**16th October 2021**

**TO WHOMSOEVER IT MAY CONCERN**

Sub: Market Xcel “opinion survey”

Dear Sir/ Mam,

We represent **Market Xcel Data Matrix Private Limited**. It is one of the major Market Research agencies in India. We have 14 offices that manage our data collection across the country.

We conduct surveys in India and globally for Govt. International and Private Clients including the multinationals spread across wide verticals. We partner and work for some of the major media houses and conglomerates from time to time in obtaining people opinion and views on various themes and topics.

The topics cover a wide gamut of products technologies and services including new products, new technology, product development, etc.

As a part of one of our assignments, we are conducting a series of interviews with populations across states including in the country. These interviews are aimed at having people’s perception and viewpoints on various subjects that concern them and impact their lives.

We are concerned with their perceptions alone and there is no right or wrong answers that we may get.

The study locations spread across urban and rural areas that are strictly as per the sampling plan.

The concerned authorities and individuals are requested to lend full support.

We invite people like you to participate in this and share your views and opinions on the above subject. *The interview is expected to last 20 minutes*.

We also assure you that MX subscribes to the highest code of ethics and will under no circumstance compromise on confidentiality of the information you give us. The opinion and inputs received from you shall be used only at an aggregated level after merging it with other similar feedbacks. At no point in time does MX disclose the feedback by individuals met.

It is requested that the representative of M/S Market Xcel Data Matrix Pvt. Ltd. may be extended all possible support so that the requisite information can be collected.

Best Regards

**Prasenjit Saha**

**APD - Research**