**From:** Rehan Gupta <[rehanashwanigupta@urbancompany.com](mailto:rehanashwanigupta@urbancompany.com)>   
**Sent:** 02 December 2022 12:14  
**To:** [prasenjit@market-xcel.com](mailto:prasenjit@market-xcel.com)  
**Cc:** Shubhi Dangi <[shubhidangi@urbancompany.com](mailto:shubhidangi@urbancompany.com)>; [vikram.gupta@market-xcel.com](mailto:vikram.gupta@market-xcel.com)  
**Subject:** Re: Claim development for Urban Company Cleaning Category

Hey Prasenjit,

Here's the PO number for this study: **PO/22-23/2554**

The claims we are looking to test:

1 hour/1 session of Professional Cleaning gives you better results than 20 hours of regular cleaning

1 hour/1 session of UC cleaning results in 10x stain removal compared to 1 hour of regular cleaning

1 hour/1 session of UC cleaning leads to 2 months longer lasting shine compared to 1 hour of regular cleaning

Cities: Bangalore, Chennai, Delhi NCR, Hyderabad, Mumbai

User base: 250 - 50 in each city

I will be providing you with the base of users from the last 6 months to conduct this study.

Need to try & close this in 3 weeks.

Thanks!

Rehan