

## Shadab Ansari

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**From:** Amit Narula <amit@market-xcel.com>  
**Sent:** 17 February 2023 18:24  
**To:** 'Pragya Srivastava'  
**Cc:** 'Kapil Narang'; 'sales'; Shadab.ansari@market-xcel.com; shilpa.gupta@market-xcel.com  
**Subject:** RE: Exit Poll at Airports || P21-66704

Hi Pragya,

Many congratulations for the win! Thank you for sharing the details.

We will have our Project Manager Shadab Ansari (copied here) take up the study from our end. Please do keep his Manager Shilpa Gupta in all communication.

Good Luck to All!

Thanks & Regards,

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**Amit Narula**  
(AVP Client Services)



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**From:** Pragya Srivastava <pragya.srivastava@market-xcel.com>  
**Sent:** Friday, February 17, 2023 6:18 PM  
**To:** Amit Narula <amit@market-xcel.com>  
**Cc:** Kapil Narang <kapilnarang@market-xcel.com>; sales <sales@market-xcel.com>  
**Subject:** Exit Poll at Airports || P21-66704

Hi Team,

We have a new study from **Yatra!**

Below are the study details:

**Vendor:** Prashant Sharma (Dave Research, CPI: INR100)

## Methodology: Ongoing Interviews

1. **Objective:** Conduct interviews at 11 different locations/cities to understand the passengers' intent of flying and ticket booking platform preferences.
2. **Description of Requirement:** We need to conduct interviews by identifying domestic passengers, we will not be interviewing any international passengers. Post-screening of the person following will be the QnR, detailed also attached herewith:
  - What was the flight number and name?
  - The intent of the visit?
  - Where did the person book the travel from?
3. **Target Geography:**

1. Delhi
2. Mumbai
3. Bangalore
4. Chennai
5. Hyderabad
6. Pune
7. Ahmedabad
8. Kolkata
9. Goa
10. Patna
11. Kochi

4. **Target Respondents:** Domestic Passengers
5. **Target Number of Responses:** 1130
6. **Data Collection Budget allocated is INR 275 per Interview [FULL COMPLETES]**

Please assign a PM for this study.

Do let me know in case of any queries.

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