

## Shadab Ansari

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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** 21 November 2022 19:47  
**To:** 'Mulay, Anusharth'; shadab.ansari@market-xcel.com  
**Cc:** 'Joshi, Nikita EX1'; 'Rane, Mayuresh'; 'Vartak, Shubhankar'; 'Halepaty, Akshay'; 'Deshraj, Avani'; 'Parmar, Prutha EX1'; 'Pandey, Garima EX1'; manishoberoi@market-xcel.com; 'Kapil Narang'; amit@market-xcel.com  
**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ  
**Attachments:** Krypton\_2879031\_Research\_Materials.zip

Dear Anusharth,

Hi! Thank you for the go ahead and sharing the field kit. We will start with the scripting from tomorrow onwards and will keep you posted on the progress. We will have Shadab Ansari the SPOC on the study and will be working with me on the study.

[@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) Please go through the mail below and plan the study in accordance.

Thanks & Regards

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**Shilpa Gupta**  
Associate Manager Client Services



**Market Xcel Data Matrix Pvt. Ltd.**  
Extension: 553 / Direct Line: +91 11 42343 553 / Mobile: +91 9953166976

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Follow us on



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**From:** Amit Narula <amit@market-xcel.com>  
**Sent:** Monday, November 21, 2022 6:58 PM  
**To:** 'Mulay, Anusharth' <anusharth.mulay@iqvia.com>  
**Cc:** 'Joshi, Nikita EX1' <nikita.joshi@iqvia.com>; 'Rane, Mayuresh' <mayuresh.rane2@iqvia.com>; 'Vartak, Shubhankar' <shubhankar.vartak@iqvia.com>; 'Halepaty, Akshay' <akshay.halepaty@iqvia.com>; 'Deshraj, Avani' <avani.deshraj@iqvia.com>; 'Parmar, Prutha EX1' <prutha.parmar@iqvia.com>; 'Pandey, Garima EX1' <garima.pandey@iqvia.com>; manishoberoi@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>  
**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hi Anusharth,

Thank you for the formal go-ahead. We shall plan this ahead. Shilpa will be in touch over the next steps. Thanks!

Thanks & Regards,

**Amit Narula**  
(AVP Client Services)



**Market Xcel Data Matrix Pvt. Ltd.**  
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---

**From:** Mulay, Anusharth <anusharth.mulay@iqvia.com>  
**Sent:** 21 November 2022 18:52  
**To:** amit@market-xcel.com  
**Cc:** Joshi, Nikita EX1 <nikita.joshi@iqvia.com>; Rane, Mayuresh <mayuresh.rane2@iqvia.com>; Vartak, Shubhankar <shubhankar.vartak@iqvia.com>; Halepaty, Akshay <akshay.halepaty@iqvia.com>; Deshraj, Avani <avani.deshraj@iqvia.com>; Parmar, Prutha EX1 <prutha.parmar@iqvia.com>; Pandey, Garima EX1 <garima.pandey@iqvia.com>; manishoberoi@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'RFP@' <rfp@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>  
**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Copy that.

Here you go.

We will share formal field kits soon. For reference, link generation can begin basis the given file.

There are minor changes throughout the questionnaire, hence if the team can modify the already existing links from last time, it can help save time.

Do let me know who will handle the study from your end. I will coordinate with him / her directly.

Thanks a ton for your help

Anusharth

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**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>  
**Sent:** Monday, November 21, 2022 6:51 PM  
**To:** Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>  
**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha EX1 <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>  
**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hi Anusharth,

I am afraid we haven't as we are still awaiting a formal go-ahead from your end 😊

Thanks & Regards,

**Amit Narula**



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---

**From:** Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>

**Sent:** 21 November 2022 18:46

**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha EX1 <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Thanks Amit.

Have we started scripting and link generation?

Let me know.

Anusharth

---

**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Sent:** Monday, November 21, 2022 6:46 PM

**To:** Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha EX1 <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hi Anusharth,

Confirming the below costs are as per the revised & approved rate card.

Thanks & Regards,

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Amit Narula

(AVP Client Services)



---

**From:** Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>

**Sent:** 21 November 2022 18:43

**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha EX1 <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hello Amit,

Hope the below costs are as per rate card.  
Please do confirm.

Anusharth

---

**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Sent:** Friday, November 11, 2022 6:04 PM

**To:** Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hi Anusharth,

Thank you for putting this together and aligning everything. Further to our discussion, have put together our costs including the virtual interviews, listing and 15-minute follow up calls-

Category	Main FW	N	CPI Qual interviews with client	Total	CPI follow up call (15 minutes)	N	
IMF TRACK WAVE 11	6,00,000	5	3,240	16,200	1,470	5	
GENERAL NUTRITION TRACK WAVE 11	2,30,646	5	3,120	15,600	1,560	5	
MATERNAL TRACK WAVE 11	3,71,826	5	4,410	22,050	2,048	5	
TODDLER NUTRITION TRACK	2,32,200	5	3,240	16,200	1,470	5	
<b>Total</b>	<b>14,34,672</b>			<b>70,050</b>			

Thanks & Regards,

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**Amit Narula**  
(AVP Client Services)



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---

**From:** Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>

**Sent:** 11 November 2022 12:31

**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hello Amit,

Thanks for the call. This really has helped us to extend our relationship to ensure quality of deliverable.

As next steps, please do help us with the overall costs of the W11 track (across IMF, GN, MAT, Aptagrow) which includes our 15 min qualitative discussions too.

Looking ahead to hearing from you.

Thanks.

Anusharth

---

**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Sent:** Thursday, November 10, 2022 7:17 PM

**To:** Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>; Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>; 'Shilpa Gupta' <[shilpa.gupta@market-xcel.com](mailto:shilpa.gupta@market-xcel.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hi Akshay,

Thank you for detailing this out and putting it together so objectively – this gives us a clear path we need to take to aim for client satisfaction.

I request we get on a call including all the stakeholders before we commence this wave. We would really like to hear out from the team and suggest our approach how we plan to address them individually.

Thanks & Regards,

---

**Amit Narula**

(AVP Client Services)



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---

**From:** Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>

**Sent:** 10 November 2022 19:04

**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com); Farooqui, Rubina <[rubina.farooqui@iqvia.com](mailto:rubina.farooqui@iqvia.com)>; Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hi Amit,

Thanks for the email.

The following challenges are faced while working with the team on Krypton and I can tell you this becomes a road-block-

- We understand there were payment concerns in between and had to stop working. But despite mentioning a couple of times that do not stop work on Krypton, it was done in the previous waves. We need an assurance that this will not happen again considering the criticality of the project
- East and South have given weird responses in the past for multiple waves now. The challenge still persists and there seems no end to this discussion
- As all industries evolve, we need an assurance that your interviewers are also going in the same direction. We cannot be having those interviewers who are doing Krypton just to get 400-500 Rs per interview. It is their responsibility to get insights out of the discussion and not be scared of counter-questioning the doctor, just because they are an elite audience for them
- There are standard one liner mails written in the past two waves on "acknowledging the receipt of the mail" and no concrete point as to when the deliverable is going to be sent to us. After many phone calls and mails, we get some response. This has to change and the team needs to step into our shoes and understand how such mails will be perceived. Team allocated has to not only acknowledge mails, not only give concrete timelines but also get things done within timeline and keep us updated. Seems like there is still some way we need to cover, looking at the conversations in the past 1-2 waves between MX and IQVIA on this project
- There has been a history of delayed submission of deliveries in the past couple of waves, which then gets translated to report deliveries. [@Farooqui, Rubina](#) can add here as to how many phone conversations have been done between us and the client where we had to pacify them and continuously ask extensions. Also extensions given are on the lines of 1 to 1.5 months, which is extremely high
- Interviews are not given to the team properly. Interviews given are telephonic to my team members, on which they cannot hear the conversation (network issue, speaking from a distance, etc.). If this is a barrier to you, then I am sure there are other means of handling this like getting MS Teams Interviews, Zoom, Google Hangouts, etc.

[@Mulay, Anusharth](#): Add anything in case missed out, on behalf of the whole team.

Regards,  
Akshay Halepaty



---

**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Sent:** Thursday, November 10, 2022 5:46 PM

**To:** Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha <[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>; [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com); 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>; 'RFP@' <[rfp@market-xcel.com](mailto:rfp@market-xcel.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hi Akshay,

Thank you for bringing this up. Please find below my responses-

Understand the importance of your relationship with the client, we respect and appreciate the same, and as extended partner and team, we would support you to serve the client in the best possible manner. With the history of working together, we believe we can certainly add value to the project and data collection-

1. Have a legacy of conducting this track and understand the nuances as much as other stakeholders on the project,
2. The same knowledge is used to highlight any concerns/challenges which can be foreseen ahead of the time,
3. Our PM Team ensures accompaniments at base centers – both in person & telephonically so that the trends can be checked and updated to IQVIA PM Team accordingly,
4. Accompaniments by Field Staff – Supervisor/Project Managers,
5. Personal back checks by visiting the doctor/his staff to validate the interviews,
6. Basis our relationship with the doctors, we can arrange follow-up calls for any clarifications,
7. Lastly, with the time invested from both ends, we have developed a situation where we understand the functioning of each side well and hence are in a position to deliver in accordance.

Please do let me know if the above is helpful. Alternatively, if you think we should get on to a call to discuss this further, we could do that. Look forward to this collaboration!

Thanks & Regards,

---

**Amit Narula**  
(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.  
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---

**From:** Halepaty, Akshay <[akshay.halepaty@iqvia.com](mailto:akshay.halepaty@iqvia.com)>

**Sent:** 10 November 2022 16:37

**To:** [amit@market-xcel.com](mailto:amit@market-xcel.com); Mulay, Anusharth <[anusharth.mulay@iqvia.com](mailto:anusharth.mulay@iqvia.com)>

**Cc:** Joshi, Nikita EX1 <[nikita.joshi@iqvia.com](mailto:nikita.joshi@iqvia.com)>; Rane, Mayuresh <[mayuresh.rane2@iqvia.com](mailto:mayuresh.rane2@iqvia.com)>; Vartak, Shubhankar <[shubhankar.vartak@iqvia.com](mailto:shubhankar.vartak@iqvia.com)>; Deshraj, Avani <[avani.deshraj@iqvia.com](mailto:avani.deshraj@iqvia.com)>; Parmar, Prutha

<[prutha.parmar@iqvia.com](mailto:prutha.parmar@iqvia.com)>; Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>

**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Thanks Amit.

Please reply to us on the following line from Garima's trail mail.

"Plus considering our long term relationship with the client, we are looking for quality delivery and continuous engagement. Please ensure to specify strong points which you can bring to the table beyond recruitment expertise".

Adding Rubina here in the email too.

@Mulay, Anusharth: Rubina can be excluded from emails once the above discussion is done.

Regards,

Akshay Halepaty

Senior Consultant- Primary Intelligence

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**From:** Amit Narula <[amit@market-xcel.com](mailto:amit@market-xcel.com)>

**Sent:** Thursday, November 10, 2022 4:34 PM

**To:** Pandey, Garima EX1 <[garima.pandey@iqvia.com](mailto:garima.pandey@iqvia.com)>

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**Subject:** RE: (P22-65279) Krypton W11\_2879031\_MX\_RFQ

Hi Garima,

Thank you for your patience on this. Here are the cost details for your kind reference-

Category	Cost
IMF TRACK WAVE 11	6,12,000
GENERAL NUTRITION TRACK WAVE 11	2,38,446
MATERNAL TRACK WAVE 11	3,84,426
TODDLER NUTRITION TRACK	2,44,800
<b>Total</b>	<b>14,79,672*</b>

*GST additional*

It would be helpful if you could share a PO number for this ahead of FW start.

Here is the break up-

CENTERS	PRIVATE PRACTICE CLINIC + MID-SIZE HOSPITAL	PRIVATE TERTIARY CARE	PRIMARY MATERNAL PRACTICE	GOVERNMENT TEACHING INSTITUTES	TOTAL PEDIATRICIANS	CPI	Total
METROS							
Mumbai	9	3	2	1	15	2400	36000
Delhi	9	3	1	2	15	2400	36000
Chennai	9	3	2	1	15	2400	36000
Kolkata	9	3	1	2	15	2400	36000
Hyderabad	9	3	2	1	15	2400	36000
Bangalore	9	3	1	2	15	2400	36000



NON-METROS							
Lucknow	9	3	2	1	15	2400	36000
Jaipur	6	2	1	1	10	2520	25200
Bhubaneswar	6	2	1	1	10	2520	25200
Varanasi	6	2	1	1	10	2520	25200
Patna	9	3	1	2	15	2400	36000
Siliguri	6	2	1	1	10	2520	25200
Cochin	6	2	1	1	10	2520	25200
Vijaywada	6	2	1	1	10	2520	25200
Guwahati	9	3	2	1	15	2520	37800
Coimbatore	9	3	1	2	15	2520	37800
Ahmedabad	9	3	2	1	15	2400	36000
Pune	9	3	1	2	15	2400	36000
Nagpur	6	2	1	1	10	2520	25200
<b>TOTAL</b>	<b>150</b>	<b>50</b>	<b>25</b>	<b>25</b>	<b>250</b>		<b>6,12,000</b>

CENTRES	SPECIALITY		PRACTICE TYPE			TOTAL	CPI	Total
	CONSULTING PHYSICIANS	GENERAL	PRIVATE PRACTICE CLINIC	PRIVATE MID SIZE HOSP / TERTIARY CARE	GOVERNMENT TEACHING INSTITUTE			
		PHYSICIANS						
METROS								
Mumbai	5	4	4	4	1	9	1560	14040
Delhi	5	4	4	4	1	9	1560	14040
Chennai	5	4	4	4	1	9	1560	14040
Kolkata	5	4	4	4	1	9	1560	14040
Hyderabad	5	4	4	4	1	9	1560	14040
Bangalore	5	4	4	4	1	9	1560	14040
NON-METROS								
Lucknow	5	4	4	4	1	9	1560	14040
Patna	5	4	4	4	1	9	1560	14040
Vijayawada	5	4	4	4	1	9	1638	14742
Ahmedabad	5	4	4	4	1	9	1560	14040
Agra	4	2	3	2	1	6	1638	9828
Jaipur	4	2	2	3	1	6	1638	9828
Faridabad	4	2	3	2	1	6	1638	9828
Varanasi	4	2	2	3	1	6	1638	9828
Cuttack	4	2	3	2	1	6	1638	9828
Ghaziabad	4	2	2	3	1	6	1638	9828
Ludhiana	4	2	3	2	1	6	1638	9828
Pune	4	2	2	3	1	6	1560	9360
Indore	4	2	3	2	1	6	1560	9360
Nagpur	4	2	2	3	1	6	1638	9828
TOTAL	90	60	65	65	20	150		2,38,446

CENTRES	MATERNAL NUTRITION	CPI	Total
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	PRIVATE PRACTICE (HOSPITAL)	MATERNITY HOMES + SOLO PRACTICE	PRIVATE TERTIARY CARE	GOVERNMENT TEACHING INSTITUTE	TOTAL GYNECOLOGISTS		
<b>METROS</b>							
Mumbai	2	4	1	2	9	2520	22680
Delhi	2	4	1	2	9	2520	22680
Chennai	2	4	1	2	9	2520	22680
Kolkata	2	4	1	2	9	2520	22680
Hyderabad	2	4	1	2	9	2520	22680
Bangalore	2	4	1	2	9	2520	22680
<b>NON-METROS</b>							
Lucknow	2	4	1	2	9	2520	22680
Patna	2	4	1	2	9	2520	22680
Vijayawada	2	4	1	2	9	2646	23814
Ahmedabad	2	4	1	2	9	2520	22680
Agra	2	2	1	1	6	2646	15876
Jaipur	2	2	1	1	6	2646	15876
Faridabad	1	2	1	2	6	2646	15876
Varanasi	2	2	1	1	6	2646	15876
Cuttack	1	2	1	2	6	2646	15876
Ghaziabad	1	2	1	2	6	2646	15876
Ludhiana	1	2	1	2	6	2520	15120
Pune	2	2	1	1	6	2520	15120
Indore	1	2	1	2	6	2520	15120
Nagpur	2	2	1	1	6	2646	15876
<b>TOTAL</b>	<b>35</b>	<b>60</b>	<b>20</b>	<b>35</b>	<b>150</b>		<b>3,84,426</b>

CENTRES	TODDLER NUTRITION			CPI	Total
	PRIVATE PRACTICE CLINIC + MID-SIZE HOSPITAL	PRIVATE TERTIARY CARE	TOTAL PEDIATRICIANS		
<b>METROS</b>					
Hyderabad	20	10	30	2400	72000
Kolkata	20	10	30	2400	72000
<b>NON - METROS</b>					
Vizag	7	3	10	2520	25200
Vijayawada	8	2	10	2520	25200
Midnapore	8	2	10	2520	25200
Howrah	7	3	10	2520	25200
<b>TOTAL</b>	<b>70</b>	<b>30</b>	<b>100</b>		<b>2,44,800</b>

Thanks & Regards,

Amit Narula  
(AVP Client Services)



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**Sent:** 09 November 2022 18:46

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**Subject:** Krypton W11\_2879031\_MX\_RFQ

Hello Everyone,

Hope you are well. Greetings from IQVIA.

We are reaching out to you for Wave 11 for our Nutrition Track – Project Krypton. Please see the details below.

We require services for **scripting, recruitment and field work**.

Kindly do let us know the feasibility and the costs by tomorrow first half. (approved as per latest rate card).

Please reach out to me or Anusharth on any specific queries and we would be happy to answer. Plus considering our long term relationship with the client, we are looking for quality delivery and continuous engagement. Please ensure to specify strong points which you can bring to the table beyond recruitment expertise.

#### IMF TRACK WAVE 11:

- **Target respondent:** Paediatricians
- **Sample size:** 250
- **Database:** Yes
- **Fieldwork duration:** 5 weeks
- **LOI :** Up to 45 minutes
- **Methodology:** F2F
- **Quota:** Core vs Non-core, overlap (both similar to previous waves), Additional Quotas as given in the table below

CENTERS	PRIVATE PRACTICE CLINIC + MID-SIZE HOSPITAL	PRIVATE TERTIARY CARE	PRIMARY MATERNAL PRACTICE	GOVERNMENT TEACHING INSTITUTES	TOTAL PEDIATRICIANS
<b>METROS</b>					
Mumbai	9	3	2	1	15
Delhi	9	3	1	2	15
Chennai	9	3	2	1	15
Kolkata	9	3	1	2	15
Hyderabad	9	3	2	1	15
Bangalore	9	3	1	2	15
<b>NON-METROS</b>					
Lucknow	9	3	2	1	15

Jaipur	6	2	1	1	10
Bhubaneswar	6	2	1	1	10
Varanasi	6	2	1	1	10
Patna	9	3	1	2	15
Siliguri	6	2	1	1	10
Cochin	6	2	1	1	10
Vijaywada	6	2	1	1	10
Guwahati	9	3	2	1	15
Coimbatore	9	3	1	2	15
Ahmedabad	9	3	2	1	15
Pune	9	3	1	2	15
Nagpur	6	2	1	1	10
<b>TOTAL</b>	<b>150</b>	<b>50</b>	<b>25</b>	<b>25</b>	<b>250</b>

#### GENERAL NUTRITION TRACK WAVE 11:

- **Target respondent:** CP & GP
- **Sample size:** 150
- **Database:** Yes
- **Fieldwork duration:** 5 weeks
- **LOI :** Upto 45 minutes
- **Methodology:** F2F
- **Quota:** Core vs Non-core, overlap (both similar to previous waves), Additional Quotas as given in the table below

CENTRES	SPECIALITY		PRACTICE TYPE			TOTAL
	CONSULTING PHYSICIANS	GENERAL PHYSICIANS	PRIVATE PRACTICE CLINIC	PRIVATE MID SIZE HOSP / TERTIARY CARE	GOVERNMENT TEACHING INSTITUTE	
<b>METROS</b>						
Mumbai	5	4	4	4	1	9
Delhi	5	4	4	4	1	9
Chennai	5	4	4	4	1	9
Kolkata	5	4	4	4	1	9
Hyderabad	5	4	4	4	1	9
Bangalore	5	4	4	4	1	9
<b>NON-METROS</b>						
Lucknow	5	4	4	4	1	9
Patna	5	4	4	4	1	9
Vijayawada	5	4	4	4	1	9
Ahmedabad	5	4	4	4	1	9
Agra	4	2	3	2	1	6

Jaipur	4	2	2	3	1	6
Faridabad	4	2	3	2	1	6
Varanasi	4	2	2	3	1	6
Cuttack	4	2	3	2	1	6
Ghaziabad	4	2	2	3	1	6
Ludhiana	4	2	3	2	1	6
Pune	4	2	2	3	1	6
Indore	4	2	3	2	1	6
Nagpur	4	2	2	3	1	6
<b>TOTAL</b>	<b>90</b>	<b>60</b>	<b>65</b>	<b>65</b>	<b>20</b>	<b>150</b>

### MATERNAL TRACK WAVE 11

- **Target respondent:** Gynaecologists
- **Sample size:** 150
- **Database:** Yes
- **Fieldwork duration:** 5 weeks
- **LOI :** Upto 45 minutes
- **Methodology:** F2F
- **Quota:** Core vs Non-core, overlap (both similar to previous waves), Additional Quotas as given in the table below

CENTRES	MATERNAL NUTRITION				
	PRIVATE PRACTICE (HOSPITAL)	MATERNITY HOMES + SOLO PRACTICE	PRIVATE TERTIARY CARE	GOVERNMENT TEACHING INSTITUTE	TOTAL GYNECOLOGISTS
<b>METROS</b>					
Mumbai	2	4	1	2	9
Delhi	2	4	1	2	9
Chennai	2	4	1	2	9
Kolkata	2	4	1	2	9
Hyderabad	2	4	1	2	9
Bangalore	2	4	1	2	9
<b>NON-METROS</b>					
Lucknow	2	4	1	2	9
Patna	2	4	1	2	9
Vijayawada	2	4	1	2	9
Ahmedabad	2	4	1	2	9
Agra	2	2	1	1	6
Jaipur	2	2	1	1	6
Faridabad	1	2	1	2	6
Varanasi	2	2	1	1	6
Cuttack	1	2	1	2	6
Ghaziabad	1	2	1	2	6
Ludhiana	1	2	1	2	6
Pune	2	2	1	1	6
Indore	1	2	1	2	6
Nagpur	2	2	1	1	6
<b>TOTAL</b>	<b>35</b>	<b>60</b>	<b>20</b>	<b>35</b>	<b>150</b>

### TODDLER NUTRITION TRACK:

- **Target respondent:** Paediatricians
- **Sample size:** 100
- **Database:** Yes
- **Fieldwork duration:** 2 weeks

- **LOI** : Upto 45 minutes
- **Methodology**: F2F

CENTRES	TODDLER NUTRITION		
	PRIVATE PRACTICE CLINIC + MID-SIZE HOSPITAL	PRIVATE TERTIARY CARE	TOTAL PEDIATRICIANS
METROS			
Hyderabad	20	10	30
Kolkata	20	10	30
NON - METROS			
Vizag	7	3	10
Vijayawada	8	2	10
Midnapore	8	2	10
Howrah	7	3	10
<b>TOTAL</b>	<b>70</b>	<b>30</b>	<b>100</b>

Regards,  
**Garima Pandey**  
Analyst  
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