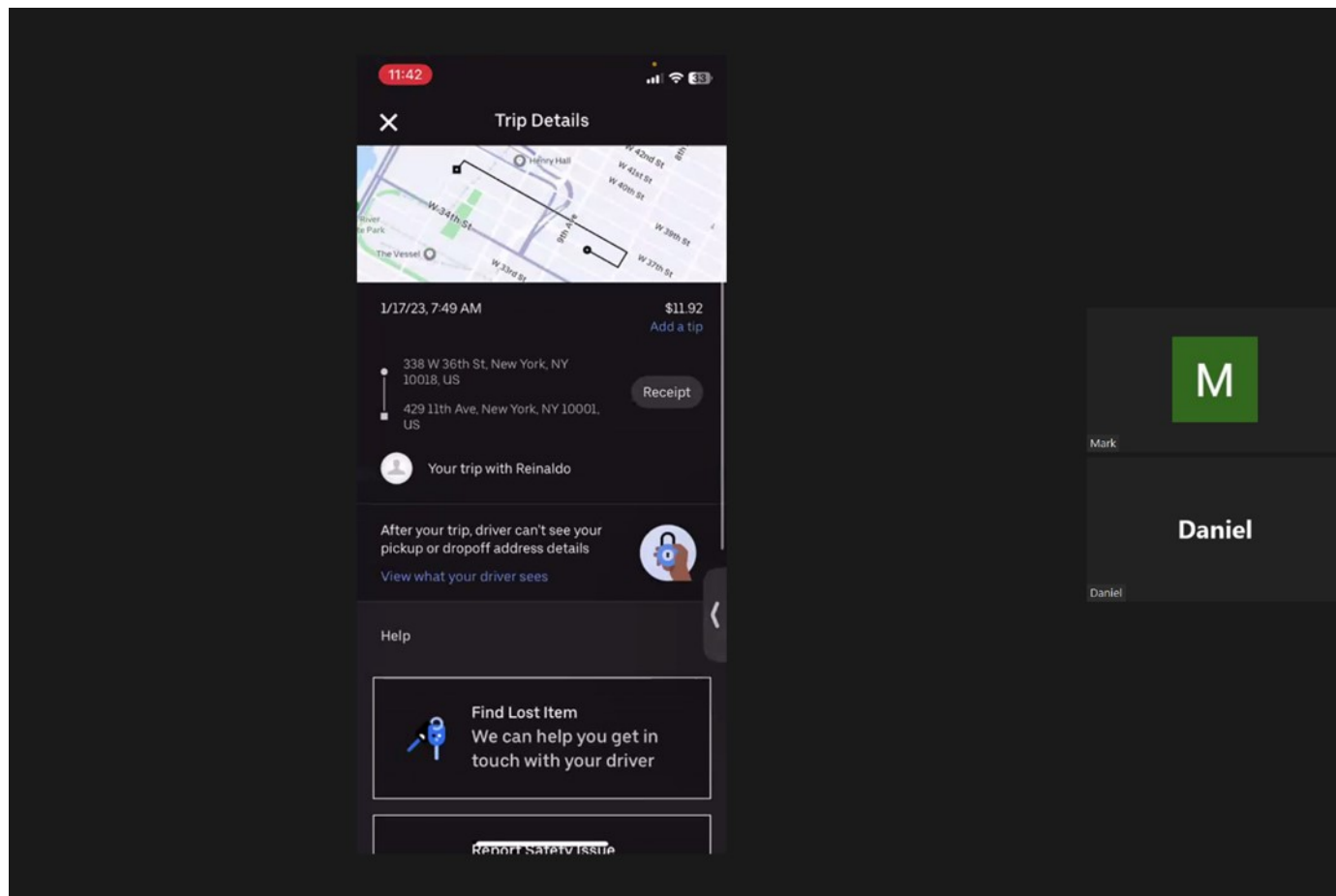
---

**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Sent:** Tuesday, March 28, 2023 9:28 PM  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture  
**Importance:** High

Thanks, Manish! Higher priority vs. below, were talking internally and what do you think about:

1. Having each respondent download Zoom
2. Get on a Zoom call via their mobile device with 1 of your interviewers
3. The interviewer first completes a very short survey on the respondents behalf asking them about OS type, Age, Gender
4. The respondent then shares their phone screen via that Zoom call
5. The interviewer takes screenshots such as below of all trip-level data
6. The screenshots would be taken in order (by ride) per project instructions
7. The interviewer after the call organizes and uploads them to the project folder by fields such as respondent, ride, OS type, Brand
8. KS&R would handle turning the project folder screenshots into structured data

Before we bring this potential solution up to the client, what are your feasibility thoughts?



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

**Sent:** Monday, March 27, 2023 11:12 PM

**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Thank you for the email. Allow us time to go through the shared points and come back to you with the responses and updated CPI on this by today EOD.

Thanks & Regards

**Manish Oberoi**

Sr. Manager – Client Services



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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>

**Sent:** Tuesday, March 28, 2023 7:15 AM

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

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Hi Manish,

The client has come back with some questions and we've fielded most of them. Looking for your thoughts/feedback on these below to help with our response tomorrow. Please let me know if you have any questions...

1. One of the end clients is very adamant about an approach that requires every respondent to provide screenshots for all trips (*this would replace the respondent having to enter information manually in survey format and we would turn screenshots into structured data on the back-end*). We would request all screens that have the information we are looking for across all trips (*including in app screens and receipts, either images or screen capture video*). This could be embedded within the survey with options for uploading, and we would remove the manual input based questions.

- a. Do you think this is feasible? Even for high volume riders?

{Market Xcel} – We can certainly work around and provide the screenshots as a deliverable. Would suggest keeping a desired number of screenshots that we need to take. Let us know if n-20 screenshots per respondents sounds like a plan.

- b. Would this change your costs projections?

{Market Xcel} – We are ok with shared cost if we are delivering 10-20 screenshots per respondent, anything more than that we need to re-work at the cost.

- c. Would this change your feasibility or incidence projections?

{Market Xcel} – Anything more than 20 screenshots will bring change in feasibility and incidence proportion.

- d. Any other thoughts or concerns with this?

{Market Xcel} - No

2. They are asking for any materials on the accuracy of local databases at representing consumers in India. We have materials we can share that are high-level, if you have anything specific to your databases, please let us know.

{Market Xcel} – We shall be recruiting the respondents from all 4 zones which represents the geographical spread of the city.

Here the trip-level fields we would be looking for as you think through question #1...

#	Data Field
1	Device OS
2	Trip time
3	Rider or Driver ( <i>Only needed for inDrive</i> )
4	User ID
5	Merchant ( <i>ride-sharing platform</i> )
6	Billing amount

7	Billing amount currency
8	Country
9	Screenshot id
10	Screenshot screen
11	Trip pickup
12	Location
13	Product
14	Promotion amount
15	Payment type
16	Trip drop off
17	Trip distance
18	Trip duration
19	Age
20	Gender

Thanks,  
Mark

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Wednesday, March 22, 2023 11:03 AM  
**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Thank you Mark for the kind revert, fingers crossed 😊

Thanks & Regards

---

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



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<https://www.market-xcel.com/>

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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Sent:** 22 March 2023 20:30

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

Cc: 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

Subject: RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Manish,

We sent our proposal last week and the client is in the decision process.

Will keep you posted on what we hear back.

Thanks,  
Mark

---

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

Sent: Wednesday, March 22, 2023 5:27 AM

To: Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>

Cc: 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

Subject: RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Hope you are doing good. Wanted to check if there is any progress on the below proposal and we stand a chance to collaborate on the study.

In case of any questions, happy to assist and looking forward to working together on the study.

Also, wanted to check if there are any upcoming prospect RFPs where we can collaborate.

Thanks & Regards

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Manish Oberoi

Sr. Manager – Client Services



Market Xcel Data Matrix Pvt. Ltd.

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

Sent: 14 March 2023 22:12

To: 'Mark Scholz' <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>

Cc: 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'amit@market-xcel.com' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

Subject: RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Thank you for the kind revert. Please find below our responses for the shared points and let us know if you have any questions for us happy to assist.

Thanks & Regards

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



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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Sent:** 14 March 2023 21:18  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Manish,

Please see comments **below**...

---

**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Sent:** 13 March 2023 21:23  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Hi Manish,

Thanks for this proposal!

We are working to finalize our proposal to the client and we'd like to be as detailed as possible within. Particularly when it comes to...

1. Why we are recommended an approach that is remote (*i.e., not in person*)? You mention geographic coverage, but if you could share any other rationale for this approach that would be great.

Market Xcel – We have recommended this approach as we are currently running the similar activity for other clients which is related to food apps. The rationale behind having this approach is that it is better approach in terms of control and having a proper data from the respondents. **Can you provide a couple more sentences on “control” and “proper data”?**

Market Xcel – By this we meant that the recruiting team works closely with respondents starting from screening the respondents to qualify all criteria and completing the task which is assigned to them which results proper data collection.

2. Based on your experiences with the other food service study, if you could share any process steps and/or best practices that make us look “smart” in how we would go about this in India that would go a long way.

Market Xcel – Here is the process step that we are following for food service study project for another client –

Process Flow – Section 1 – Food Delivery Time Tracking

Process Flow – Section 2 – Order History Tracking

Process Flow – Section 3 – Discounts Tracking

3. How would we ensure representation in India with recruitment? What is the meaning of Pan India coverage?

Market Xcel – We shall be recruiting the respondents with the help of recruiting team, in-house database of consumers that we have built from past studies, references. For second point we shall propose following cities to have representation, let me know if this works at your end as well. Since you are recruiting from a database and this is remote, do we need to constrain ourselves to a short list of cities? We may want to recruit from non-rural cities only given relevance to ride-sharing services, but the overall goal here would be to recruit a natural representation of ride-sharing customers across India. Do you have Rationale for why you selected these cities and how it addresses this or doesn't?

- Delhi
- Mumbai
- Bangalore
- Kolkata
- Ahmedabad
- Ludhiana
- Lucknow
- Ahmedabad

Market Xcel – We suggested above cities considering 1300 sample so that we have enough distribution of the respondents. We can further expand these cities to more parts of India so that we have more variety but at the same time we must have enough representation sample from each city.

Here is the list of additional cities –

Delhi, Faridabad, Gurgaon, Noida, Lucknow, Kanpur, Ludhiana, Chandigarh, Mumbai, Pune, Ahmedabad, Indore, Bangalore, Chennai, Hyderabad, Cochin, Kolkata, Patna.

4. Can you provide a few sentences on the follow-up and task completion line item? How does this work?

Market Xcel – Once respondent is recruited, team will be in touch with respondents from filling up the screener till task completion for each respondent, ensuring they complete entire task and share all the relevant documents and screenshots.

Thanks,  
Mark

---

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

**Sent:** Friday, March 10, 2023 9:17 AM

**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Subject:** RE:-(P22-67428) [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Dear Mark,

Good to be connected. Thank you for your patience.

We are feasible for the below scope and pleased to share our proposal for the study. Market Xcel will suggest Option 2 for the fieldwork.

## Proposal & Timelines --

Ride Sharing Customer – N 500			
Cost Heads	Unit	CPI-\$	Total Cost-\$
Recruitments	500	15	7500
Incentives	500	20	10000
Follow-up & Task Completion	500	9	4500
Project Management Fee	1	5500	5500
Total Study Cost			27500
Ride Sharing Customer – N 1300			
Cost Heads	Unit	CPI-\$	Total Cost-\$
Recruitments	1300	15	19500
Incentives	1300	20	26000
Follow-up & Task Completion	1300	6	7800
Project Management Fee	1	13325	13325
Total Study Cost			66625

We look forward to hearing from you and working together on the study.

Thanks & Regards

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



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**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Sent:** 10 March 2023 19:05  
**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>  
**Subject:** RE: [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Thanks, Amit. No worries on the delay. Looking forward to hearing from you.

**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>  
**Sent:** Friday, March 10, 2023 8:29 AM  
**To:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>



[xcel.com](https://www.xcel.com)>

**Subject:** [EXTERNAL]RE: Ride Sharing Customers | Receipt Capture

Hi Mark,

Thank you for your patience on this and regret the delay in getting back to you on this. We were running the feasibility to conduct this study and hence the delay.

Would like to bring in we have extensive experience of working on a similar study – we already track the orders on food app for one of our clients on monthly basis. With that said, we will be able to execute this study well. We recommend the following-

- This will be done Pan India,
- We recommend Option 2 as it will help us spread our coverage through the country.

Understand we are delayed on this but please allow us some more time and will get back to you. My colleague, Manish (copied here) will be in touch over this momentarily.

Thanks & Regards,

**Amit Narula**  
(AVP Client Services)



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---

**From:** Mark Scholz <[mscholz@ksrinc.com](mailto:mscholz@ksrinc.com)>  
**Sent:** Wednesday, March 8, 2023 8:02 PM  
**To:** 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; [deepti@market-xcel.com](mailto:deepti@market-xcel.com)  
**Subject:** Ride Sharing Customers | Receipt Capture

Hi Amit/Deepti,

Hope all is well!

I am working on a proposal for a potential new client in the ride sharing space. We are looking to capture receipt data (*i.e., structured trip-level data*) among a representative sampling of ride sharing customers in **India**. The primary brands we are interested in are (**India**: Uber and Ola), but looking for a representative mix overall so there may be others that are relevant as well. Recruits for this engagement must use at least one – so essentially anyone that uses any of these services for transportation qualifies. We would be looking to capture 15+ trip-level fields for each transaction across one entire month (*such as the month of February*). This would be a pilot month, with potential to continue with future months if successful. The trip-level fields include things like trip time, billing amount, payment type, etc. and can all be retrieved via the Smartphone app. The method of collecting each field differs slightly by Android and iOS.

The key with this is gaining accurate estimates, not simply having ride sharing customers tell us about their trips or uploading screenshots via an online survey as that open up room for error. For the average customer, there is likely to be a learning curve for where to find this data if we were to ask them to do it on their own. We also need to feel

confident the ride sharing customers are providing accurate information, so the methodology will need to have some level of audit trail associated with it.

Our current thinking on the process is the following...

1. **Recruitment:** recruit a representative sampling of ride sharing customers via a programmed screener. We are looking for anywhere between 500-1300 recruits that have used ride sharing in the month of February, depending on cost and feasibility.
2. **Data Capture (Option 1):** recruits come in-person to provide this information. This seems like the best option to ensure accuracy and also has efficiency benefits in terms of data organization. We would set up satellite locations in key geographies across **India** such as at focus group facilities as an example. There would be individuals at these locations that would walk recruits through how to provide the information from their Smartphone, look over their shoulder, and then document it into a structure format that is useful for our analysis.
3. **Data Capture (Option 2):** recruits remain remote and send a screen recording of all trip-level data from their ride sharing apps, or log onto a video sharing platform such as Zoom to provide information via screen share. This option seems like it would be difficult for some users to complete and for us to structure these recordings into a usable format. That said, we are open to the possibility of automating the process using technology in such a way in the future or trying something like this during the pilot for a subset of recruits (*such as those with only 1-2 trips*). Ultimately, the most important element is to make sure we capture all data from each individual recruit (*i.e., no missing trips, no partial information, etc.*) and an in-person approach feels necessary for heavy users.

I wanted to reach out to you and was hoping for your thoughts on your feasibility and/or recommendations on how to proceed. We owe the proposal next week so need to settle on the approach and potential in market partnerships this week. Hoping for a response by Thursday evening ET at the latest.

Please let me know any questions once you've had a chance to review.

Thanks,  
Mark

**MARK SCHOLZ** INSIGHTS MANAGER, KS&R  
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