

Shadab Ansari

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 10 December 2022 13:06
To: 'Sarita Prasad'; 'Rio Dabre'
Cc: 'Steven Lo'; 'Sofie Ng'; 'Leo Pattinama'; 'Kapil Narang'; 'Amit Narula'; 'Shilpa Gupta'; 'Sewali Baruah'; shadab.ansari@market-xcel.com
Subject: RE: RE:-(P22-65860)- Baby Soap HCP- India MXL

Dear Sarita,

Thank you for the go ahead on the study.

Dear Rio,

From our end my colleague Shadab Ansari will be leading this.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



Market Xcel Data Matrix Pvt. Ltd.
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From: Sarita Prasad <sprasad@glgroup.com>
Sent: 09 December 2022 20:49
To: manishoberoi@market-xcel.com; Rio Dabre <rdabre@glgroup.com>
Cc: Steven Lo <slo@glgroup.com>; Sofie Ng <sofie.ng@glgroup.com>; Leo Pattinama <vpattinama@glgroup.com>; rfp@market-xcel.com
Subject: RE: RE:-(P22-65860)- Baby Soap HCP- India MXL

Hi Manish,

Please start mobilizing resource/Setup process.

[@Rio Dabre](#) will get back to you with more details soon.

Sarita Prasad
Senior Associate – APAC Panel



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From: Manish Oberoi <manishoberoi@market-xcel.com>

Sent: 09 December 2022 20:11

To: Sarita Prasad <sprasad@glgroup.com>

Cc: Steven Lo <slo@glgroup.com>; Sofie Ng <sofie.ng@glgroup.com>; Leo Pattinama <vpattinama@glgroup.com>; rfp@market-xcel.com

Subject: RE:-(P22-65860)- Baby Soap HCP- India MXL

Dear Sarita,

Thank you for sharing the new request and coming on call a while back, appreciate the support.

Baby Soap HCP	
Speciality	Paediatrician & Dermatologist
Methodology	Quant-F2F
Geo	Lucknow, Jaipur, Ahmedabad, Patna & Trivandrum
LOI	20 minutes
Sample	270
CPI-\$	34
Total Fieldwork Cost-\$	9180
Timelines	Days
Set-up	2
Fieldwork Days	10

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Sarita Prasad <sprasad@glgroup.com>

Sent: 09 December 2022 19:27

To: Manish Oberoi <manishoberoi@market-xcel.com>

Cc: Steven Lo <slo@glgroup.com>; Sofie Ng <sofie.ng@glgroup.com>; Leo Pattinama <vpattinama@glgroup.com>; rfp@market-xcel.com

Subject: Baby Soap HCP- India MXL

Hi Manish,

As discussed, kindly share cost and feasibility by 8-8:30PM today .

Segment – Health care professional

Objective : To understand purchasing habits of baby soap category and brand performance

1. Interviews with doctors across the same 14 cities to understand perception and prescribing habits of baby soaps for dermatitis/ other use cases
2. Doctor specialty: Pediatricians – 60%, Dermatologists – 40%
3. Doctor qualification criteria:
 - a. Experience > 5 years,
 - b. # of pediatric patients > 100 in a month
 - c. Education degree: MBBS + MD equivalent or above. Dermatologist - can be MBBS+ Diploma as well.
4. Format: Online survey – 20 mins

Geo – India

Please find below final city list and qualifying brand prescriber

City	HCP – Tedibar	HCP - Atogla
Lucknow	30	20
Jaipur	30	20
Ahmedabad	30	30
Patna	30	20
Trivandrum	30	30

Please feel free to reach out to me if you have questions.

Sarita Prasad

Senior Associate – APAC Panel



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