

Shadab Ansari

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 31 March 2023 16:26
To: 'SINGHVI PRATEEK'; shadab.ansari@market-xcel.com; suraj.mondal@market-xcel.com
Cc: 'NAIK JATIN'; 'Kapil Narang'; amit@market-xcel.com; 'Shilpa Gupta'; suraj.mondal@market-xcel.com; 'NAVALKAR ALOK'
Subject: RE: RE:-(P22-67946) Request for Quote | Qualitative Recruitments (30-45 Mins)

Dear Prateek,

I am looping in concerned PM on the study and he will be in touch from here onwards. My colleague Shadab and Suraj will be leading this from our end, kindly keep there reporting manager Shilpa copied in every communication.

Regarding the timelines we are going to have the kick off call on Monday basis which team will brief the teams and start the recruitments, we shall work around the given dates but as shared earlier please have buffer days in hand as well 😊.

@'shadab.ansari@market-xcel.com' – Please connect with Rahul and share the estimate with Alok post which we need to share the final invoice having March month date.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: SINGHVI PRATEEK <25000100@MAHINDRA.COM>
Sent: Friday, March 31, 2023 4:16 PM
To: manishoberoi@market-xcel.com; NAVALKAR ALOK <NAVALKAR.ALOK@mahindra.com>
Cc: NAIK JATIN <NAIK.JATIN@mahindra.com>; rfp@market-xcel.com
Subject: RE: RE:-(P22-67946) Request for Quote | Qualitative Recruitments (30-45 Mins)

Let's go ahead. Manish, request you to share the estimate & Invoice for this study right now (preferably in next 15-30 mins). Since its year ending and today being the last day, we would want to put the estimate & invoice into processing at the earliest today.

Regarding the timelines, the dates can't be changed, and that's why we have kept the TG and markets quite flexible.
Thanks.

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

Sent: 31 March 2023 16:08

To: NAVALKAR ALOK <NAVALKAR.ALOK@mahindra.com>

Cc: SINGHVI PRATEEK <25000100@MAHINDRA.COM>; NAIK JATIN <NAIK.JATIN@mahindra.com>; rfp@market-xcel.com

Subject: RE:-(P22-67946) Request for Quote | Qualitative Recruitments (30-45 Mins)

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Dear Alok,

Nice to e-meet you 😊. Thank you for reaching out with new request. Please find below our proposal for the study and in case of any questions feel free to discuss will be glad to assist.

Proposal – With below study cost we can cover the sample in base locations of Market Xcel which are (Delhi, Lucknow, Ludhiana, Kolkata, Patna, Mumbai, Ahmedabad, Indore, Pune, Bangalore, Chennai, Hyderabad, and Cochin) any other city apart from this will add travel and stay cost.

We would require 10-12 days for completing the n-15 interviews in the study.

Request for Quote-SUV	
Sample Size	15
LOI	30-45 min
Methodology	MS Team
Cost Per Complete	2500
Total Cost	37500

*GST Additional

We can provide the invoice in this month for that we need approval in next half n hour so that we can address the same with team commercial.

Also, share the PO (if any) and invoicing address for us to share the estimate 1st and then invoice.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: NAVALKAR ALOK <NAVALKAR.ALOK@mahindra.com>
Sent: Friday, March 31, 2023 3:52 PM
To: manishoberoi@market-xcel.com
Cc: SINGHVI PRATEEK <25000100@MAHINDRA.COM>; NAIK JATIN <NAIK.JATIN@mahindra.com>
Subject: Request for Quote | Qualitative Recruitments (30-45 Mins)

Hi Manish,

Hope you are doing well. I'm taking this opportunity to introduce myself. I have recently joined Prateek's team and would be working closely on insight requirements.

On that note, we would want to conduct 15 In-Depth Interviews of **30-45 mins** with the below TG:

1. **Gender** - Male: Female – 80:20
2. **Age:** 25-34, 35-45
3. **Owners purchased** SUV in the past 2 years (70%) or **intending to purchase** SUV in the next 6 months (30%)
4. **Price of SUV:** 10-25L
5. **Zones:** representation of north, south, east & west broken down into top metros (Mumbai, Delhi, Bangalore, etc) & upcoming metros (Jaipur, Coimbatore, etc)
6. **Brand association:** Representation of Tata (20%), Mahindra (20%), Hyundai (20%) and a good mix of other OEMs in the remaining 40%.

The fieldwork needs to **commence by 5th April and conclude by 10th April.**

I'll request you to raise the cost quote (based on standardized costs aligned with Prateek) and the invoice today, as we need to record it in this year's budgets. Feel free to connect in case of any queries.

Regards
Alok Navalkar
+91 90828 69119

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