

Shadab Ansari

From: Amit Narula <amit@market-xcel.com>
Sent: 25 July 2023 12:45
To: 'Manu Johnson'; shadab.ansari@market-xcel.com
Cc: 'RFP@'; 'Pratiksha Yadav'; shilpa.gupta@market-xcel.com; 'Aaliya Shaikh'
Subject: RE: (P23-35369) Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

Hi Manu – Since Guwahati happens to be a travel, we will need to charge travel charges of INR 5,000/- to the initial costs shared. So, the final costs will be INR 36,750/-

We will have Shadab Ansari take this up from our end. [@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) Please connect with Manu/Aaliya and take this ahead.

Thanks & Regards,

Amit Narula
(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.
Extension: 511 / Direct Line: +91 11 42343 511 / Mobile: +91 9899 142 424

From: Manu Johnson <Manu.Johnson@ipsos.com>
Sent: Tuesday, July 25, 2023 12:33 PM
To: amit@market-xcel.com; Aaliya Shaikh <Aaliya.Shaikh@ipsos.com>
Cc: 'RFP@' <rfp@market-xcel.com>; Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; shilpa.gupta@market-xcel.com
Subject: RE: (P23-35369) Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

Hi Amit,

Thank you for your confirmation.

Please let us know your availability for Briefing Today, if possible, let's try and schedule the briefing before 3 PM.

Once you confirm the availability we will share the Briefing kit

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

'Enable the business to be more client centric with more agility and enhance productivity through specialist skills in project management'

From: Amit Narula <amit@market-xcel.com>
Sent: Tuesday, July 25, 2023 12:27 PM
To: Manu Johnson <Manu.Johnson@ipsos.com>; Aaliya Shaikh <Aaliya.Shaikh@ipsos.com>

Cc: 'RFP@' <rfp@market-xcel.com>; shilpa.gupta@market-xcel.com

Subject: RE: (P23-35369) Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

This Message Is From an External Sender

This message came from outside your organization.

My bad on this Manu. This is well noted!

@Aaliya Shaikh Understand your point on the timelines. We shall try our best to close this within the timelines.

Thanks & Regards,

Amit Narula
(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.
Extension: 511 / Direct Line: +91 11 42343 511 / Mobile: +91 9899 142 424

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

Sent: Tuesday, July 25, 2023 12:20 PM

To: amit@market-xcel.com; Aaliya Shaikh <Aaliya.Shaikh@ipsos.com>

Cc: 'RFP@' <rfp@market-xcel.com>; shilpa.gupta@market-xcel.com

Subject: RE: (P23-35369) Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

Hi Amit,

Thank you for sharing the cost and feasibility, I had mentioned the cities in the grid itself, please find below.

Segment		Non pres		Trialist	
Indication	Specialty	7 to 12	>15	>15	Total
Cons	GE			0 Kolkata	1
Cons	Gyne			0 Chennnai	1
HE	GE	0 Delhi	0 Cochin	0 Kolkata	3
Cons	GP		0 Guwahati	0 Guwahati	2
Total		1	2	4	7

Best Regards,

Manu Johnson - Senior Executive-Research Project Management

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Mobile No- 9137689718

*'Enable the business to be **more client centric** with **more agility** and enhance productivity through **specialist skills** in project management'*

From: Amit Narula <amit@market-xcel.com>

Sent: Tuesday, July 25, 2023 12:11 PM

To: Aaliya Shaikh <Aaliya.Shaikh@ipsos.com>

Cc: 'RFP@' <rfp@market-xcel.com>; shilpa.gupta@market-xcel.com; Manu Johnson <Manu.Johnson@ipsos.com>

Subject: RE: (P23-35369) Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

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Hi Aaliya,

Thank you for your patience on this. Since Shilpa is away, filling in for her. Please find below our costs for your quick reference-

Speciality	N	CPI	Total
Gastro	4	5500	22000
Gynae	1	4750	4750
GP	2	2500	5000
			31750

- We shall take 1.5-2 weeks to close this,
- Since we did not have the cities listed, we have assumed we will be allowed to do this Pan India,
- Further, we do not have GE in the rate card, and have included Endos costs here.

Thanks & Regards,

Amit Narula

(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.

Extension: 511 / Direct Line: +91 11 42343 511 / Mobile: +91 9899 142 424

From: Aaliya Shaikh <Aaliya.Shaikh@ipsos.com>

Sent: Tuesday, July 25, 2023 11:39 AM

To: shilpa.gupta@market-xcel.com; Manu Johnson <Manu.Johnson@ipsos.com>

Cc: amit@market-xcel.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

Hi Shilpa,

Thanks for your time over the call.

Please share with us the feasibility at the earliest, as suggested we can also hop on a quick call with the team to brief them on the requirements.

Looking forward to hear from you.

Thanks,
Aaliya

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Tuesday, July 25, 2023 10:23 AM
To: Manu Johnson <Manu.Johnson@ipsos.com>
Cc: amit@market-xcel.com; Aaliya Shaikh <Aaliya.Shaikh@ipsos.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

This Message Is From an External Sender

This message came from outside your organization.

Dear Manu,

Hi! Thanks for the update. Allow us time to share the cost in next 1 hour.

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, July 25, 2023 11:21 AM
To: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Cc: amit@market-xcel.com; Aaliya Shaikh <Aaliya.Shaikh@ipsos.com>; RFP@ <rfp@market-xcel.com>
Subject: RE: Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

Hi Shilpa,

Speciality would be as per the grid, Gastro, Gyne and GP.

Best Regards,

Manu Johnson - Senior Executive-Research Project Management

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*'Enable the business to be **more client centric** with **more agility** and enhance productivity through **specialist skills** in project management'*

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

Sent: Monday, July 24, 2023 11:26 PM

To: Shilpa Gupta <Shilpa.Gupta@market-xcel.com>

Cc: Manu Johnson <Manu.Johnson@ipsos.com>; amit@market-xcel.com; Aaliya Shaikh <Aaliya.Shaikh@ipsos.com>; RFP@ <rfp@market-xcel.com>

Subject: Re: Costing & Feasibility for Gaston_Segmentation_Laxatives_23-026024-01

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Dear Manu,

Hi! Please recheck the specialty and sample as the grid and the mentioned sample in target respondent are different.

Thanks,
With Regards,
Shilpa Gupta.

Sent from my iPhone

On 24-Jul-2023, at 6:52 PM, Shilpa Gupta <Shilpa.Gupta@market-xcel.com> wrote:

Dear Manu,

Hi! Confirming the receipt of this mail. Allow us time to share the cost by tomorrow before 11:00 AM.

Thanks,
With Regards,
Shilpa Gupta.

Sent from my iPhone

On 24-Jul-2023, at 6:23 PM, Manu Johnson <Manu.Johnson@ipsos.com> wrote:

Hi Shilpa,

Hope you are doing well.

We need to check if the team is able to do the recruitment for below mentioned TG and sample size. FW end date is **27-07-2023**.

Objectives: Understanding HCP behaviour, needs and barriers by segment type in laxative market.

Research approach: In depth Qualitative methodology (Qualitative interviews, LOI 50 – 60mins)

Information areas: -

1. General category understanding, indications in scope for Constipation
2. Brands they prescribe for this condition, differences per patient type, first/ second line, etc.

Target Respondents:

1. **Specialties:** General Physician and Consultant Physician.
2. No. of years of practice: 6 – 25years
3. Private Practice
4. Should be aware of Duphalac

Segment		Non pres		Trialist	
Indication	Specialty	7 to 12	>15	>15	Total
Cons	GE			0 Kol	1
Cons	Gyne			0 Chen	1
HE	GE	0 Del	0 Coc	0 Kol	3
Cons	GP		0 Guw	0 Guw	2
Total		1	2	4	7

Sharing Constipation definition table on (Trialist, Non Prescriber & Prescriber).

Indication	Specialty	% Share of Lactulose among laxative		% Share of Duphalac among Lactulose		
		Non-user / Trialist	Prescriber	Non-user	Trialist	Prescriber
Constipation	Gastro	<30%	50% or above	0-5%	10-30%	30- 50%
Constipation	Gyn	<30%	50% or above	0-5%	10-30%	30-50%
Constipation	GP MBBS	<30%	50% or above	0-5%	10-30%	30-50%

Sharing HE definition table on (Trialist, Non Prescriber & Prescriber).

Indication	Specialty	% Share of Lactulose among laxatives			% Share of Duphalac/ Duphalac enema among Lactulose		
		Non-prescriber	Trialist	Prescriber	Non-prescriber	Trialist	Prescriber
HE	Gastro	<30%		50% or above	0 - 5%	10-30%	30-50%

Let me know if you have any questions or concerns.

Best Regards,

Manu Johnson - Senior Executive-Research Project Management

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| Mumbai, 400063.

Mobile No- 9137689718

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