

## Shadab Ansari

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**From:** Parmar, Prutha <prutha.parmar@iqvia.com>  
**Sent:** 10 April 2023 17:16  
**To:** shilpa.gupta@market-xcel.com  
**Cc:** Deshraj, Avani; 'RFP@'; manishoberoi@market-xcel.com; shadab.ansari@market-xcel.com  
**Subject:** RE: Project Davos\_2974217\_RFQ  
**Attachments:** Project Davos\_2974217\_Field kit\_v1.zip

Hi Shilpa & Shadab,

Attached herewith is the fieldkit for Project Davos.  
End date of Scripting including the changes: 12<sup>th</sup> April 2023  
Below are the key milestones for quick reference-  
Recruitments and Fieldwork: Start Date – 13<sup>th</sup> April 2023  
End Date- 19<sup>th</sup> April 2023  
Final raw data submission: 19<sup>th</sup> April 2023  
In case of any queries/doubts, please let me know.

Kind Regards,  
Prutha Parmar  
*Analyst-PI*

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**From:** Parmar, Prutha  
**Sent:** Thursday, April 6, 2023 4:20 PM  
**To:** 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>  
**Cc:** Deshraj, Avani <avani.deshraj@iqvia.com>; Halepaty, Akshay <akshay.halepaty@iqvia.com>; 'RFP@' <rfp@market-xcel.com>; manishoberoi@market-xcel.com  
**Subject:** RE: Project Davos\_2974217\_RFQ

Hi Shilpa,

The costs are approved.  
Please let us know if the availability for briefing at 11:30 am on Monday is confirmed at your end.

Thanks and Regards,  
Prutha Parmar  
*Analyst-PI*

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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Sent:** Monday, April 3, 2023 4:57 PM  
**To:** Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>  
**Cc:** Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Subject:** RE: Project Davos\_2974217\_RFQ

Dear Prutha,

Hi! Please find below the cost for your reference –

Project Davos					Project Davos		
Methodology	Quant - F2F CAPI				Methodology	Quant - F2F CAPI	
LOI	upto 30 minutes				LOI	upto 30 minutes	

Specialty	GP MBBS				Specialty	GP Non MBBS	
CENTRES	Interviews	CPI-INR	Total Cost - INR		CENTRES	Interviews	CPI-INR
Hyderabad	30	600	18000		Hyderabad	30	520
Guwahati	30	630	18900		Guwahati	30	546
Vijayawada	15	630	9450		Vijayawada	15	546
Vizag	15	630	9450		Vizag	15	546
TOTAL	90		55800		TOTAL	90	

Note – Looking at the past experience, non-users will be difficult to target hence we should look at low, high and medium prescribers. Regarding timelines, please look in to the same as 2 are travel centers and might need 2.5 – 3 weeks for getting the desired completes.

**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



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

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**From:** Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>  
**Sent:** Monday, April 3, 2023 12:59 PM  
**To:** [shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)  
**Cc:** Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com);  
 Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>  
**Subject:** RE: Project Davos\_2974217\_RFQ

Hi Shilpa,

These are not electrolyte non users. These are non-users of a specific brand (which we cannot disclose right now). Hope this helps.

Regards,  
Akshay Halepaty  
Engagement Manager- Primary Intelligence  
+91-9833673269

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**From:** Shilpa Gupta <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Sent:** Monday, April 3, 2023 12:55 PM  
**To:** Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>  
**Cc:** Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Subject:** RE: Project Davos\_2974217\_RFQ

Dear Prutha,

Hi! We would like to update that with our past experience getting electrolyte non user sample will be difficult. Secondly there can be low, medium and high prescribers that can be considered post a confirmation.

We can connect for a quick call before we share a quote for the study.

**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](mailto:shilpa.gupta@market-xcel.com)>  
**Sent:** Monday, April 3, 2023 11:49 AM  
**To:** 'Parmar, Prutha' <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>  
**Cc:** 'Deshraj, Avani' <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; 'Halepaty, Akshay' <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'manishoberoi@market-xcel.com' <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Subject:** RE: Project Davos\_2974217\_RFQ

Dear Prutha,

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

**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:** Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>

**Sent:** Monday, April 3, 2023 11:36 AM

**Cc:** Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>

**Subject:** Project Davos\_2974217\_RFQ

Hi,

Hope you're doing well.

We have a new study for which we need your support with Scripting, Recruitment and Fieldwork.

This study focuses on **Brand Perception of an Electrolyte Drink** brand.

Kindly let us know your availability and costing for the project by today 3 pm.

In case of any questions/queries, please do reach out to me.

Please find the details of the project below:

- a. **Target Respondents:** GP MBBS and GP Non-MBBS
- b. **Sample Size:** 180 [Quantitative]
- c. **Database:** No
- d. **Estimated Fieldwork Start date:** 10<sup>th</sup> April 2023
- e. **Fieldwork Duration [From CAPI Scripting to Fieldwork to Raw data Submission]:** 2 weeks
  - a. Timelines are stringent on this project and we have committed 20<sup>th</sup> April 2023 to the client so it is non-negotiable.
- f. **LOI:** Up to 30 minutes
- g. **Methodology:** F2F CAPI Interviews
- h. **Sample spread:** As below

CENTRES	HCP QUANTITATIVE INTERVIEWS						TOTAL
	GP MBBS			GP NON-MBBS			
	BRAND Rxers	BRAND Considerers	BRAND Non-Rxers	BRAND Rxers	BRAND Considerers	BRAND Non-Rxers	
Hyderabad	10	10	10	10	10	10	60
Guwahati	10	10	10	10	10	10	60
Vijayawada	5	5	5	5	5	5	30
Vizag	5	5	5	5	5	5	30
TOTAL	30	30	30	30	30	30	180

Regards,

Prutha Parmar  
*Analyst-PI*

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