

## Shadab Ansari

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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** 16 February 2023 14:28  
**To:** 'Manu Johnson'; shadab.ansari@market-xcel.com  
**Cc:** 'Manish Oberoi'; rfp@market-xcel.com; 'Snehal Singh'  
**Subject:** RE: Request for Quotation\_Strive\_ Neuropathy management\_23-012471-01

Dear Manu,

Hi! Thanks a lot for the go ahead. We will have my colleague Shadab Ansari take this up from our end.

[@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) Please go through the mail below and plan it in accordance.

**Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .**

Thanks & Regards

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Shilpa Gupta  
Associate Manager Client Services



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**From:** Manu Johnson <Manu.Johnson@ipsos.com>  
**Sent:** Thursday, February 16, 2023 2:25 PM  
**To:** shilpa.gupta@market-xcel.com  
**Cc:** 'Manish Oberoi' <manishoberoi@market-xcel.com>; rfp@market-xcel.com; Snehal Singh <Snehal.Singh@ipsos.com>  
**Subject:** Request for Quotation\_Strive\_ Neuropathy management\_23-012471-01

Hi Shilpa,

We are happy to commission this study to you, below is the sample size and costing for this study, please confirm this so we can share the briefing kit with you.

Strive_ Neuropathy management- 45 min			
Description	Sample	CPI	Amount

Diabetologist	6	4000	24,000
Ortho	2	4250	8,500
Total Charges			32,500

Also, we need to do the briefing call by tomorrow in the 1<sup>st</sup> half, please let us know your availability so we can schedule the meeting.

Let me know if you have any questions or concerns.

**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- 7208681329

*'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](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** Monday, February 13, 2023 9:09 AM

**To:** Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>

**Cc:** 'Manish Oberoi' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; [rfp@market-xcel.com](mailto:rfp@market-xcel.com); Snehal Singh <[Snehal.Singh@ipsos.com](mailto:Snehal.Singh@ipsos.com)>

**Subject:** RE: Request for Quotation\_Sensorial\_Strive\_Neuropathy management

**CAUTION: EXTERNAL**

Dear Manu,

Hi! Please find below the cost for your reference –

Sensorial_Strive_Neuropathy management- 45 min			
Description	Sample	CPI	Amount
GP	6	2000	12,000
CP	6	3500	21,000
Diabetologist	6	4000	24,000
Ortho	2	4250	8,500
Pharmacist	4	3500	14,000
Total Charges			57,000
GST			Additional

**Timelines** – 2.5 weeks

**Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .**

Thanks & Regards

**Shilpa Gupta**

**Associate Manager Client Services**



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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Sent:** Friday, February 10, 2023 8:53 PM  
**To:** Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)>  
**Cc:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; [rfp@market-xcel.com](mailto:rfp@market-xcel.com); Snehal Singh <[Snehal.Singh@ipsos.com](mailto:Snehal.Singh@ipsos.com)>  
**Subject:** Re: Request for Quotation\_Sensorial\_Strive\_ Neuropathy management

Dear Manu,

Hi! Confirming the receipt of this mail. Allow us time to share the cost and feasibility by tomorrow.

Thanks,  
With Regards,  
Shilpa Gupta.

Sent from my iPhone

On 10-Feb-2023, at 6:31 PM, Manu Johnson <[Manu.Johnson@ipsos.com](mailto:Manu.Johnson@ipsos.com)> wrote:

Hi Team,

We have a new Qualitative study, for which we need your assistance. Below are the specs, please see and share your quotation.

#### **Objective**

1. To understand HCP's current practice of topical usage for Neuropathy management: what (ingredient/brand), who (patient groups)
2. To understand HCP's perception of key ingredients and formula: Driver & barrier on ingredient usage; "Path to recommend"
3. To test & co-create Winning Technical Product Story (TPS), tailor designed content for HCP communication at the right touchpoint

#### **Sample Size**

Cities	GPs	CPs	Diabeto	Ortho	Pharmacists	Total
Mumbai	3	3	3	1	2	12
Lucknow	3	3	3	1	2	12
<b>Total</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>2</b>	<b>4</b>	<b>24</b>

LOI: 45mins

**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- 7208681329

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