

Shadab Ansari

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 21 September 2022 14:35
To: 'Shefali Borkar'; shadab.ansari@market-xcel.com
Cc: 'Amit Narula'; 'Akshaya Venkataraman'; 'Kapil Narang'; 'Puja Relwani'; manishoberoi@market-xcel.com; Aakash.Mehta@sanofi.com
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P22-64447)
Attachments: Project Iris (Brand Track Wave 3) - 21-010373-02_ Master Questionnaire Wave II _v1.docx; Brand list and attributes list.xlsx

Dear Shefali,

Hi! Thank you for the go ahead. We will have Shadab Ansari take this up along with me.

[@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) Let us plan the study basis below mentioned details.

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

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ESOMAR²²
Individual



SEE YOU AT
BOOTH NO: 53

18 - 21 September
TORONTO

From: Shefali Borkar <Shefali.Borkar@ipsos.com>
Sent: Wednesday, September 21, 2022 12:49 PM
To: shilpa.gupta@market-xcel.com
Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Puja Relwani <Puja.Relwani@ipsos.com>; manishoberoi@market-xcel.com; shadab.ansari@market-xcel.com
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P22-64447)

Hi Shilpa,

Kindly initiate the scripting for the wave 3 of the study. Attaching the QRE for. Kindly let me know if there are any queries.

Also attaching the excel sheet with the list of attributes for the 3 types of insulin.

Warm regards,
Shefali

From: Shefali Borkar

Sent: 19 September 2022 15:23

To: shilpa.gupta@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Puja Relwani <Puja.Relwani@ipsos.com>; manishoberoi@market-xcel.com; shadab.ansari@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P22-64447)

Hi Shilpa,

This is fine. Thanks

Warm regards,
Shefali

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 19 September 2022 15:21

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Puja Relwani <Puja.Relwani@ipsos.com>; manishoberoi@market-xcel.com; shadab.ansari@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P22-64447)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Thanks for the update on the study, The revised cost will be INR 9,22,500/- Taxes will be additional.

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



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Individual



SEE YOU AT
BOOTH NO: 53 | 18 - 21 September
TORONTO

From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Monday, September 19, 2022 3:15 PM

To: shilpa.gupta@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Puja Relwani <Puja.Relwani@ipsos.com>; manishoberoi@market-xcel.com; shadab.ansari@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa,

We would soon be initiating the Wave 3 for the study.

As per last wave we would continue with the Scripting and FW with your team. I would also want to know the cost for DP.

Kindly share as soon as possible.

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 16 May 2022 12:09

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; shilpa.gupta@market-xcel.com; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Confirming the receipt of your mail. We will share the same at the earliest.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: 16 May 2022 11:52

To: shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; shilpa.gupta@market-xcel.com; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa & Shadab,

As requested on call kindly send the split of online & offline interviews per center & specialities. Pls send at the earliest

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 28 April 2022 17:32

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; shilpa.gupta@market-xcel.com; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Attached herewith this mail is the revised SPSS file for your reference having variables for zones as per centres.

Thanks & Regards

Shadab Ansari

Executive - Client Services



Follow us on



From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 28 April 2022 10:31
To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Hi! Confirming the receipt of your mail. We will check the same with DP team and get back to you.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>
Sent: 28 April 2022 10:24
To: shadab.ansari@market-xcel.com
Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; shilpa.gupta@market-xcel.com; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

The SPSS file doesn't have variables for zones. Please ask the dp to add variables for zones as per centres and share the revised SPSS file. Thanks

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 26 April 2022 09:26
To: Shefali Borkar <Shefali.Borkar@ipsos.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; shilpa.gupta@market-xcel.com; Dhruba Chandra

<Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Please find attached SPSS output file of the shared dataset for your reference.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
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Follow us on



From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 25 April 2022 11:59

To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Hi! Confirming the receipt of your mail. We will share the same at the earliest.

Thanks & Regards

Shadab Ansari
Executive - Client Services



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Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: 25 April 2022 11:42

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; shilpa.gupta@market-xcel.com; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

The data seems fine. Kindly share the SPSS output for the same (in the format of 1 and 0) at the earliest.

Warm regards,

Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 22 April 2022 22:58

To: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; shilpa.gupta@market-xcel.com; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Akshaya,

Hi! Please find attached the final dataset of N (507) interviews for your reference. Kindly review the same and share your feedback.

Thanks & Regards

Shadab Ansari

Executive - Client Services



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Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 22 April 2022 14:41

To: 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; shadab.ansari@market-xcel.com; 'Shefali

Borkar' <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; supria.sony@market-xcel.com; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear All,

Hi! The team is working on the data. Shall be able to share the same later in the evening.

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

Follow us on



From: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Sent: Friday, April 22, 2022 1:50 PM

To: shadab.ansari@market-xcel.com; Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; supria.sony@market-xcel.com; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Kindly share the final dataset at the earliest as we need to forward it to Ipsos DP team.

Regards,
Akshaya

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 20 April 2022 12:14

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; supria.sony@market-xcel.com; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Confirming the receipt of your mail. We will be able to share the final dataset by Friday.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>
Sent: 20 April 2022 10:36
To: shadab.ansari@market-xcel.com
Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; supria.sony@market-xcel.com; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Thanks for informing. By when will you be able to send the final data

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 19 April 2022 00:46
To: Shefali Borkar <Shefali.Borkar@ipsos.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; supria.sony@market-xcel.com; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Please find attached fieldwork update for your reference. We would like to update you that fieldwork has been successfully completed.

Below are the changes which we have implemented due to no database in same zone.

1. We have shifted 3 General Physician interviews from Jaipur to Delhi.
2. We have shifted 3 General Physician interviews from Ahmedabad to Mumbai.
3. We have shifted 2 Diabetology interviews from Vizag to Hyderabad.

Thanks & Regards

Shadab Ansari
Executive - Client Services



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Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

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From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 13 April 2022 18:35
To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'supria.sony@market-xcel.com' <supria.sony@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Hi! Please find attached database update for your reference.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

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From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 13 April 2022 17:17
To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>;

'Kapil Narang' <kapilnarang@market-xcel.com>; 'supria.sony@market-xcel.com' <supria.sony@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Hi! Confirming the receipt of your mail. We will share the same today before 6:30PM.

Thanks & Regards

Shadab Ansari
Executive - Client Services



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Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: 13 April 2022 16:36

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; supria.sony@market-xcel.com; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Please share the FW status for the project today. Was it shared on Monday?

Warm regards,
Shefali

From: Shefali Borkar

Sent: 07 April 2022 17:44

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; supria.sony@market-xcel.com; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Thanks Shadab!

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 07 April 2022 17:09

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; supria.sony@market-xcel.com; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Basis on your discussion with Supria please find attached Variable Lable for study IRIS W2.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 06 April 2022 14:32

To: supria.sony@market-xcel.com; 'Shefali Borkar' <Shefali.Borkar@ipsos.com>; shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Both,

Hi! Let us plan the call for 2:30 PM tomorrow.

@shadab.ansari@market-xcel.com Please share the invite.

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

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From: Supria Sony <supria.sony@market-xcel.com>

Sent: Wednesday, April 6, 2022 2:27 PM

To: shilpa.gupta@market-xcel.com; 'Shefali Borkar' <Shefali.Borkar@ipsos.com>; shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shilpa,

I'll be available for the meeting tomorrow. Please let me know the time of meeting.

Thanks & Regards,

Supria Sony

(Associate Manager – Survey Programming & Analysis)



Market Xcel Data Matrix Pvt. Ltd.

Extension: 586 / Direct Line: +91 11 42343 586 / Mobile: +91 8375 959 154

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: Wednesday, April 6, 2022 1:51 PM

To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>; shadab.ansari@market-xcel.com; supria.sony@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Hi! Same is noted.

@supria.sony@market-xcel.com Please confirm your availability for tomorrow post 2:00 PM for the call.

Thanks & Regards

Shilpa Gupta
Associate Manager Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

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From: Shefali Borkar <Shefali.Borkar@ipsos.com>
Sent: Wednesday, April 6, 2022 1:28 PM
To: shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa,

As discussed on call request you to let us know a suitable time for your DP team to get on call with our Dp team to discuss few queries at our end for tomorrow second half after 2pm.

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 06 April 2022 13:14
To: Shefali Borkar <Shefali.Borkar@ipsos.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Confirming the receipt of your mail. We will share the same in next half an hour.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Wednesday, April 6, 2022 12:56 PM

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Kindly send the List of Centers and the Codes for each center for the below data. Kindly send as soon as possible as we have to send it to our DP. Thanks

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 01 April 2022 18:03

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Please find attached the fieldwork update for your reference.

Thanks & Regards

Shadab Ansari

Executive - Client Services



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Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: Friday, April 1, 2022 2:24 PM

To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'supria.sony@market-xcel.com' <supria.sony@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Hi! Confirming the receipt of your mail. We will share the by 5:00PM.

Thanks & Regards

Shadab Ansari

Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Friday, April 1, 2022 2:00 PM

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Please send the FW status as soon as possible today.

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 31 March 2022 18:08

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Confirming the receipt of your mail. The same is noted.

Also, we will update you on which centres are being covered for the same.

Thanks & Regards

Shadab Ansari

Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Thursday, March 31, 2022 5:09 PM

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

As discussed on call with Shilpa, kindly cover the remaining doctors from other centres in the same zone.

Let us know which centres are being covered for the same.

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: 30 March 2022 20:55
To: Shefali Borkar <Shefali.Borkar@ipsos.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>; manishoberoi@market-xcel.com
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Please find attached the fieldwork update for your reference.

Also wanted to update you we don't have sufficient database in Jaipur for General Physician as the same size is 6 but we have received the database of 3 doctors only & in Vizag as the same size is 2 but we have received the database of 1 doctor only.

Below is the database remarks for your reference. Kindly do let us know the way forward on the same.

Dr Name	Address
M RAMESH KUMAR	MVR HOSPITAL,MVR FOOT AND DIABETES CARE HOSPITAL,OPP MUNICIPAL OFFICE, ALLURI TOWERS BACK 530026
M S NATANI	NATANI CLINIC,NEAR MAHAVEER RABRI BHANDAAR, CHOTI CHOPAR,JAIPUR, WALLCITY, JAIPUR-302001
DEEPAK AGARWAL	DR DEEPAK AGARWAL'S CLINIC,D 110 GAUTAM MARG NIRMAN NAGAR, JAIPUR, NIRMAN NAGAR, JAIPUR-
SANJEEV DHURIA	DR SANJEEV DHURIA CLINIC,121/7 VIJAY PATH, MANSAROVAR, JAIPUR-302020

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: Monday, March 28, 2022 11:15 AM

To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'supria.sony@market-xcel.com' <supria.sony@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Greetings!!

Confirming the receipt of your mail. Sure we will share the same by Wednesday before 4:00PM.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Monday, March 28, 2022 9:57 AM

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Thanks for sharing the update on the data. Now that we have completed 50% of the SS. Kindly share the interim data for the same in the same format it was shared earlier.

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 26 March 2022 18:44

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; manishoberoi@market-xcel.com

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Greetings!!

Attached herewith this mail is the fieldwork update for your reference.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: Monday, March 21, 2022 2:30 PM

To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'supria.sony@market-xcel.com' <supria.sony@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; 'manishoberoi@market-xcel.com' <manishoberoi@market-xcel.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Greetings!!

Attached herewith this mail is the fieldwork update for your reference.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Follow us on



From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: Monday, March 21, 2022 1:59 PM

To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>; shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Hi! Sharing the same in next one hour.

@shadab.ansari@market-xcel.com Kindly do the needful on asap basis.

Thanks & Regards

Shilpa Gupta



Market Xcel Data Matrix Pvt. Ltd.

Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Monday, March 21, 2022 1:48 PM

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Before COB won't be possible. We want to share the update with the client today in the second half.

Kindly share as soon as possible. You can share the status until Thursday

Warm regards,

Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 21 March 2022 11:38

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Greetings!!

Confirming the receipt of your mail. Please accept my apologies for delay we will share the same by today before COB hours.

Thanks & Regards

Shadab Ansari

Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Monday, March 21, 2022 11:29 AM

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Kindly send the Update on FW as we didn't receive any on last Friday.

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 16 March 2022 14:07

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Greetings!!

Post our discussion with Dhruba we would need to share fieldwork update twice a week Tuesday & Friday so we would request you to kindly consider yesterday shared status as today will be only addition of 8 to 10 interviews on that.

Secondly below point of N (250) interviews sample completion is well noted and we will update you once the same will be achieved.

Lastly, Just wanted to inform you that this week no fieldwork will happen due to Holi holiday and will resume the same by coming Monday.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Wednesday, March 16, 2022 12:38 PM

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Thanks for sharing the timelines. Kindly share the FW status as per today.

We will require the next dataset as soon as we complete 250 sample size. Hopefully we'll get it done by 28th March?

Kindly confirm on the same.

Warm regards,
Shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 15 March 2022 17:29

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Greetings!!

We had received the final go ahead over the link on 28th Feb 2022 post that team has tested the link on 1st March 2022 and then we have initiated the fieldwork live on 2nd March 2022. Below is the fieldwork timeline for your reference.

9 weeks for the fieldwork starting from 2nd March 2022.

1 week for the data processing.

Also, attached herewith this mail is the fieldwork status for your reference.

Lastly, kindly do let us know when the next dataset is required as we would need at least 2 days to get the same processed.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Monday, March 14, 2022 11:28 AM

To: shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruva

Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa and Shadab,

Kindly share the revised timelines for FW of Project Iris.

Warm regards,
Shefali

From: Shefali Borkar

Sent: 14 March 2022 10:20

To: shadab.ansari@market-xcel.com

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Thanks for sharing this, kindly send the update on completed interviews by today evening.

Warm regards,
shefali

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 11 March 2022 17:41

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Greetings!!

Attached herewith this mail is the fieldwork update for your reference.

Thanks & Regards

Shadab Ansari

Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: Friday, March 11, 2022 11:20 AM
To: 'Shefali Borkar' <Shefali.Borkar@ipsos.com>
Cc: 'Amit Narula' <amit@market-xcel.com>; 'supria.sony@market-xcel.com' <supria.sony@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Shefali,

Greetings!!

Confirming the receipt of your mail. We will share the same by today EOD.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>
Sent: Friday, March 11, 2022 10:50 AM
To: shadab.ansari@market-xcel.com
Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

Thanks for sharing the data.

Kindly share the update on FW as of today in an excel sheet as shared earlier

Warm regards,
Shefali

From: Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Sent: 10 March 2022 16:48

To: shadab.ansari@market-xcel.com; Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Thanks Shadab!!

@Shefali Borkar—kindly review

Regards,

Dhruba

Mobile : +91 9920291543

From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: 10 March 2022 16:51

To: Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Dhruba,

Greetings!!

Attached herewith this mail is the dataset for your reference along with the code list and SPSS.

Thanks & Regards

Shadab Ansari

Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

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From: Shadab Ansari <shadab.ansari@market-xcel.com>

Sent: Wednesday, March 9, 2022 3:14 PM

To: 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>

Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com <supria.sony@market-xcel.com>; shilpa.gupta@market-xcel.com <shilpa.gupta@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>;

'Shefali Borkar' <Shefali.Borkar@ipsos.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Dear Dhruba,

Hi! Same is noted. We will share the data along with SPSS by tomorrow before 4:00 PM.

Thanks & Regards

Shadab Ansari
Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.
Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Dhruba Chandra <Dhruba.Chandra@ipsos.com>
Sent: Wednesday, March 9, 2022 2:32 PM
To: shadab.ansari@market-xcel.com
Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>
Subject: Re: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shadab,

First set of data we need by tomorrow, we had already requested this for 8th March.

Not possible to delay till next week.

Get [Outlook for Android](#)

From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: Wednesday, March 9, 2022, 2:26 PM
To: Dhruba Chandra
Cc: 'Amit Narula'; supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; 'Kapil Narang'; Shefali Borkar; Akshaya Venkataraman
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Dhruba,

Greetings!!

Attached herewith this mail is the status of completed interviews for your reference till yesterday morning.

In addition to the status, we might have achieved around 20 interviews more basis the appointments that were in hand. We will share the next update on Friday and first set of data on Monday before 6:00 PM.

Thanks & Regards

Shadab Ansari
Executive - Client Services



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Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242

Follow us on



From: Dhruva Chandra <Dhruva.Chandra@ipsos.com>
Sent: Wednesday, March 9, 2022 1:04 PM
To: shilpa.gupta@market-xcel.com
Cc: 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa,

Pls update for this study asap.

Regards,

Dhruva
Mobile : +91 9920291543

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 02 March 2022 17:49

To: Dhruva Chandra <Dhruva.Chandra@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Dhruva,

Hi! We have initiated the fieldwork from today onwards and will be able to have appointments and completions starting from tomorrow. Allow us time to plan the interim deliverable and get back to you on the timeline by tomorrow.

Thanks & Regards

Shilpa Gupta



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Follow us on



From: Dhruba Chandra <Dhruba.Chandra@ipsos.com>
Sent: Wednesday, March 2, 2022 5:15 PM
To: shilpa.gupta@market-xcel.com; Shefali Borkar <Shefali.Borkar@ipsos.com>
Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)
Importance: High

Hi Shilpa,

Hope the FW is started and pls aim to complete 20% - 30% sample by 7th March.

Pls share data in SPSS by 8th March EOD for us to arrange for DP analysis inhouse.

Regards,

Dhruba
Mobile : +91 9920291543

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 28 February 2022 13:53
To: Shefali Borkar <Shefali.Borkar@ipsos.com>
Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Same is noted.

Thanks & Regards

Shilpa Gupta



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Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Monday, February 28, 2022 1:38 PM

To: shilpa.gupta@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa,

As discussed on call-

1. No quota for any specific brand in the Panel.
2. There is no particular definition for Currently prescribed brands based on months.

The link is fine, and we are good to go. Kindly share the link with the field team

Warm regards,

Shefali

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 28 February 2022 11:16

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Sure, allow me time to check her availability as might be she is preoccupied in a meeting so could not take your call.

Thanks & Regards

Shilpa Gupta



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Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Monday, February 28, 2022 11:08 AM

To: shilpa.gupta@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa,

Tried contacting you as well as Supriya, had few concerns in the Iris link.
Kindly connect as soon as possible

Warm regards,
Shefali

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 25 February 2022 14:40

To: Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>;

Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! Same is noted.

@'Shadab Ansari' Please do the needful

Thanks & Regards

Shilpa Gupta



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Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Friday, February 25, 2022 12:55 PM

To: shilpa.gupta@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa,

Works for us. Kindly send an invite.

Warm regards,
Shefali

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 25 February 2022 12:58

To: Shefali Borkar <Shefali.Borkar@ipsos.com>

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Shefali,

Hi! We can plan the same for Monday 11:30 AM. Kindly let us know your availability for the same.

Thanks & Regards

Shilpa Gupta



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Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

Follow us on



From: Shefali Borkar <Shefali.Borkar@ipsos.com>

Sent: Friday, February 25, 2022 12:50 PM

To: shilpa.gupta@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; supria.sony@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hi Shilpa,

Kindly let us know when we can set up a field briefing call for Iris

Warm regards,
Shefali

From: Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>
Sent: 25 February 2022 12:45
To: shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>
Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)
Importance: High

Hello Shilpa,

Please find the database which is identical to the one sent by Sriram

passcode

Iris2021

@Shefali Borkar @Akshaya Venkataraman - please coordinate from hereon on the FW launch

Regards
Pattabhi

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 23 February 2022 15:15
To: Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; supria.sony@market-xcel.com
Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>
Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Pattabhiraman,

Hi! Confirming the receipt of your mail. I think you have missed out our earlier emails on checking your availability. Please let us know anytime for tomorrow post 12:00 PM as we already have back to back calls today.

Thanks & Regards

Shilpa Gupta



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Follow us on



From: Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>

Sent: Wednesday, February 23, 2022 3:05 PM

To: shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>;

Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang'

<kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Nikita Kunder

<Nikita.Kunder@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hello Shilpa,

We are delayed on the launch. Please set up a call today towards reviewing the link.

Regards

Pattabhi

From: Pattabhiraman Iyer

Sent: 21 February 2022 11:57

To: shilpa.gupta@market-xcel.com; supria.sony@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>;

Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang'

<kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Dhruva Chandra <Dhruva.Chandra@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Hello Shilpa, Supriya

Please set up a call for about 1 hour to go through the link collectively.

Regards
Pattabhi

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 17 February 2022 09:44

To: Dhruva Chandra <Dhruva.Chandra@ipsos.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>;
supria.sony@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>;

Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>

Subject: RE: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

CAUTION: EXTERNAL

Dear Pattabhiraman,

Hi! Please find below the raw link for your reference -

[http://www.dooblocawi.com/client/\(S\(4ihvpyxyxqfolpdbaivo0ts\)\)/Survey.aspx?Ticket=GF97ZD7F](http://www.dooblocawi.com/client/(S(4ihvpyxyxqfolpdbaivo0ts))/Survey.aspx?Ticket=GF97ZD7F)

Thanks & Regards

Shilpa Gupta



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Follow us on



From: Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Sent: Tuesday, February 15, 2022 8:00 PM

To: shilpa.gupta@market-xcel.com; Pattabhiraman Iyer <Pattabhiraman.lyer@ipsos.com>; supria.sony@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>

Subject: Project Iris_Set of Comp Brands-W2_2101037302-Scripting+FW-(P21-61757)

Importance: High

Hi all,

Request to maintain this mail chain, attaching last communication from Pattabhi for reference.

[@shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)-pls share Exhibit A by tomorrow.

Revising subject line with Job name & number.

- Job name- Iris_Set of Comp Brands-W2
- Job number-2101037302
- **Cost Agreed- INR 9,00,000 + tax (per Wave).**

Regards,

Dhruba
Mobile : +91 9920291543

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 15 February 2022 14:08

To: Pattabhiraman Iyer <Pattabhiraman.lyer@ipsos.com>; supria.sony@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>

Subject: RE: (P21-61757) Project - Iris - Spread sheet - Panel Approach Vs All Brands

CAUTION: EXTERNAL

Dear Pattabhiraman,

Hi! As discussed, let us connect at 4:00 PM to discuss the quotas and the concerns we have regarding the scripting.

Thanks & Regards

Shilpa Gupta



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Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

Follow us on



From: Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>

Sent: Tuesday, February 15, 2022 1:13 PM

To: supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>

Subject: RE: (P21-61757) Project - Iris - Spread sheet - Panel Approach Vs All Brands

Hello Supriya, Shilpa,

Please call back to resolve your queries.

Regards

Pattabhi

9819170876

From: Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Sent: 15 February 2022 12:42

To: supria.sony@market-xcel.com; shilpa.gupta@market-xcel.com; Nikita Kunder <Nikita.Kunder@ipsos.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>

Cc: Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang'

<kapilnarang@market-xcel.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>

Subject: RE: (P21-61757) Project - Iris - Spread sheet - Panel Approach Vs All Brands

@Nikita Kunder/@Patabhiraman Iyer—kindly suggest for below.

Regards,

Dhruba

Mobile : +91 9920291543

From: Supria Sony <supria.sony@market-xcel.com>

Sent: 15 February 2022 12:10

To: shilpa.gupta@market-xcel.com; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Cc: Nikita Kunder <Nikita.Kunder@ipsos.com>; Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Patabhiraman Iyer <Patabhiraman.Iyer@ipsos.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>

Subject: RE: (P21-61757) Project - Iris - Spread sheet - Panel Approach Vs All Brands

CAUTION: EXTERNAL

Dear Shilpa,

Please refer the attached mail. I'd asked my doubts on Q3a/b. Additionally, I'll have to understand quota implementation. I think both are related.

Thanks & Regards,

Supria Sony

(Associate Manager – Survey Programming & Analysis)



Market Xcel Data Matrix Pvt. Ltd.

Extension: 586 / Direct Line: +91 11 42343 586 / Mobile: +91 8375 959 154

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: Tuesday, February 15, 2022 9:09 AM

To: 'Dhruba Chandra' <Dhruba.Chandra@ipsos.com>; Supria Sony <supria.sony@market-xcel.com>

Cc: 'Nikita Kunder' <Nikita.Kunder@ipsos.com>; 'Pratiksha Yadav' <Pratiksha.Yadav@ipsos.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>; 'Shefali Borkar' <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Patabhiraman Iyer' <Patabhiraman.Iyer@ipsos.com>; 'Shadab Ansari' <shadab.ansari@market-xcel.com>

Subject: RE: (P21-61757) Project - Iris - Spread sheet - Panel Approach Vs All Brands

Dear Dhruba,

Hi! The scripting is already done though Supria might have few clarifying questions just to be on the same page. @'Supria Sony' Please let us know if any pointers need to be discussed.

Please find attached the cost mail for your reference. We will share the Exhibit A shortly.

From our side, Shadab Ansari is the SPOC for this study, request you to keep him in loop for further communication along with me.

Thanks & Regards

Shilpa Gupta



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Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

Follow us on



From: Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Sent: Monday, February 14, 2022 7:50 PM

To: shilpa.gupta@market-xcel.com

Cc: Nikita Kunder <Nikita.Kunder@ipsos.com>; Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>; 'Supria Sony' <supria.sony@market-xcel.com>

Subject: RE: (P21-61757) Project - Iris - Spread sheet - Panel Approach Vs All Brands

Importance: High

Hi Shilpa,

Pls share an update on the scripting.

Also, pls share below –

- Exhibit A
- Mail communication on this study approving the study costs for all waves.

Regards,

Dhruba

Mobile : +91 9920291543

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: 14 February 2022 10:59

To: Pattabhiraman Iyer <Pattabhiraman.lyer@ipsos.com>; 'Supria Sony' <supria.sony@market-xcel.com>

Cc: Gauri Pathak <Gauri.Pathak@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: (P21-61757) Project - Iris - Spread sheet - Panel Approach Vs All Brands

CAUTION: EXTERNAL

Dear Pattabhiraman,

Hi! Confirming the receipt of your mail. Allow us time to get back to you shortly on the same.

Thanks & Regards

Shilpa Gupta



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Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

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From: Pattabhiraman Iyer <Pattabhiraman.Iyer@ipsos.com>

Sent: Monday, February 14, 2022 10:33 AM

To: shilpa.gupta@market-xcel.com; Supria Sony <supria.sony@market-xcel.com>

Cc: Gauri Pathak <Gauri.Pathak@ipsos.com>; Nikita Kunder <Nikita.Kunder@ipsos.com>; Pratiksha Yadav <Pratiksha.Yadav@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Shefali Borkar <Shefali.Borkar@ipsos.com>; 'Amit Narula' <amit@market-xcel.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; Dhruba Chandra <Dhruba.Chandra@ipsos.com>

Subject: RE: (P21-61757) Project - Iris - Spread sheet - Panel Approach Vs All Brands

Hello Shilpa,

Can I please check the progress on scripting.

The questions appended towards the end are the edited version for Wave II – Information source and consumption.

Also find one of the most complex sampling grid. As discussed unique link alone will help maintaining the quota by centre X doc.catgX panel X insulin type.

Regards
Pattabhi