Congratulations! We are pleased to let you know that this study has been commissioned.

The project specifications and timelines are outlined in this document and the assigned Operations Coordinator will contact you shortly. Please feel free to contact them directly if you have questions.

Kind Regards,

**NielsenIQ Operations Team**

This Statement of Work dated **[24-1-2024]** made under and incorporates the terms and conditions of the *Master Service Agreement* between **[NIELSENIQ]** (“NielsenIQ”) and **[Market Xcel.]** (“Vendor”) with its office location at **[New Delhi]**

|  |  |  |  |
| --- | --- | --- | --- |
| **Study Information** | | | |
| **Project Name** | **Estate** | | |
| **Project #/Work Order #** | YA.0273.00178.001 | | |
| **Date of Confirmation** | 24-1-2024 | | |
| **Financials & Invoicing** | | | |
| **Agreed-upon Project Costs** | INR 165,600.00 | | |
| **Billing Split** (1st Invoice %/Final %) | Final bill after E2E signoff on final data | | |
| **Address for Vendor to send Invoice** | ramaswamie.tr@nielseniq.com | | |
| **Additional Invoicing Info *(if applicable)*** | | | |
| **PO # to include on Invoice** | PO; 8000083536 | | |
| **Invoice must be accompanied by...** | PO & Final data sign off E2E email | | |
| **Additional Invoicing details** | NA | | |
| **Contact Details** | | | |
| **NielsenIQ Primary Contact Details** | Ramaswamie Tr | | |
| **NielsenIQ Addt’l Contact(s) Details** | Vishnu Pratap Singh | | |
| **Vendor Name** | Market Xcel | | |
| **Vendor Contact(s) Details** | Sudipta Banerjee & Santanu Pal | | |
| **Project Specifications (per target group)** | | | |
| **Target Definition(s)** | The clientwants to understand the needs and expectations from target group of working professionals of Pune Hingewadi IT Park and accordingly align and strategize for the future for Coliving spaces |  |  |
| **Sample Size** | 400 |  |  |
| **Interviewing Methodology** | CAPI |  |  |
| **Required Quotas** | As per Sample quota sheet |  |  |
| **Shipping/Delivery Address and Contact Person Name and Phone #**  (for Client Test Products/Stimuli) | NA |  |  |
| **Additional Project Specs** | NA  NA |  |  |
| **Timelines & Deliverables** | | | |
| **Project Set-Up** (if applicable) | Same day of sharing the live link details | | |
| **Fieldwork** | 21 Days | | |
| **Fieldwork progress updates** | Can Check the Updates in the STG | | |
| **Interim data** (# days after FW start) | NA | | |
| **Clean data delivery to NielsenIQ** | Post the Field Work as per above | | |

|  |  |
| --- | --- |
| **Yes/No** | **Vendor Services / Deliverables to be Provided to Nielsen** |
| **No** | Full translation of questionnaire(s) |
| **No** | Partial translation of questionnaire(s) - diagnostic section only |
| **No** | Coding of Open-Ended questions using NielsenIQ provided code frame |
| **Yes** | Delivery of a Closed Ended partial data file with the first interviews |
| **No** | Delivery of a clean concept data file delivered separately for Closed and Open ends |
| **Yes** | Delivery of data to NielsenIQ server daily |

**Responsibilities-**

* VENDOR Team. to adhere to the above TG which was also explained in FBN while the quotation obtained & briefed to EIC.
* VENDOR Team to launch the Study as per the agreed timelines and adhere to the end date.
* The right of rejection is reserved by Nielsen if any fraudulent, inappropriate responses, irrelevant responses, No Audio evidence, not followed command center Plus (CC+) application.
* VENDOR Team. to complete the replenishment of the same sample within 2 days of the rejection notice from Nielsen (Must be followed, otherwise will have impact on the final settlement)
* Nielsen will still retain the right of rejection of entire survey if the total rejections are above 50% for any individual or on the total survey. Regardless of the reason for the rejection
* Since this is Face to Face study, VENDOR adhered to the Quality Control norm of 05% AC, 15% PBC /TBC across interviewers. Any interview rejections beyond 30%, 100% of the calls for that interviewer need to be checked and certified by the SPOC of the VENDOR
* All TBR cases & low compliance issues need to revert within 1day time.
* If there is any delay in FW, then a 5% penalty will be laid based on no. of calls defaulted and an additional 5% for delayed final delivery.

**Additional Project Specs**

|  |  |
| --- | --- |
| **1.Strictly need to follow the timelines.** | **Mandatory – Incase Delay I up to 10% of given Timeline will be accepted further will have 5 % Penalty** |
| **2.Need to adhere the FW plan at day wise** | **Mandatory - up to 10% of given Timeline will be accepted further will have 5% Penalty** |
| **3.100% Audible audios along with respondent Voice** | **Mandatory as 80% Signoff needed** |
| **4.100% CCP Compliance** | **Mandatory** |
| **5.Accompaniment norms at each visit only through CCP** | **5% is minimum that too on initial days for all Interviewers** |
| **6.PBC norms at each visit only through CCP for 1st & Final Visit. Remaining need to maintain manually** | **10% is minimum for all Interviewers** |
| **7.TBC Norms at Each visit** | **5% is minimum** |
| **8.ABC norms at each visit** | **5% is minimum that too on initial days of FW for each Interviewer** |
| **9.QC Outcomes need to be updated weekly twice on Shared Link** | **Tuesday & Friday** |
| **10.Need to take additional care before placements** | NA |
| **11.OE Punching** | **Need OE punch N+2 rule other we will reject these call** |
| **12.Additional Accompany & Backchecks** | **If Any interviewer was highlighted for data issues than need to do additional accompany & other backchecks.** |
| **13.** **100% SP wise Quotas need to be maintained – Mandatory** | **Per SP 25 calls. In case of rejections team need to compensate the calls in same SP** |
| **14.Others** | **Challenges need to be shared on time with evidence to get solution on time. Penalty of minimum 5% will be imposed In case any miss in above mentioned (Mainly for FW plan, Quality & Compliance from Point 1 to 13,** |

**Penalty Clause from E2E.**

1. **In case if the Project is delayed by more than 2 days with regarding to the agreed timeline than we will impose 5% penalty.**
2. **If the ABC QC Rejections are 25 % then a 5 % penalty will be imposed. Hence Please ensure the QC Rejections are Less.**

By the signatures of their duly authorized representatives, the parties acknowledge their acceptance of and agreement to the terms of this Statement of Work.

**The NielsenIQ Company, Inc. [Market Xcel Research.]**

By the signatures of their duly authorized representatives, the parties acknowledge their acceptance of and agreement to the terms of this Statement of Work.

By the signatures of their duly authorized representatives, the parties acknowledge their acceptance of and agreement to the terms of this Statement of Work.

**The NielsenIQ Company, Inc. (VENDOR}**

Signature:



Signature:

Name: Ramaswamie Tr Name:

Title: E2E Project Coordinator Title: SPOC

Date: 30-1-2024 Date: