

Shadab Ansari

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 17 November 2022 09:33
To: 'Shweta Vora'
Cc: 'Bhanu Dhingra'; 'Raveena Mistry'; 'Kapil Narang'; 'Amit Narula'; 'Shilpa Gupta'; 'Sewali Baruah'; 'Shadab Ansari'
Subject: RE: -(P22-65296) Observation based studies

Dear Shweta,

There is change in the SPOC for the study, going forward my colleague Shadab Ansari will be leading the project. Kindly address all the emails to him so that he can take this up.

PS Bhanu – Kindly sign off from the study.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 16 November 2022 23:07
To: Shweta Vora <shweta.v@purplle.com>
Cc: Bhanu Dhingra <bhanu.dhingra@market-xcel.com>; Raveena Mistry <raveena.m@purplle.com>; Kapil Narang <kapilnarang@market-xcel.com>; Amit Narula <amit@market-xcel.com>; Shilpa Gupta <shilpa.gupta@market-xcel.com>; Sewali Baruah <sewali.baruah@market-xcel.com>; Shadab Ansari <shadab.ansari@market-xcel.com>
Subject: Re: -(P22-65296) Observation based studies

Adding Shadab Ansari in the communication.

Dear Shweta,

Do let us know when you want to have the briefing tomorrow so that we can block the schedule accordingly.

Let us see internally if we have any sample observation or exit interview deck, which i am afraid won't be possible but let us give it a try

Best Regards
Manish Oberoi

On Wed, 16 Nov, 2022, 6:11 pm Shweta Vora, <shweta.v@purple.com> wrote:

Hi Bhanu,

Lets plan the briefing tomorrow - fix up a time.

Also can you send some sample observation sheets and Exit interview questionnaires specifically if you have retail or modern stores.

We have always done Online so Offline is new for us - sample questionnaires will be of great help - brand name can be removed.

Thanks
Shweta

On Wed, Nov 16, 2022 at 2:50 PM Bhanu Dhingra <bhanu.dhingra@market-xcel.com> wrote:

Dear Shweta,

Hope you are doing well!

Nice to meet you on a new study, Kindly let me know by when we can schedule the briefing call for this study for our reference.

Hope to hear from you soon. 😊

Thanks & Regards

Bhanu Dhingra



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BOOTH NO: 53 | T O R O N T O

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

Sent: 16 November 2022 14:42

To: 'Shweta Vora' <shweta.v@purple.com>

Cc: 'Raveena Mistry' <raveena.m@purple.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; amit@market-xcel.com; shilpa.gupta@market-xcel.com; sewali.baruah@market-xcel.com; bhanu.dhingra@market-xcel.com

Subject: RE: -(P22-65296) Observation based studies

Dear Shweta,

Thank you for the approval on the cost. I have shared my comments in below mail please see and let us know if you have any questions.

For this study, my colleague Bhanu Dhingra will be leading this from our end.

@bhanu.dhingra@market-xcel.com – Please see below communication and take it ahead.

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



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From: Shweta Vora <shweta.v@purple.com>
Sent: 16 November 2022 14:32
To: manishoberoi@market-xcel.com
Cc: rfp@market-xcel.com; Raveena Mistry <raveena.m@purple.com>
Subject: Re: -(P22-65296) Observation based studies

This is great.

Thank you so much.

This is approved.

Can you respond with other parameters that I had mentioned in my email.

Also let me know who will be the SPOC of this study.

Thanks

Shweta

On Wed, Nov 16, 2022 at 2:02 PM Manish Oberoi <manishoberoi@market-xcel.com> wrote:

Dear Shweta,

Thank you for putting this together. We are happy to go with this budget for this time 😊. Also please find below our comments in below mail for all the shared points.

Delhi					
Segment	Total Stores	Days at each store	Total days/interviews	CPI	Total Cost
Observation	4	1	4	1000	4000
Exit Interviews			60	300	18000
Project Management Fee					8000
Total Study Cost					30000
GST					Additional
Bangalore					
Segment	Total Stores	Days at each store	Total days/interviews	CPI	Total Cost
Observation	4	1	4	1000	4000
Exit Interviews			60	300	18000
Project Management Fee					8000
Total Study Cost					30000
GST					Additional

We look forward for your approval on the same so that we can plan the fieldwork in accordance.

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



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From: Shweta Vora <shweta.v@purplle.com>
Sent: 16 November 2022 13:25
To: manishoberoi@market-xcel.com
Cc: rfp@market-xcel.com; Raveena Mistry <raveena.m@purplle.com>
Subject: Re: -(P22-65296) Observation based studies

Hi Manish,

We spoke on this brief

Like mentioned earlier I have only 30K to do Delhi and 30K to do Bangalore.

Market Xcel – We have shared the proposal basis this in above mail.

I will be in Delhi from 25th to 27th and will be visiting all the 4 stores.

Market Xcel – Please suggest if we can have the dates as 24th to 26th November.

What I need from you is your team to do Store observations and exit interviews, maybe few when I am there and few the following week.

The footfalls are around 100 during weekends.

Market Xcel – We have quoted 1 day observation and 1 day for exit interview fieldwork at each store.

I also need to know How they will capture data on store observation - Pen and paper ? ipads?

How will they do the exit interviews - pen and paper or tabs?

Market Xcel – Team purple will share the questionnaire and we at Market Xcel will programme the survey link at our end. Interviews and observation responses will be taken on Tabs.

Since you mentioned you do this for Nielsen - Can you send us observation sheets or questionnaires which we can modify for our study.

The idea is post doing this activity we should be able to gauge the consumers profile who visit the store and why are they buying or why are they not buying.

Market Xcel – They provide survey link to us for which data is captured at there end.

Can you give me the final quote and plan on this study?

I need to do Delhi first and then can-do Bangalore in Dec.

Market Xcel – We have shared the proposal for both cities with this mail.

Thanks

Shweta

On Mon, Nov 14, 2022 at 11:31 AM Manish Oberoi <manishoberoi@market-xcel.com> wrote:

Dear Shweta,

Sure will connect at 1:30pm, hope that works.

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



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From: Shweta Vora <shweta.v@purple.com>
Sent: 14 November 2022 11:19
To: manishoberoi@market-xcel.com
Cc: rfp@market-xcel.com
Subject: Re: -(P22-65296) Observation based studies

Hey Manish,

Please call whenever free.

Thanks

Shweta

On Fri, Nov 11, 2022 at 5:17 PM Manish Oberoi <manishoberoi@market-xcel.com> wrote:

Dear Shweta,

We have already shared the cost at very minimum margin.

Let me know if we can connect for short call and close this mutually 😊.

Thanks & Regards

Manish Oberoi



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From: Shweta Vora <shweta.v@purple.com>
Sent: 11 November 2022 17:00
To: manishoberoi@market-xcel.com
Cc: rfp@market-xcel.com
Subject: Re: -(P22-65296) Observation based studies

Hi Manish,

Thanks for this.

I am very keen on exploring this for Delhi however my budget is limited.

Let me know if we can close this at 35K for 4 stores in Delhi.

The interviews will have to collect data on a tab and I will also need the data in excel and word document for shop observations.

Let me know

Thanks

Shweta

On Fri, Nov 11, 2022 at 4:42 PM Manish Oberoi <manishoberoi@market-xcel.com> wrote:

Dear Shweta,

Here is the updated cost for the study. As per our experience we need to pay incentive to respondents hence sharing the same with this mail.

Segment	Total Stores	Days at each store	Total days	CPI	Total Cost
Observation	4				