

## Shadab Ansari

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**From:** Shilpa Gupta <shilpa.gupta@market-xcel.com>  
**Sent:** 24 July 2023 15:29  
**To:** 'Ankita ARORA'; shadab.ansari@market-xcel.com  
**Cc:** 'Kapil Narang'; manishoberoi@market-xcel.com; amit@market-xcel.com; rfp@market-xcel.com  
**Subject:** RE: RE:-(P23-35267)- [External] New Business Prospect

Dear Ankita,

Hi! Pleasure to connect with you. We will have Shadab Ansari take this up from our end.

@ (shadab.ansari@market-xcel.com) please go through the below email and plan the study in accordance.

Thanks & Regards

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Shilpa Gupta  
Associate Manager – Client Services



Market Xcel Data Matrix Private Limited  
Extension: 553 / Direct Line: +91 11 42343553  
Mobile: +91 9953166976

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**From:** Manish Oberoi <manishoberoi@market-xcel.com>  
**Sent:** Monday, July 24, 2023 2:53 PM  
**To:** 'Ankita ARORA' <ankitaa@dbb.com>  
**Cc:** 'Kapil Narang' <kapilnarang@market-xcel.com>; amit@market-xcel.com; rfp@market-xcel.com; 'Kapil Narang' <kapilnarang@market-xcel.com>; 'Shilpa Gupta' <shilpa.gupta@market-xcel.com>  
**Subject:** RE: RE:-(P23-35267)- [External] New Business Prospect

Dear Ankita,

Thank you for the go-ahead on the study.

My colleague Shilpa Gupta will get back to you with the SPOC on this. Please find below the hierarchy chart which help you to connect with team once we are in field.

1<sup>st</sup> point of Contact – PM  
2<sup>nd</sup> point of Contact – Shilpa Gupta  
3<sup>rd</sup> point of Contact – Amit Narula

Thanks 😊

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

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**From:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>  
**Sent:** Monday, July 24, 2023 2:49 PM  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [rfp@market-xcel.com](mailto:rfp@market-xcel.com)  
**Subject:** RE: RE:-(P23-35267)- [External] New Business Prospect

Hi Manish,

I have the approvals and we can start with the field work. Please connect me with the project team from your end to start the work.

Thanks.

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Friday, July 21, 2023 10:24 AM  
**To:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [rfp@market-xcel.com](mailto:rfp@market-xcel.com)  
**Subject:** RE: RE:-(P23-35267)- [External] New Business Prospect

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Yes Ankita that's correct.

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

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**From:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>  
**Sent:** Friday, July 21, 2023 10:17 AM  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [rfp@market-xcel.com](mailto:rfp@market-xcel.com)  
**Subject:** RE: RE:-(P23-35267)- [External] New Business Prospect

Hi Manish,

Just wanted to confirm if you have accounted for recruitments will be done on DBS database. And the costs include recruitment + participant incentive.

Thanks.

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Thursday, July 20, 2023 6:15 PM  
**To:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [rfp@market-xcel.com](mailto:rfp@market-xcel.com)  
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Sure Ankita.

Thanks & Regards

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**Manish Oberoi**  
Sr. Manager – Client Services



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**From:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>  
**Sent:** Thursday, July 20, 2023 6:14 PM  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [rfp@market-xcel.com](mailto:rfp@market-xcel.com)  
**Subject:** RE: RE:-(P23-35267)- [External] New Business Prospect

Hi Manish,

Thanks for quick revert. Let me get back by tomorrow or latest by Monday.

Thanks.

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**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>  
**Sent:** Thursday, July 20, 2023 5:15 PM  
**To:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>

Cc: 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com); [rfp@market-xcel.com](mailto:rfp@market-xcel.com)  
Subject: RE:-(P23-35267)- [External] New Business Prospect

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Dear Ankita,

Greetings for the day! Thank you for sharing the new request with us. We are feasible for the below scope and pleased to share our proposal for the study.

Credit Card Apps and Multi-card users	
Sample Size	8
LOI	Assuming 60 minutes
Methodology	At DBS Dadar office – Mumbai
Cost Per Unit-INR	4750/-
Total Study Cost-INR	38,000/-
Taxes	Additional

If you have any questions or require any further information, please feel free to reach out I will be more than happy to address the concern and work around making a win situation for both teams. Looking forward to working together on the study.

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

**From:** Ankita ARORA <[ankitaa@db.com](mailto:ankitaa@db.com)>  
**Sent:** Thursday, July 20, 2023 4:52 PM  
**To:** [manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)  
**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)  
**Subject:** RE: [External] New Business Prospect

Hi Manish,

I have a study in pipeline and looking for recruitments only. Screening criteria is as follows. Please share quotes if possible by tomorrow. The study will be conducted at our Dadar office by us. Hence I am not looking for venue/av/transcripts/moderation. Please share CPI and overall cost for below details. The userbase data will be provided y us.

	No. of participants as per each criteria
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City	Mumbai	8
Age gr.	25-30	2
	31-35	2
	36-40	2
	41-45	2
Gender	Male	4
	Female	4
Occupation	Mix of salaried and self employed	
Card usage	Mix of single and multi-carded	
Card vintage	min. 6 months	
Mobile devices	Android	4 to 6
	iOS	2 to 4
App usage	Bill payment via Card+ App	at least 1 payment via app in last 3 months
		or 1 EMI converted via app in last 3 months
		or redeemed cash points once in last 3 months
List of other credit card apps used for multi carded participants		

Thanks.

**From:** Manish Oberoi <[manishoberoi@market-xcel.com](mailto:manishoberoi@market-xcel.com)>

**Sent:** Friday, July 14, 2023 5:24 PM

**To:** Ankita ARORA <[ankitaa@dbb.com](mailto:ankitaa@dbb.com)>

**Cc:** 'Kapil Narang' <[kapilnarang@market-xcel.com](mailto:kapilnarang@market-xcel.com)>; [amit@market-xcel.com](mailto:amit@market-xcel.com)

**Subject:** [External] New Business Prospect

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Dear Ankita,

I hope this email finds you well. I wanted to take a moment and check if there are any upcoming projects where we can connect and collaborate. Please let me know when you have a moment. Thanks!

Thanks & Regards

**Manish Oberoi**  
Sr. Manager – Client Services



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