

Shadab Ansari

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 20 March 2023 09:41
To: 'Agarwal, Nikhil /IN'
Cc: 'Kewalramani, Bhavna /IN'; 'Kapil Narang'; 'Shilpa Gupta'; 'Thingalaya, Veena /IN'; amit@market-xcel.com; shadab.ansari@market-xcel.com
Subject: RE: RE:(P22-66785) - Consumer Immersion for Laxative category - Market Xcel
Follow Up Flag: Follow up
Flag Status: Flagged

Dear Nikhil,

Thank you for your patience. My colleague Shadab Ansari will be in touch for the next steps.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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Extension: 505 / Direct Line: +91 11 42343 505 / Mobile: +91 9958 234 888
<https://www.market-xcel.com/>

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From: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Sent: 20 March 2023 09:33
To: manishoberoi@market-xcel.com
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; Thingalaya, Veena /IN <Veena.Thingalaya@sanofi.com>; amit@market-xcel.com
Subject: RE: RE:(P22-66785) - Consumer Immersion for Laxative category - Market Xcel

Hi Manish,

Do let me know when are we starting off with the immersions

Regards,
Nikhil

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: Thursday, March 16, 2023 8:17 AM

To: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>

Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; Thingalaya, Veena /IN <Veena.Thingalaya@sanofi.com>; amit@market-xcel.com

Subject: RE: RE:(P22-66785) - Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Hope you are doing good.

Please let us know if we can connect tomorrow at 11:30am for short kick off call. From our end Shilpa and Me will be the POC on the study.

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



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

Sent: 14 March 2023 17:00

To: 'Agarwal, Nikhil /IN' <Nikhil.Agarwal@sanofi.com>

Cc: 'Kewalramani, Bhavna /IN' <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; 'bhanu.dhingra@market-xcel.com' <bhanu.dhingra@market-xcel.com>; 'Thingalaya, Veena /IN' <Veena.Thingalaya@sanofi.com>; 'amit@market-xcel.com' <amit@market-xcel.com>

Subject: RE: RE:(P22-66785) - Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Thank you for the confirmation. Please find below our updated proposal for the study.

Target Audience	Methodology
30+ females, NCCS A/B, using relief solutions/laxatives for the last 6 months (for at least once a week)	Online IDIs

*GST additional

Timelines

- Set-up – 2 days
- Recruitments & Fieldwork = 1.5 weeks

Look forward for your approval on the same, and accordingly Bhanu will take this forward.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Sent: 14 March 2023 13:37
To: manishoberoi@market-xcel.com
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; bhanu.dhingra@market-xcel.com; Thingalaya, Veena /IN <Veena.Thingalaya@sanofi.com>; amit@market-xcel.com
Subject: RE: RE:(P22-66785) - Consumer Immersion for Laxative category - Market Xcel

Ok for 5 immersions

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: Tuesday, March 14, 2023 1:08 PM
To: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; bhanu.dhingra@market-xcel.com; Thingalaya, Veena /IN <Veena.Thingalaya@sanofi.com>; amit@market-xcel.com
Subject: RE: RE:(P22-66785) - Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Thank you for coming on call. Basis our discussion we need to have n5 as the final sample.
Also, we have checked with our commercial team and we need to have minimum study worth INR 10,000/- + taxes.
Having said that please confirm on the final sample that we need to consider.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>

Sent: 14 March 2023 10:52

To: manishoberoi@market-xcel.com

Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; bhanu.dhingra@market-xcel.com; Thingalaya, Veena /IN <Veena.Thingalaya@sanofi.com>; amit@market-xcel.com

Subject: RE: (P22-66785) - Consumer Immersion for Laxative category - Market Xcel

Hi Manish,

In line with our discussion, kindly consider 3 consumer immersions (30+ females, NCCS A/B, using relief solutions/laxatives for the last 6 months for at least once a week)

Looking forward to hear from you at the earliest

Thanks

Nikhil

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

Sent: Wednesday, February 8, 2023 11:10 AM

To: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>

Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; bhanu.dhingra@market-xcel.com; Thingalaya, Veena /IN <Veena.Thingalaya@sanofi.com>; amit@market-xcel.com

Subject: RE: (P22-66785) - Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Thank you for your patience on this.

Here is our proposal for the study, kindly get in touch for any questions will be happy to assist.

Consumer Immersion for Laxative category				
Target Audience	Methodology	Sample Size	CPI-INR	Total Cost-INR
30+ females, NCCS A/B, using relief solutions/laxatives for the last 6 months (for at least once a week)	Online IDIs	6	2000	12000
30+ females, NCCS A/B, using relief solutions/laxatives for the last 6 months (for at least once a week)	Online FG (5-6 in group)	1	16000	16000
Total Study Cost				28000

*GST additional

Timelines

Set-up – 2 days

Recruitments & Fieldwork = 2.5 weeks

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: 08 February 2023 10:29
To: 'Agarwal, Nikhil /IN' <Nikhil.Agarwal@sanofi.com>; 'amit@market-xcel.com' <amit@market-xcel.com>
Cc: 'Kewalramani, Bhavna /IN' <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; 'bhanu.dhingra@market-xcel.com' <bhanu.dhingra@market-xcel.com>; 'Thingalaya, Veena /IN' <Veena.Thingalaya@sanofi.com>
Subject: RE:- Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Greetings for the day! Thank you for reaching out with next round of the study.
We shall get back to you with our quotation for this. Wanted to check in below mail we can see the sample shared is for IDIs could you please confirm the below –

For FG, how many respondents we need to have in 1 group and what will be the duration of the group.
Secondly, the group will be done virtually – please confirm.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Sent: 08 February 2023 10:19
To: manishoberoi@market-xcel.com; amit@market-xcel.com
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; bhanu.dhingra@market-xcel.com; Thingalaya, Veena /IN <Veena.Thingalaya@sanofi.com>
Subject: RE: -(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Dear Manish,

We want to conduct another round of consumer immersion and one FGD of occasional constipation sufferers as per TG specs mentioned below:

1. TG – 30+ females, NCCS A/B, using relief solutions/laxatives for the last 6 months (for at least once a week)
2. Centers – Delhi, Kolkata, Mumbai
3. Home remedy users – lukewarm water, ajvain, jeera, banana, curd, lemon water etc.
4. Ayurvedic Users - Softovac, Kayam, Pett Safa etc.
5. Interview – to be done by us
6. Duration ~ 20 mins/user
7. No. of users – 6

Please do share the quotations for the same

Thanks,
Nikhil Agarwal

From: Agarwal, Nikhil /IN
Sent: Monday, November 28, 2022 11:48 AM
To: bhanu.dhingra@market-xcel.com
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>
Subject: RE: -(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Hi Bhanu,

In our line with our discussion, please find attached the PO details herewith.

[E004131495](#) IDI's with Females above 25 years using Laxatives- 14.09

NOTE: We've completed 10 interviews and remaining 5 will be conducted during later occasions as and when required.

Regards
Nikhil

From: Agarwal, Nikhil /IN
Sent: Friday, September 2, 2022 9:19 AM
To: bhanu.dhingra@market-xcel.com
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>
Subject: RE: -(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Hi Bhanu,

Pls share the estimates pdf at the earliest

Regards,
Nikhil

From: Bhanu Dhingra <bhanu.dhingra@market-xcel.com>
Sent: Thursday, September 1, 2022 6:02 PM
To: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>
Subject: RE: -(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Thanks for confirming. 😊

Thanks & Regards

Bhanu Dhingra



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From: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Sent: 01 September 2022 18:01
To: bhanu.dhingra@market-xcel.com
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>
Subject: RE: -(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Surely, will join the call. Thanks.

From: Bhanu Dhingra <bhanu.dhingra@market-xcel.com>
Sent: Thursday, September 1, 2022 5:54 PM
To: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>
Subject: RE: -(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

As discussed over the call, We are scheduling the call tomorrow at 11:30AM to discuss the study, please find below the link of the meeting

Link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_NmUyMjcxOWItY2ZkOS00YzAyLWEwOWQtNzAxYTgzMjMwMDli%40thread.v2/0?context=%7b%22Tid%22%3a%22733eb3d9-8b57-40fd-a849-37f69306fda1%22%2c%22Oid%22%3a%226939fa1b-9c87-453e-a255-5e7456aec943%22%7d

Kindly acknowledge the mail.

Thanks & Regards

Bhanu Dhingra



Market Xcel Data Matrix Pvt. Ltd.

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From: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>

Sent: 01 September 2022 16:17

To: bhanu.dhingra@market-xcel.com

Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Subject: RE: -(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Hi Bhanu,

We'd discussed over call, do let me know incase of any further concerns, we can get on another call.

Regards,
Nikhil Agarwal

From: Bhanu Dhingra <bhanu.dhingra@market-xcel.com>

Sent: Thursday, September 1, 2022 3:43 PM

To: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>

Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; manishoberoi@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Subject: RE: -(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Hope you are doing well!

Thanks for giving a new study to us, I will be sharing the Estimate with you maximum by 5:30PM.

In the meantime, Kindly let us know when we can connect on a quick briefing call for this study to have better clarity on the study.

Hope to hear from you soon.

Thanks & Regards

Bhanu Dhingra



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

Sent: 01 September 2022 15:20

To: bhanu.dhingra@market-xcel.com

Cc: 'Kewalramani, Bhavna /IN' <Bhavna.Kewalramani@sanofi.com>; amit@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>; 'Agarwal, Nikhil /IN' <Nikhil.Agarwal@sanofi.com>

Subject: RE:-(P22-64141) Consumer Immersion for Laxative category - Market Xcel

Dear Bhanu,

Please refer to attached mail w.r.t. study cost.

Thanks & Regards

Manish Oberoi

Sr. Manager – Client Services



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From: Manish Oberoi manishoberoi@market-xcel.com

Sent: 01 September 2022 15:19

To: 'Agarwal, Nikhil /IN' Nikhil.Agarwal@sanofi.com

Cc: 'Kewalramani, Bhavna /IN' Bhavna.Kewalramani@sanofi.com; 'amit@market-xcel.com' amit@market-xcel.com; 'Kapil Narang' kapilnarang@market-xcel.com; 'Shilpa Gupta' shilpa.gupta@market-xcel.com; 'bhanu.dhingra@market-xcel.com' [<bhanu.dhingra@market-xcel.com>](mailto:bhanu.dhingra@market-xcel.com)
Subject: RE: Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Greetings for the day! We shall have my colleague Bhanu Dhingra to take this up.

Bhanu – Please refer to trail mail and share the estimate with Nikhil.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Agarwal, Nikhil /IN [<Nikhil.Agarwal@sanofi.com>](mailto:Nikhil.Agarwal@sanofi.com)
Sent: 31 August 2022 16:54
To: manishoberoi@market-xcel.com
Cc: Kewalramani, Bhavna /IN [<Bhavna.Kewalramani@sanofi.com>](mailto:Bhavna.Kewalramani@sanofi.com); rfp@market-xcel.com; amit@market-xcel.com
Subject: RE: Consumer Immersion for Laxative category - Market Xcel

Surely we can connect over a call, Manish.

Regards,
Nikhil Agarwal
9831383582

From: Manish Oberoi [<manishoberoi@market-xcel.com>](mailto:manishoberoi@market-xcel.com)
Sent: Tuesday, August 30, 2022 5:08 PM
To: Agarwal, Nikhil /IN [<Nikhil.Agarwal@sanofi.com>](mailto:Nikhil.Agarwal@sanofi.com)
Cc: Kewalramani, Bhavna /IN [<Bhavna.Kewalramani@sanofi.com>](mailto:Bhavna.Kewalramani@sanofi.com); rfp@market-xcel.com; amit@market-xcel.com
Subject: RE: Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Greetings for the day! Please allow me to take this up.

Can we connect over the call to discuss the below requirement and accordingly will share the proposal on this.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Sent: 30 August 2022 17:05
To: amit@market-xcel.com
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; manishoberoi@market-xcel.com; rfp@market-xcel.com
Subject: RE: Consumer Immersion for Laxative category - Market Xcel

Hi Amit,

In case my below trail mail is not clear – we are looking at 7-8 ayurvedic users and another 7-8 allopathic users immersion as per brands mentioned below

Thanks,
Nikhil

From: Amit Narula <amit@market-xcel.com>
Sent: Tuesday, August 30, 2022 4:55 PM
To: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>
Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>; manishoberoi@market-xcel.com; rfp@market-xcel.com
Subject: RE: Consumer Immersion for Laxative category - Market Xcel

Dear Nikhil,

Thank you for reaching out and your interest with Market Xcel. Will look through this and come back to you with our cost estimates & timelines.

Thanks & Regards,

Amit Narula
(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.

Extension: 511 / Direct Line: +91 11 42343 511 / Mobile: +91 9899 142 424

From: Agarwal, Nikhil /IN <Nikhil.Agarwal@sanofi.com>

Sent: 30 August 2022 16:42

To: amit@market-xcel.com

Cc: Kewalramani, Bhavna /IN <Bhavna.Kewalramani@sanofi.com>

Subject: Consumer Immersion for Laxative category - Market Xcel

Dear Amit,

As discussed over call, putting across the details of the consumer immersion for laxatives herewith:

1. TG – 25+ females, NCCS A, using laxatives for the last 1 year (for at least 2 times in a week)
2. Centers – Hyderabad, Delhi, Lucknow
3. Ayurvedic Users - Softovac, Kayam, Pett Safa, Zandu Nityam (min. 1 of each is required)
4. Allopathic Users - Cremaffin, Cremalax, Dulcoflex, Duphalac (min. 1 of each is required)
5. Interview – to be done by us
6. Duration ~ 20 mins/user
7. No. of users - 5/center

Please do share the quotations for the same.

Thanks,
Nikhil Agarwal