

## STATEMENT OF WORK DATED 25<sup>th</sup> DAY OF MARCH 2025 TO THE SERVICE AGREEMENT DATED 13<sup>th</sup> DAY OF April 2022

### 1. Introduction

This Statement of Work (SOW) outlines the services to be provided by Market Xcel Data Matrix Private Limited (**Service Provider**) to **OPPO Mobiles India Private Limited** (OPPO) and is in reference to the Service Agreement dated 22<sup>nd</sup> January 2025 (Principal Agreement). The objective of this SOW is to ensure successful, well-organized events that meet the OPPO's goals and exceed expectations.

### 2. Scope of Work

Subject to approval of OPPO, Service Provider will provide services at as per the details mentioned below. The term period of the Services shall be from 1<sup>st</sup> April 2025 till 14<sup>th</sup> April 2025:

Offline Survey in 5 cities with the Help of Market Xcel for TG and KSP Research for KM KH.

From 1<sup>st</sup> April 2025 till 14<sup>th</sup> April 2025

- Delhi
- Mumbai
- Ahmedabad
- Kolkata
- Bangalore
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Candidates Data (Bills and Digital Wellbeing Screenshot) Submission 2 days before interview

Methodology/Costing for KSP + Color Split Research	Short IDIs
Sample Size	n100 (20 per city)
LOI	20 mins per IDI
Heads	<b>Costs in INR</b>
Recruitments + incentives	₹ 1,25,000
Facility with live streaming	₹ 1,42,500
Sim-Translation (Local to English for Kolkata & Bangalore)	₹ 20,000
Moderation + transcript (only for FGDs)	-
Sim-Translation (Local to Chinese)	-
PM travel	₹ 68,000
Project Management	₹ 65,000
<b>TOTAL (without GST)</b>	<b>₹ 4,20,500</b>
<b>Total with GST (18%)</b>	<b>₹ 4,96,190</b>

Methodology/Costing for KSP + Color Split Research	FGD + IDI
Sample Size	5 FGD + 10 IDIs (1 FGD + 2 IDIs per city)
LOI	120-180 mins (FGD) + 45 mins (IDIs)
Heads	<b>Costs in INR</b>
Recruitments + incentives	₹ 1,03,000
Facility with live streaming	₹ 1,42,500
Sim-Translation (Local to English for Kolkata & Bangalore)	₹ 20,000
Moderation + transcript (only for FGDs)	₹ 40,000
Sim-Translation (Local to Chinese)	₹ 1,10,000
PM travel	₹ 68,000
Project Management	₹ 52,500
<b>TOTAL</b>	<b>₹ 5,36,000</b>
<b>Total with GST (18%)</b>	<b>₹ 6,32,480</b>

**Total costing (without tax) = 4,20,500 + 5,36,000 = Rs. 9,56,500**

**Total Costing (Including 18% GST Tax) = 4,96,190 + 6,32,480 = Rs. 11,28,670**

### 3. Deliverables and Consideration

1. Respondent Recruitment (n=100 for KSP research and n=20 for TG Research (10 IDIs (2 per city) , 5 FGD (4 person per FGD (per city)), 80% college students, 20% 1<sup>st</sup> jobber (white collar) for Specific competition models provided in email
2. Provide resources for data entry & Tray for Color Split research
3. Provide Candidate Data (Purchase Invoice of Online Purchase and Digital wellbeing screenshot to ensure heavy gamer (2 hour + of Gaming))  
Provide Project Coordinator , translator and Moderator

### 4. Roles and Responsibilities

#### 4.1. OPPO Responsibilities

1. Provide timely responses and feedback.
2. Approve budgets, plans, and major decisions.
3. Supply necessary materials and information (Questionnaire for KSP Research , Discussion Guide for TG Research)
4. Conduct Interview for KSP Research and participate in TG research FGD to be handled by Moderator and Take IDI interviews

#### 4.2. Service Provider Responsibilities

1. For Kolkata & Bangalore, we will hire a sim-translator for local to English to translate the short IDI sessions
2. For FGDs, Chinese interpreter will translate listening to English translation done by sim-translator in Kolkata & Bangalore
3. All IDIs in both study will be moderated by OPPO team
4. MX will share the transcript for FGDs and within 48 hours post completion

#### 5. Terms and Conditions

- i. Payment Terms: payments to be paid within 45 days from the date of execution of this SOW
- ii. Taxes extra as applicable.

#### 6. Applicability

This SOW represents the agreement between the Parties limited to the service provided under this SOW and in case of any contradictory term between this SOW and Principal Agreement, then the terms mentioned in the Principal Agreement shall supersede the contradictory terms mentioned herein in this SOW.

THIS SOW IS AGREED UPON AND ACCEPTED BY:

Signed and Sealed on behalf of	Signed and Sealed on behalf of
<b>Service Provider</b>	<b>OPPO Mobiles India Private Limited</b>
Signed By :	Signed By:
Name: Raja Vishal Oberoi	Name:
Designation: CEO	Designation: