Anil Kaul

From:	Arushi Chawla <arushi@counterpointresearch.com>
Sent:	31 March 2023 18:19
To:	manishoberoi@market-xcel.com
Cc:	anilkaul@market-xcel.com; Tarun Pathak; Ankit Malhotra
Subject:	RE: -(P22-66304) - New Project Opportunity - Retail Audit - Updated Proposal
Attachments:	Retail Audit Questionniare.xlsx

Hi Manish,

Please find attached the revised questionnaire.

Let us know if you have any question.

Regards
Arushi

From: Arushi Chawla
Sent: Friday, March 31, 2023 3:11 PM
To: manishoberoi@market-xcel.com
Cc: anilkaul@market-xcel.com; Tarun Pathak <tarun@counterpointresearch.com>; Ankit Malhotra <ankit.malhotra@counterpointresearch.com>
Subject: RE: -(P22-66304) - New Project Opportunity - Retail Audit - Updated Proposal

Hi Manish,

We were expecting some reduction on the cost. Anyway, thanks for trying internally.

We will proceed with INR 350 CPI for old stores and INR 450 for the new stores.

We expect to receive the data by **15th of every month**, i.e. we will received March data by 15th April. And it's the first time we are doing 30 cities.

Resharing the final details of the study below:
Also, please find attached the excel for the city list and numbers of stores to be covered in each city.

India City Level Retail Audit				
	Frequency	**Month**	**First Payment (Approx.)**	**Second payment onwards**
Data Delivery	Monthly *(M+15)*	March Data	INR. 5,94,000 *(calculation is in excel)*	INR. 5,25,000
Sample	N = 1500 units (stores by city quota is in the attached excel file)			
Cities	30 cities (list is in the attached excel file)			
Data required	1. Complete model-level sales of each store. (Model and brand list will be provided by Counterpoint Research each month) 2. Inventory status at the model level 3. Type of payment for each model sold (E.g., Cash, card (debit/credit), exchange, EMI, other financial schemes, etc.) 4. Top promotions on monthly/fortnight frequency with images from each store			