

Shadab Ansari

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 06 June 2023 10:46
To: shadab.ansari@market-xcel.com
Cc: amit@market-xcel.com; 'Shilpa Gupta'
Subject: RE: Important - Consumer Interactions with Senior Product Stakeholders

P23-33826

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services

The banner features a dark background with various marketing-related terms in small white text: COMMUNICATION, COMPANIES, CAMPAIGN, MARKET RESEARCH, ONLINE, BRANDING & CREATIVITY, ADVERTISING, STRATEGY, RETENTION, CONSUMER FEEDBACK, NECESSITY, CONNECTIONS, CONSUMER INSIGHT, BUSINESS, and CONSUMER DATA. The main headline reads 'KNOW THE SECRET BEHIND INDIA'S TOP BRANDS' in large white letters. Below it is an orange button with the text 'DOWNLOAD THE REPORT'. To the right, the Market Xcel logo is displayed with the text 'POWERED BY marketxcel'. At the bottom, the text 'BRANDS IN A NEW BATTLEGROUND' is prominently shown, followed by 'BRANDING ISN'T LOSING RELEVANCE, BRANDS ARE'.

KNOW THE SECRET BEHIND INDIA'S TOP BRANDS

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BRANDS IN A NEW BATTLEGROUND

BRANDING ISN'T LOSING RELEVANCE, BRANDS ARE

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<https://www.market-xcel.com/>

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From: PURI NIKHIL <PURI.NIKHIL@mahindra.com>
Sent: Tuesday, June 6, 2023 10:30 AM
To: shadab.ansari@market-xcel.com
Cc: SINGHVI PRATEEK <25000100@MAHINDRA.COM>; 'Manish Oberoi' <manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Important - Consumer Interactions with Senior Product Stakeholders
Importance: High

Hi Shadab,

As discussed, sharing the revised list of competition vehicles owned by the Scorpio N rejecters.

Please ensure a mix of 5-seater and 7-seater SUVs.

Target Group

Scorpio N Rejecters:

- Owning competition vehicles - Creta, Seltos, Grand Vitara, Harrier, Safari, XUV700, Innova Hycross
- Bought competition vehicle in last 4 months
- Should have enquired about Scorpio N and taken a test drive
- Should have rejected Scorpio N for product related issues/ concerns (Delivery timelines and dealership experience should not be key reasons for rejection)
- Language requirement: Hindi and English

Best Regards,

**Nikhil Puri**

Manager - Product Planning
Mahindra & Mahindra Ltd
Kandivali, Mumbai - 400101

Phone: +91 9870547780

Email: puri.nikhil@mahindra.com

Website: www.mahindra.com

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

Sent: 05 June 2023 02:32 PM

To: PURI NIKHIL <PURI.NIKHIL@mahindra.com>

Cc: SINGHVI PRATEEK <25000100@MAHINDRA.COM>; 'Manish Oberoi' <manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Important - Consumer Interactions with Senior Product Stakeholders

Dear Nikhil,

Hi! Confirming the receipt of your mail. Sure, we will do the needful.

Thanks & Regards

Shadab Ansari

Executive - Client Services

<https://lnkd.in/dXdumny>



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From: PURI NIKHIL <PURI.NIKHIL@mahindra.com>

Sent: Monday, June 5, 2023 1:21 PM

To: shadab.ansari@market-xcel.com

Cc: SINGHVI PRATEEK <25000100@MAHINDRA.COM>; 'Manish Oberoi' <manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Important - Consumer Interactions with Senior Product Stakeholders

Hi Shadab,

As discussed, please go ahead with the same.

For now, we do not have any specific centre preferences. However, do try to capture different geographical locations/ cities across India.

Best Regards,



Nikhil Puri

Manager - Product Planning

Mahindra & Mahindra Ltd

Kandivali, Mumbai - 400101

Phone: +91 9870547780

Email: puri.nikhil@mahindra.com

Website: www.mahindra.com

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

Sent: 02 June 2023 03:07 PM

To: PURI NIKHIL <PURI.NIKHIL@mahindra.com>

Cc: SINGHVI PRATEEK <25000100@MAHINDRA.COM>; 'Manish Oberoi' <manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; shilpa.gupta@market-xcel.com; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Important - Consumer Interactions with Senior Product Stakeholders

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Dear Nikhil,

Hi! Please find below our proposal for the shared scope –

Sample	LOI	CPI	Timeline	GST
5	45 Mints	2700	13,500/-	Additional

Also, we would request you to kindly confirm if we have any preferred centre for scheduling interviews.

Thanks & Regards

Shadab Ansari
Executive - Client Services

<https://lnkd.in/dXdumny>



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From: Shadab Ansari <shadab.ansari@market-xcel.com>
Sent: Thursday, June 1, 2023 1:06 PM
To: 'PURI NIKHIL' <PURI.NIKHIL@mahindra.com>
Cc: 'SINGHVI PRATEEK' <25000100@MAHINDRA.COM>; 'Manish Oberoi' <manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; 'shilpa.gupta@market-xcel.com' <shilpa.gupta@market-xcel.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Important - Consumer Interactions with Senior Product Stakeholders

Dear Nikhil,

Hi! Confirming the receipt of your mail. Thanks for sharing schedules for aligning appointments.

We would request you to kindly allow us some time we will share cost basis the shared requirements in our next mail.

Thanks & Regards

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From: PURI NIKHIL <PURI.NIKHIL@mahindra.com>

Sent: Thursday, June 1, 2023 12:10 PM

To: shadab.ansari@market-xcel.com

Cc: SINGHVI PRATEEK <25000100@MAHINDRA.COM>; Manish Oberoi <manishoberoi@market-xcel.com>

Subject: RE: Important - Consumer Interactions with Senior Product Stakeholders

Hi Shadab,

Please find below the time slots for the interactions in the week of 12th June.

Interaction	Date	Timeslot
IDI 1	12 th June 2023	5:45pm to 6:45pm
IDI 2	13 th June 2023	6:30pm to 7:30pm
IDI 3	14 th June 2023	6:30pm to 7:30pm
IDI 4	15 th June 2023	6:30pm to 7:30pm
IDI 5	16 th June 2023	6:30pm to 7:30pm

Best Regards,



Nikhil Puri
Manager - Product Planning
Mahindra & Mahindra Ltd
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Email: puri.nikhil@mahindra.com
Website: www.mahindra.com

From: PURI NIKHIL
Sent: 01 June 2023 11:31 AM
To: shadab.ansari@market-xcel.com
Cc: SINGHVI PRATEEK <25000100@MAHINDRA.COM>; Manish Oberoi <manishoberoi@market-xcel.com>
Subject: Important - Consumer Interactions with Senior Product Stakeholders
Importance: High

Hi Shadab,

As discussed, please find below the recruitment requirements for 5 consumer interactions in the week of 12th June.

Will let you know the exact time slots for these 5 interactions shortly. Will also communicate centre specific details, if any.

Do treat this as a separate study and the invoice for this activity will be raised separately.

Fieldwork Dates	No. of Interactions	Duration of the Interactions	Mode of Interaction	TG
12 th June 2023 to 16 th June 2023	5	45-60 mins	Online	Scorpio N Rejecters: <ul style="list-style-type: none">- Owning competition vehicles - Creta, Seltos, Grand Vitara, Harrier, Safari, Hector/ Hector Plus, Innova Crysta, Innova- Bought competition vehicle in last 4 months- Should have enquired about Scorpio N and taken a test- Should have rejected Scorpio N for product related issues (Delivery timelines and dealership experience should not be a reason for rejection)- Language requirement: Hindi and English

Best Regards,



Nikhil Puri
Manager - Product Planning
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