

## Shadab Ansari

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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** 05 April 2023 17:02  
**To:** 'Pal, Soumya'; shadab.ansari@market-xcel.com  
**Cc:** manishoberoi@market-xcel.com; 'Shetty, Shrinidhi'; 'Ghatak, Kasturi'; 'Kapil Narang'; 'Amit Narula'; 'Farooqui, Rubina'; 'Malik, Anees'  
**Subject:** RE: Recruitment Rates for a new study (P22-67825)  
**Attachments:** Project Crown\_ 2975708\_Consumer Screener\_ 5 March2023\_v2.docx

Dear Soumya,

Hi! Looping in my colleague Shadab Ansari in this mail.

[@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) Please find attached the screener for the study. Kindly go through the mail and plan the study 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:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** Wednesday, April 5, 2023 11:15 AM  
**To:** 'Pal, Soumya' <soumya.pal@iqvia.com>  
**Cc:** 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>; 'Shetty, Shrinidhi' <shrinidhi.shetty@iqvia.com>; 'Ghatak, Kasturi' <kasturi.ghatak@iqvia.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; 'Farooqui, Rubina' <rubina.farooqui@iqvia.com>; 'Malik, Anees' <anees.malik2@iqvia.com>  
**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Dear Soumya,

Hi! Confirming the receipt of screener. Allow us time to go through the same and get back to you in case of any concerns.

**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:** Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>  
**Sent:** Wednesday, April 5, 2023 11:07 AM  
**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>  
**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; Malik, Anees <[anees.malik2@iqvia.com](mailto:anees.malik2@iqvia.com)>  
**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Hi Shilpa,  
Trust you are doing good  
Please find the approved screener attached.  
Feel free to reach out if you have any concerns about the screener.

**Soumya Pal**  
*Consultant – Primary Intelligence*  
INDIA ORG IMS – INDIA INR



[Learn more](#) about IQVIA

INDIA

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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Sent:** Monday, April 3, 2023 5:50 PM  
**To:** Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>  
**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>;

Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; Malik, Anees <[anees.malik2@iqvia.com](mailto:anees.malik2@iqvia.com)>

**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Dear Kasturi,

Hi! Same is well noted.

**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:** Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>

**Sent:** Monday, April 3, 2023 5:37 PM

**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)

**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; Malik, Anees <[anees.malik2@iqvia.com](mailto:anees.malik2@iqvia.com)>

**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Hi Shilpa,

We are awaiting client approval on the RQ. Let us set up a call once we have it. I will keep you posted about the same.

Warm regards,

Kasturi

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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** Monday, April 3, 2023 4:56 PM

**To:** Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>

**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; Malik, Anees <[anees.malik2@iqvia.com](mailto:anees.malik2@iqvia.com)>

**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Dear Kasturi,

Hi! Thanks a lot for the go ahead.

Please do let us know if we can get on a quick call tomorrow along with the team to understand the study requirements and if there is any screener that can be shared with us for recruitment purpose.

**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



**Market Xcel Data Matrix Pvt. Ltd.**  
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**From:** Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>  
**Sent:** Monday, April 3, 2023 4:49 PM  
**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>  
**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; Malik, Anees <[anees.malik2@iqvia.com](mailto:anees.malik2@iqvia.com)>  
**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Thanks a lot Shilpa. We will go ahead with the study. Can you please plan field work in Delhi on 10<sup>th</sup> (1 group) & 13<sup>th</sup> (2 groups)?

We can have Mumbai on 17<sup>th</sup> (1 group) & 18<sup>th</sup> (2 groups)?

Warm regards,

Kasturi

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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Sent:** Thursday, March 30, 2023 2:08 PM  
**To:** Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>; Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>  
**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; Malik, Anees <[anees.malik2@iqvia.com](mailto:anees.malik2@iqvia.com)>  
**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Dear Kasturi,

Hi! Please find below the updated cost for your reference -

Artificial Sweeteners Groups - N-6			
Cost Heads	Units - 6 Groups	Total Cost-INR	Timelines
Recruitment & Incentives	6	96,500	2 weeks
Household Venue to be done by Market Xcel (Delhi FGs)	3	15,000	
Project Management Fee	1	25,000	
Total Cost		1,36,500	
Cost Per Group		22,750	

Incase we are calling the respondents IQVIA facility then we need to add transportation cost for the same.

**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:** Thursday, March 30, 2023 8:32 AM

**To:** 'Ghatak, Kasturi' <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>; 'Pal, Soumya' <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>

**Cc:** 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>; 'Shetty, Shrinidhi' <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; 'Farooqui, Rubina' <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; 'Malik, Anees' <[anees.malik2@iqvia.com](mailto:anees.malik2@iqvia.com)>

**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Dear Kasturi,

Hi! Thank you so much for the update and we will share the revised cost by today keeping all the below points in mind.

**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:** Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>

**Sent:** Wednesday, March 29, 2023 6:21 PM

**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com); Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>

**Cc:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; Malik, Anees <[anees.malik2@iqvia.com](mailto:anees.malik2@iqvia.com)>

**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Hi Shilpa,

Couple of things to keep in mind for the revised quote:

- 1) These will be offline face to face groups. So that online platform management fees needs to be reduced.
- 2) We will need quotes household venue for Delhi but we will also look at the feasibility of conducting it in our Noida office. For Mumbai we will arrange for the venue in our office in Powai.
- 3) We will not require transcripts
- 4) Would it be possible to reduce the project management fees to 25k?

If these can be accommodated, please share the quote with us and I will provide a go ahead for the study.

Warm regards,

Kasturi

---

**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Sent:** Wednesday, March 29, 2023 8:22 AM

**To:** Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>

**Cc:** Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>; 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Subject:** RE: Recruitment Rates for a new study (P22-67825)

Dear Soumya,

Hi! Pleasure to connect with you virtually. Please find below our cost for your reference –

Artificial Sweeteners Groups - N-6

Cost Heads	Units - 6 Groups	Total Cost-INR	Timelines
Recruitment & Incentives	6	96500/-	2 weeks
English Transcripts	6	18000/-	Rolling basis
Qual Online Platform Fee	6	27000/-	
Project Management Fee	1	30000/-	
Total Cost		1,71,500/-	
Cost Per Group		27,000/-	

- The above cost is inclusive of recruitments, incentives, English transcripts, online platform fee and project management fee.
- We assume all the groups will be done online and cost is shared in accordance.
- For each group we have accounted 6 recruits and 4 to be seated.
- We assume the duration of each group will be 60 minutes.

**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:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
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**Cc:** [kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com); [shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'Amit Narula' <[amit@market-xcel.com](mailto:amit@market-xcel.com)>  
**Subject:** RE: Recruitment Rates for a new study

Dear Soumya,

Greetings for the day! Thank you for reaching out to Market Xcel with new request.

My colleague Shilpa Gupta will get back to you on the cost for this.

Thanks & Regards

Manish Oberoi



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**From:** Pal, Soumya <[soumya.pal@iqvia.com](mailto:soumya.pal@iqvia.com)>

**Sent:** Tuesday, March 28, 2023 3:56 PM

**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Cc:** Ghatak, Kasturi <[kasturi.ghatak@iqvia.com](mailto:kasturi.ghatak@iqvia.com)>; Shetty, Shrinidhi <[shrinidhi.shetty@iqvia.com](mailto:shrinidhi.shetty@iqvia.com)>

**Subject:** Recruitment Rates for a new study

Hi Amit Narula,

Trust you are doing good.

We have new study coming up and wanted to know about the recruitment rates basis the TG described below. The study involves FGDs.

Request you to go through the TG described below and let us know about the rates.

➤ **Demographics:**

- SEC A1 -both men and women
- A mix working professionals /housewives with children & elderly people at home in the groups
- Age group –
  - **25-35**
  - **36- 55**

➤ **Usership:**

- Consumers of any form of artificial Sweeteners/ Aware non-trialists of artificial sweeteners
- Representation of Equal and competition brand users (Should be aware of Equal)
- Representation of people suffering from Diabetes/ Pre-diabetic (Equal mix)
- Representation of people who have family history of diabetes and are weight watchers/ Sports enthusiast who want to avoid sugars

➤ **Sample Size:**

Age /Centre	Mumbai	Delhi
25-35	1 Female	1 Male 1 Female
36- 55	1 Male 1 Female	1 Male
	3	3
A total of 6 Groups		

**Soumya Pal**

Consultant

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