## **Shadab Ansari**

From: shruti.tyagi@resinnov.com
Sent: 14 April 2023 13:11

**To:** manishoberoi@market-xcel.com

**Cc:** partners@resinnov.com; 'Kapil Narang'; 'Amit Narula'; shadab.ansari@market-

xcel.com; 'Shilpa Gupta'

**Subject:** RE: - (P22-64507)- Global CSAT qual [MX] - Update Proposal

HI Manish,

Let's confirm costs after we have KO call with client, because they might add or remove some points. I'll keep you posted.

Thanks and Regards, Shruti Tyagi (PMP ®) | Director ResInnov Solutions Pvt. Ltd. Ph: +91-9845621526







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

**Sent:** Friday, April 14, 2023 1:04 PM **To:** shruti.tyagi@resinnov.com

Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Amit Narula' <amit@market-

xcel.com>; shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Subject: RE: - (P22-64507)- Global CSAT qual [MX] - Update Proposal

Thank you Shruti, please confirm the approval on below proposal so that we can share with our commercials.

Thanks & Regards

Manish Oberoi

Sr. Manager - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 505 / Direct Line: +91 11 42343 505 / Mobile: +91 9958 234 888

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



From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>

**Sent:** Friday, April 14, 2023 12:08 PM **To:** manishoberoi@market-xcel.com

Cc: partners@resinnov.com; 'Kapil Narang' <a href="mailto:kapilnarang@market-xcel.com">kapilnarang@market-xcel.com</a>; 'Amit Narula' <a href="mailto:kapilnarang@market-xcel.com">kapilnarang@market-xcel.com

xcel.com>; shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Subject: RE: - (P22-64507)- Global CSAT qual [MX] - Update Proposal

Thanks Manish!

Once moderators are approved by client, we can initiate set up.

Thanks and Regards, Shruti Tyagi (PMP ®) | Director ResInnov Solutions Pvt. Ltd.



Ph: +91-9845621526



insights
ASSOCIATION
COMPANY MEMBER 123

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

Sent: Friday, April 14, 2023 11:26 AM

To: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>

Cc: partners@resinnov.com; 'Kapil Narang' < <a href="mailto:kapilnarang@market-xcel.com">kapilnarang@market-xcel.com</a>; 'Amit Narula' < <a href="mailto:amit@market-xcel.com">amit@market-xcel.com</a>; 'Ami

xcel.com>; shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Subject: RE: - (P22-64507)- Global CSAT qual [MX] - Update Proposal

Dear Shruti,

Here is the updated cost for the study.

Sample Size	45
Methodology	15 F2F + 30 Online IDIs
Duration	45 minutes
Cities	Bangalore (F2F) + Delhi & Mumbai (30 Online )
Cost Heads	Amount (INR)
Recruitments	1,65,000
Moderation	3,45,000
Incentives	1,80,000
PPT Report (40-45 Slides)	95,000
Project Management Fee	1,60,000
Overall Study Cost	9,45,000

GST is inclusive in above cost

#### Manish Oberoi

Sr. Manager - Client Services



#### Market Xcel Data Matrix Pvt. Ltd.

Extension: 505 / Direct Line: +91 11 42343 505 / Mobile: +91 9958 234 888

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



From: shruti.tyagi@resinnov.com <shruti.tyagi@resinnov.com>

**Sent:** Friday, April 14, 2023 10:18 AM **To:** <a href="mailto:manishoberoi@market-xcel.com">manishoberoi@market-xcel.com</a>

Cc: partners@resinnov.com; 'Kapil Narang' < <a href="mailto:kapilnarang@market-xcel.com">kapilnarang@market-xcel.com</a>; 'Amit Narula' < <a href="mailto:amit@market-xcel.com">amit@market-xcel.com</a>; 'Ami

xcel.com>; shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Subject: RE: - (P22-64507)- Global CSAT qual [MX] - Update Proposal

Hi Manish,

We will be doing 15 IDIs as F2F in Bangalore and remaining 30 IDIs for Delhi/Mumbai as Virtual via zoom.

Hence please share the proposal accordingly

Lastly, INR 1,80,000 for zoom for a month !!! zoom costs around 10K max if we keep 5 hosts with full access and additional cloud recording storage too.

Please remove this cost as well, we will provide the zoom platform to your team.

Thanks and Regards, Shruti Tyagi (PMP ®) | Director ResInnov Solutions Pvt. Ltd. Ph: +91-9845621526







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

**Sent:** Friday, April 14, 2023 8:12 AM **To:** shruti.tyagi@resinnov.com

Cc: partners@resinnov.com; 'Kapil Narang' < <a href="mailto:kapilnarang@market-xcel.com">kapilnarang@market-xcel.com</a>; 'Amit Narula' < <a href="mailto:amit@market-xcel.com">amit@market-xcel.com</a>; 'Ami

xcel.com>; shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Subject: RE: - (P22-64507)- Global CSAT qual [MX] - Update Proposal

Importance: High

Dear Shruti,

Greetings for the day! Thank you for your patience on this. Please find below our updated proposal for the study and let us know your feedback on the same.

We have shared the cost for both online and F2F options.

Global CSAT Qual					
Options	1	2			
Sample	45	45			
Methodology	F2F	Online IDI			
Duration	45 minutes	45 minutes			
Country	India	India			
Cost Heads	Amount - INR	Amount - INR			
Recruitments	180000	180000			
Moderation	360000	360000			
Incentives	180000	180000			
Report PPT 40-45 Slides	95000	95000			
Qual Platform Fee		180000			
Project Management Fee	140000	140000			
Total Study Cost (Inclusive of taxes)	955000	1135000			
Cost Per Complete	21222	25222			
Taxes	Inclusive	Inclusive			

Regarding Matangi she will be only available for the report writing. For moderation we shall suggest the following –

Dimple Shenoy – To do the interviews F2F in Bangalore

Payal – She can cover interviews in Mumbai and Delhi (online). <a href="mailto:@shadab.ansari@market-xcel.com">@shadab.ansari@market-xcel.com</a> – Please check if she can do Mumbai interviews F2F as well and confirm back shruti accordingly.

Matangi – To cover report @shadab.ansari@market-xcel.com – Kindly check her availability and confirm back Shruti.

Last for all the interactions Shadab will be the SPOC and you can reach out his reporting manager Shilpa Gupta in case Shadab is not available.

Thanks & Regards

## Manish Oberoi

Sr. Manager – Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 505 / Direct Line: +91 11 42343 505 / Mobile: +91 9958 234 888

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

Follow us on







From: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>>

Sent: Thursday, April 13, 2023 11:31 PM

To: shadab.ansari@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>

Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Manish Oberoi'

<manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

Importance: High

HI Shadab,

### Some feedback regarding moderators:

- 1. Client is going to interview all the moderators shared so far, to understand their experience and language skills. They already spoke with Dimple and she said she does not write reports. Please note we need moderators who are fluent in report writing skills.
- 2. We need to check Payal's report writing skills too. Can we get some samples of her past reports?
- 3. Earlier Manish shared CV and report samples of Ms. Matangi as Bangalore moderator for this study (attached). I am waiting for client to confirm on her CV. Meanwhile, can you check with her if she is comfortable in taking F2F IDIs at respondent's place? And also if she is fluent in Hindi, then she can take all IDIs (including Mumbai and Delhi through zoom).
- 4. Lastly, please inform both Payal and Matangi (If she agrees to moderate on this study), that our client's representative will be emailing them and asking to connect over a call for small interview and discussion. They want to understand the experience and language skills of moderators. hence please inform the moderators that they will receive an email from Jani De kock (jani@firstperson.co.za) for a call. She might mention my name to them as well. So please ask them to look out for her email and get on a call with her.
- 5. Client will confirm which moderator they want to finalize only after speaking to them, hence it is very important that they talk to client.

Feel free to call me in case of any doubts.

Thanks and Regards, Shruti Tyagi (PMP ®) | Director ResInnov Solutions Pvt. Ltd. Ph: +91-9845621526



From: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>>

**Sent:** Thursday, April 13, 2023 9:58 PM **To:** shadab.ansari@market-xcel.com

Cc: partners@resinnov.com; 'Kapil Narang' < kapilnarang@market-xcel.com >; 'Manish Oberoi'

<manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-</pre>

xcel.com>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

Thanks Shadab!

Thanks and Regards, Shruti Tyagi (PMP ®) | Director ResInnov Solutions Pvt. Ltd. Ph: +91-9845621526



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

Sent: Thursday, April 13, 2023 8:23 PM

To: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>

Cc: partners@resinnov.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Manish Oberoi'

<manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-

xcel.com>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

Dear Shruti,

Hi! Thanks for your time over the call. As discussed please find attached Mumbai moderator CV for your reference.

Also we will share Delhi moderator CV by tomorrow first half.

Thanks & Regards

### Shadab Ansari

Executive - Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 521 / Direct Line: +91 11 42343 521 / Mobile: +91 9810 772 242









From: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>>

**Sent:** Thursday, April 13, 2023 7:23 PM **To:** <a href="mailto:shadab.ansari@market-xcel.com">shadab.ansari@market-xcel.com</a>

Cc: partners@resinnov.com; 'Kapil Narang' < kapilnarang@market-xcel.com >; 'Manish Oberoi'

<manishoberoi@market-xcel.com>; 'Amit Narula' <amit@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-

xcel.com>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

Importance: High

HI Shadab,

As discussed on call, do we have any update here on moderators?

Thanks and Regards,

Shruti Tyagi (PMP  $\circledR$ ) | Director ResInnov Solutions Pvt. Ltd.

Ph: +91-9845621526



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

Sent: Thursday, April 13, 2023 3:32 PM

**To:** Shruti Tyagi < <a href="mailto:shruti.tyagi@resinnov.com">shruti Tyagi@resinnov.com</a>>

**Cc:** <u>partners@resinnov.com</u>; Kapil Narang < <u>kapilnarang@market-xcel.com</u>>; Amit Narula < <u>amit@market-xcel.com</u>>;

Shilpa Gupta <<u>shilpa.gupta@market-xcel.com</u>> **Subject:** Re: -(P22-64507)- Global CSAT qual [MX]

Dear Shadab - Kindly connect with Shruti and take this forward.

**Best Regards** 

Manish Oberoi

On Thu, 13 Apr, 2023, 2:22 am , <<u>shruti.tyagi@resinnov.com</u>> wrote:

Hi Manish,

Hope you are doing good!

We are finally moving ahead on this one, along with full moderation and report writing. Please review the email and then we should connect on call to discuss how to take this one ahead.

There are some modifications now, Client has changed the city scope for India market. Please find below latest updates:

- 1. Client is looking to interview same study in Delhi and Mumbai as well, along with Bangalore.
- 2. There are total N45 IDIs, distributed among 3 cities: Bangalore, Delhi, Mumbai. For now, consider N15 per city. We are still finalizing the sample distribution.
- 3. All IDIs in Bangalore will be in-person, end client's representative will be joining all IDIs physically at location. Hence we need to make sure everything is aligned properly.
- 4. We need Dimple Shenoy for Bangalore location as discussed earlier. Please book her for this study. these will be physical IDIs, so she has to travel to respondent's location to take the interviews. End client's Rep (Exxon) will be joining all IDIs with moderator.
- 5. Fieldwork will start by next week and main IDIs are supposed to start from 8<sup>th</sup> May. So please check with Dimple, she should be available on those dates.

## Have bunch of doubts on how to proceed here, please suggest:

- 1. Given the sample size and new cities, please share how we can proceed here? Can dimple take these IDIs through online zoom? If she is comfortable in speaking Hindi clearly, and if this audience is also comfortable in participating via zoom? we don't want any communication or tech issues in case respondent does not know how to operate zoom.
- 2. If Dimple does not speak Hindi fluently, then we will need another moderator for Delhi and Mumbai. if there are 2 moderators, then how do we plan on preparing the final report ?
- 3. If we are adding another moderator for Mumbai and Delhi, then we need their CV. Again, we need very professional and experienced moderator, who has experience of interviewing automobile workshops professionals. So please check who can be a good fit and send their resumes today only.
- 4. If client insists on having Delhi and Mumbai also in-person IDIs, then definitely we will need local moderator who is based in these cities. In this case, please share the resumes of only those who are comfortable in taking in-person IDIs. They have to travel to respondents' location.

Lastly, the most important point is, whether online or offline, Exxon's Rep will be joining all IDIs. So we need to make sure that every IDI goes smooth, without any issues.

Now, we will need your best possible discounted costing here, including moderation and final report writing. Client is asking for discounts given the volume is high.

Please share cost for 2 options:

Option 1: all N45 as F2F IDIs

Option 2: N15 Bangalore IDIs as F2F and N30 (Delhi, Mumbai) IDIs as online.

Thanks and Regards,

Shruti Tyagi (PMP ®) | Director

ResInnov Solutions Pvt. Ltd.

Ph: +91-9845621526

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

Sent: Thursday, April 6, 2023 7:15 PM

**To:** shruti.tyagi@resinnov.com

Cc: partners@resinnov.com; kapilnarang@market-xcel.com; amit@market-xcel.com; 'Shilpa Gupta'

<shilpa.gupta@market-xcel.com>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

Thank you Shruti for the kind update. Will wait to hear from you on the final sample option for the fieldwork and plan accordingly.



### Manish Oberoi

Sr. Manager – Client Services



Market Xcel Data Matrix Pvt. Ltd.

Extension: 505 / Direct Line: +91 11 42343 505 / Mobile: +91 9958 234 888

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





From: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>>

**Sent:** Thursday, April 6, 2023 6:58 PM **To:** manishoberoi@market-xcel.com

Cc: partners@resinnov.com; kapilnarang@market-xcel.com; nahush.kumar@market-xcel.com; amit@market-

xcel.com; 'Shilpa Gupta' < shilpa.gupta@market-xcel.com>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

Importance: High

Hi Team,

Wanted to alert you that client seems to be interested in kicking off the Qual phase for India market soon. We are speaking to the client next week and will hopefully be able to start the following week.

Will keep you posted.

Thanks and Regards,

Shruti Tyagi (PMP ®) | Director

ResInnov Solutions Pvt. Ltd.

Ph: +91-9845621526





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

Sent: Wednesday, January 4, 2023 6:00 PM

To: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>

Cc: partners@resinnov.com; kapilnarang@market-xcel.com; nahush.kumar@market-xcel.com; amit@market-

xcel.com; 'Shilpa Gupta' < <a href="mailto:shilpa.gupta@market-xcel.com">shilpa.gupta@market-xcel.com</a>>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

Dear Nahush,

Thank you for sharing the note, please find below updated study cost basis below mail.

Global CSAT Qual							
Options	1	2	3	4	5		
Sample Size	5	18	18	45	45		
Methodology-IDIs	F2F	F2F	Online IDI	F2F	Online IDI		
Duration	45 minutes						
Country	India	India	India	India	India		
Cost Heads	Amount - INR						
Recruitments	20000	65000	65000	180000	180000		
Incentives	20000	62000	62000	180000	180000		
Project Management Fee	12000	25000	25000	110000	110000		
Total Study Cost (Inclusive of taxes)	52000	152000	152000	470000	470000		
Cost Per Complete	10400	8444	8444	10444	10444		
Taxes	Inclusive	Inclusive	Inclusive	Inclusive	Inclusive		



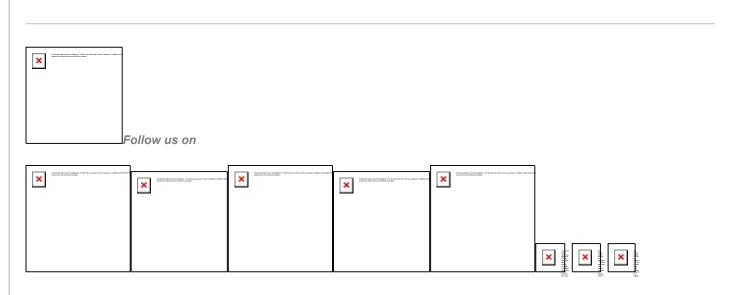
## Manish Oberoi

Sr. Manager - Client Services



### Market Xcel Data Matrix Pvt. Ltd.

Extension: 505 / Direct Line: +91 11 42343 505 / Mobile: +91 9958 234 888



**From:** <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>>

Sent: 04 January 2023 17:10

To: manishoberoi@market-xcel.com

Cc: partners@resinnov.com; kapilnarang@market-xcel.com; nahush.kumar@market-xcel.com; amit@market-

xcel.com; 'Shilpa Gupta' < <a href="mailto:shilpa.gupta@market-xcel.com">shilpa.gupta@market-xcel.com</a>>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

Importance: High

Hi Manish,

Client has decided to proceed only with recruitment and incentives services. They do not need moderation services.

Hence can you please share the revised offer for all options, but remove following: transcription, moderation, sim translator, reports, online qual platform

should be less too.
Thanks and Regards,
Shruti Tyagi (PMP ®)   Director
ResInnov Solutions Pvt. Ltd.
Ph: +91-9845621526
** ** *** *** *** *** *** *** *** ***
From: Nahush Kumar < nahush.kumar@market-xcel.com >
Sent: 02 January 2023 10:58  To: shruti.tyagi@resinnov.com; manishoberoi@market-xcel.com
Cc: partners@resinnov.com; kapilnarang@market-xcel.com; amit@market-xcel.com; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com></shilpa.gupta@market-xcel.com>
Subject: RE: -(P22-64507)- Global CSAT qual [MX]
Dear Shruti,
Hi! Hope you are doing well .
Please find the required details attached with this mail.
X STREET, COLUMN

Please adjust the project management fee as well accordingly, because our role has decreased now, so PM fee

Thanks & Regards

Nahush Kumar **Client Service - Executive** × Market Xcel Data Matrix Pvt. Ltd. Mobile: +91 7042020954 Extension: 556/Direct Line: +91 11 42343 556 Follow us on × × × ×

From: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>>

**Sent:** 02 January 2023 10:44

To: manishoberoi@market-xcel.com; nahush.kumar@market-xcel.com

**Cc:** partners@resinnov.com; kapilnarang@market-xcel.com; amit@market-xcel.com; 'Shilpa Gupta'

<shilpa.gupta@market-xcel.com>

Subject: RE: -(P22-64507)- Global CSAT qual [MX]

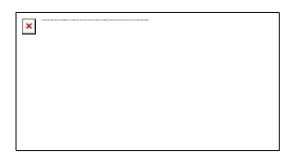
Hi Team,			
Good Morning ©			
Can I get the report templates and profile of report writing person ?			
Thanks and Regards,			
Shruti Tyagi (PMP ®)   Director			
ResInnov Solutions Pvt. Ltd.			
Ph: +91-9845621526			
From: Manish Oberoi < <u>manishoberoi@market-xcel.com</u> > Sent: 26 December 2022 09:10 To: <u>shruti.tyagi@resinnov.com</u> ; <u>nahush.kumar@market-xcel.com</u> Cc: <u>partners@resinnov.com</u> ; <u>kapilnarang@market-xcel.com</u> ; <u>'Shilpa Gupta'</u> < <u>shilpa.gupta@market-xcel.com</u> > Subject: RE:-(P22-64507)- Global CSAT qual [MX]			
Dear Shruti,			
Thank you for the go-ahead on the study. From our end my colleague Nahush Kumar will be leading this.			
We are yet to final the sample that we are moving ahead with whether n-18 or n-45.			

<u>@nahush.kumar@market-xcel.com</u> – As a next step we need to share the detail for report writing person, I have spoken to Matangi will be sharing the details with you please speak to her and update Shruti on the same.



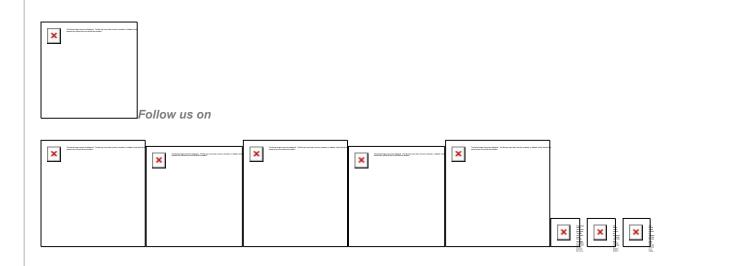
## Manish Oberoi

Sr. Manager - Client Services



# Market Xcel Data Matrix Pvt. Ltd.

Extension: 505 / Direct Line: +91 11 42343 505 / Mobile: +91 9958 234 888



From: <a href="mailto:shruti.tyagi@resinnov.com">shruti.tyagi@resinnov.com</a>>

Sent: 23 December 2022 20:59

To: manishoberoi@market-xcel.com

**Cc:** 'RFP@' < rfp@market-xcel.com >; partners@resinnov.com

Subject: RE: Global CSAT qual [MX]-(P22-64507)

Hi Manish,

This one is moving ahead. We are in discussion with client regarding moderator. As discussed, please ask your moderator to get on a call with client, they want to understand her experience in moderation and reports.

Also, please do send some samples of reports done by either her or someone who will work on this study in report writing.

Thanks and Regards,

Shruti Tyagi (PMP ®) | Director

ResInnov Solutions Pvt. Ltd.

Ph: +91-9845621526