

Shadab Ansari

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 17 February 2023 08:44
To: 'Rane, Mayuresh'; amit@market-xcel.com; shadab.ansari@market-xcel.com
Cc: 'Halepaty, Akshay'; 'Deshraj, Avani'; 'Mulay, Anusharth'; 'Joshi, Nikita'; 'Pandey, Garima'; 'Rane, Mandar EX1'; manishoberoi@market-xcel.com; 'Singh, Daulat EX1'; 'Prutha Parmar'; 'Vartak, Shubhankar'
Subject: RE: (P22-66686) Krypton W12_Nutrition Express Tracks_2879031_MXcel_RFQ

Dear Mayuresh,

Good morning! The study will be taken care by Shadab at our end.

[@shadab.ansari@market-xcel.com](mailto:shadab.ansari@market-xcel.com) Please go through the below details. Please share the timelines for scripting and link sharing post discussing with DP team.

Kindly Note : Need Acknowledgement within 1 working day, if not then it will be considered as Acknowledged .

Thanks & Regards

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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From: Rane, Mayuresh <mayuresh.rane2@iqvia.com>
Sent: Thursday, February 16, 2023 9:57 PM
To: amit@market-xcel.com; shilpa.gupta@market-xcel.com
Cc: Halepaty, Akshay <akshay.halepaty@iqvia.com>; Deshraj, Avani <avani.deshraj@iqvia.com>; Mulay, Anusharth <anusharth.mulay@iqvia.com>; Joshi, Nikita <nikita.joshi@iqvia.com>; Pandey, Garima <garima.pandey@iqvia.com>; Rane, Mandar EX1 <mandar.rane@iqvia.com>; manishoberoi@market-xcel.com; Singh, Daulat EX1 <daulat.singh@iqvia.com>; 'Prutha Parmar' <parmarprutha3@gmail.com>; Vartak, Shubhankar <shubhankar.vartak@iqvia.com>
Subject: RE: (P22-66686) Krypton W12_Nutrition Express Tracks_2879031_MXcel_RFQ

Hi Shilpa,

We want to launch the field work at the earliest. Please assign a PM who would be working on the study.

This study is a shorter version of the study we did last month (Krypton W11). We are really hoping you would be able to quickly work on the link generation to launch the field work.

Regards,
Mayuresh Rane

From: Amit Narula <amit@market-xcel.com>
Sent: Thursday, February 16, 2023 10:39 AM
To: Rane, Mayuresh <mayuresh.rane2@iqvia.com>
Cc: shilpa.gupta@market-xcel.com; Halepaty, Akshay <akshay.halepaty@iqvia.com>; Deshraj, Avani <avani.deshraj@iqvia.com>; Mulay, Anusharth <anusharth.mulay@iqvia.com>; Joshi, Nikita <nikita.joshi@iqvia.com>; Pandey, Garima <garima.pandey@iqvia.com>; Rane, Mandar EX1 <mandar.rane@iqvia.com>; manishoberoi@market-xcel.com; Singh, Daulat EX1 <daulat.singh@iqvia.com>; 'Prutha Parmar' <parmarprutha3@gmail.com>; Vartak, Shubhankar <shubhankar.vartak@iqvia.com>
Subject: RE: (P22-66686) Krypton W12_Nutrition Express Tracks_2879031_MXcel_RFQ

Hi Mayuresh,

Thank you for your note and the formal go-ahead.

Please allow us to look into this and come back to you.
Shilpa will introduce the PM and initiate the project.

Thanks & Regards,

Amit Narula
(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.
Extension: 511 / Direct Line: +91 11 42343 511 / Mobile: +91 9899 142 424

From: Rane, Mayuresh <mayuresh.rane2@iqvia.com>
Sent: Thursday, February 16, 2023 10:36 AM
To: amit@market-xcel.com
Cc: shilpa.gupta@market-xcel.com; Halepaty, Akshay <akshay.halepaty@iqvia.com>; Deshraj, Avani <avani.deshraj@iqvia.com>; Mulay, Anusharth <anusharth.mulay@iqvia.com>; Joshi, Nikita <nikita.joshi@iqvia.com>; Pandey, Garima <garima.pandey@iqvia.com>; Rane, Mandar EX1 <mandar.rane@iqvia.com>; manishoberoi@market-xcel.com; Singh, Daulat EX1 <daulat.singh@iqvia.com>; 'Prutha Parmar' <parmarprutha3@gmail.com>; Vartak, Shubhankar <shubhankar.vartak@iqvia.com>
Subject: RE: (P22-66686) Krypton W12_Nutrition Express Tracks_2879031_MXcel_RFQ

Hi Amit,

Thanks for your mail.

There is some change in sample design for Maternal segment. We would be covering only Guwahati and not Jamshedpur.

Request you to please share the updated costing if there is any changes.

Also please find the attached final questionnaires for your reference.

Request you to please initiate scripting and share the link with us at the earliest.

Regards,
Mayuresh Rane
Associate Consultant-PI
7506847265

From: Amit Narula <amit@market-xcel.com>

Sent: Thursday, February 2, 2023 1:03 PM

To: Vartak, Shubhankar <shubhankar.vartak@iqvia.com>

Cc: shilpa.gupta@market-xcel.com; Halepaty, Akshay <akshay.halepaty@iqvia.com>; shilpa.gupta@market-xcel.com; Deshraj, Avani <avani.deshraj@iqvia.com>; Mulay, Anusharth <anusharth.mulay@iqvia.com>; Rane, Mayuresh <mayuresh.rane2@iqvia.com>; Joshi, Nikita <nikita.joshi@iqvia.com>; Pandey, Garima <garima.pandey@iqvia.com>; Rane, Mandar EX1 <mandar.rane@iqvia.com>; manishoberoi@market-xcel.com; Singh, Daulat EX1 <daulat.singh@iqvia.com>; 'Prutha Parmar' <parmarprutha3@gmail.com>

Subject: RE: (P22-66686) Krypton W12_Nutrition Express Tracks_2879031_MXcel_RFQ

Hi Shubhankar,

Thank you for your patience on this. We checked and can commit we will be able to do the Maternal segment interviews in Jamshedpur & Guwahati. Mentioned below is the cost basis our rate card-

IMF EXPRESS TRACK WAVE 12

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	1560	23400
Delhi	9	3	1	2	15	1560	23400
Chennai	9	3	2	1	15	1560	23400
Kolkata	9	3	1	2	15	1560	23400
Hyderabad	9	3	2	1	15	1560	23400
Bangalore	9	3	1	2	15	1560	23400
NON-METROS							
Lucknow	9	3	2	1	15	1638	24570
Jaipur	6	2	1	1	10	1638	16380
Bhubaneshwar	6	2	1	1	10	1638	16380
Varanasi	6	2	1	1	10	1638	16380
Patna	9	3	1	2	15	1638	24570
Siliguri	6	2	1	1	10	1638	16380
Cochin	6	2	1	1	10	1638	16380
Vijayawada	6	2	1	1	10	1638	16380
Guwahati	9	3	2	1	15	1638	24570
Coimbatore	9	3	1	2	15	1638	24570

Ahmedabad	9	3	2	1	15	1638	24570
Pune	9	3	1	2	15	1638	24570
Nagpur	6	2	1	1	10	1638	16380
TOTAL	150	50	25	25	250		402480

GENERAL NUTRITION EXPRESS TRACK WAVE 12

CENTRES	SPECIALITY						PRACTICE TYPE		
	CONSULTING PHYSICIANS	CPI	Total	GENERAL PHYSICIANS	CPI	Total	PRIVATE PRACTICE CLINIC	PRIVATE MID SIZE HOSP / TERTIARY CARE	G
METROS									
Mumbai	5	1080	5400	4	600	2400	4	4	
Delhi	5	1080	5400	4	600	2400	4	4	
Chennai	5	1080	5400	4	600	2400	4	4	
Kolkata	5	1080	5400	4	600	2400	4	4	
Hyderabad	5	1080	5400	4	600	2400	4	4	
Bangalore	5	1080	5400	4	600	2400	4	4	
NON-METROS									
Lucknow	5	1080	5400	4	600	2400	4	4	
Patna	5	1080	5400	4	630	2520	4	4	
Vijayawada	5	1134	5670	4	630	2520	4	4	
Ahmedabad	5	1080	5400	4	600	2400	4	4	
Agra	4	1134	4536	2	630	1260	3	2	
Jaipur	4	1134	4536	2	630	1260	2	3	
Faridabad	4	1134	4536	2	630	1260	3	2	
Varanasi	4	1134	4536	2	630	1260	2	3	
Cuttack	4	1134	4536	2	630	1260	3	2	
Ghaziabad	4	1134	4536	2	630	1260	2	3	
Ludhiana	4	1080	4320	2	600	1200	3	2	
Pune	4	1080	4320	2	600	1200	2	3	
Indore	4	1080	4320	2	600	1200	3	2	
Nagpur	4	1134	4536	2	630	1260	2	3	
TOTAL	90		98982	60		36660	65	65	

MATERNAL EXPRESS TRACK WAVE 12

CENTRES	MATERNAL NUTRITION
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	PRIVATE PRACTICE (HOSPITAL)	MATERNITY HOMES + SOLO PRACTICE	PRIVATE TERTIARY CARE	GOVERNMENT TEACHING INSTITUTE	TOTAL GYNECOLOGISTS	CPI	Total
METROS							
Mumbai	2	4	1	2	9	1800	16200
Delhi	2	4	1	2	9	1800	16200
Chennai	-	-	-	-	0	1800	0
Kolkata	2	4	1	2	9	1800	16200
Hyderabad	2	4	1	2	9	1800	16200
Bangalore	-	-	-	-	0	1800	0
NON-METROS							
Lucknow	2	4	1	2	9	1800	16200
Patna	2	4	1	2	9	1800	16200
Vijayawada	2	4	1	2	9	1890	17010
Ahmedabad	2	4	1	2	9	1800	16200
Agra	2	2	1	1	6	1890	11340
Jaipur	2	2	1	1	6	1890	11340
Faridabad	1	2	1	2	6	1890	11340
Varanasi	2	2	1	1	6	1890	11340
Cuttack	1	2	1	2	6	1890	11340
Ghaziabad	1	2	1	2	6	1890	11340
Ludhiana	1	2	1	2	6	1800	10800
Pune	2	2	1	1	6	1800	10800
Indore	1	2	1	2	6	1800	10800
Nagpur	2	2	1	1	6	1890	11340
Guwahati	2	4	1	2	9	1890	17010
Jamshedpur	2	4	1	2	9	1890	17010
TOTAL	35	60	20	35	150		276210

TODDLER NUTRITION TRACK

CENTRES	TODDLER NUTRITION				
	PRIVATE PRACTICE CLINIC + MID-SIZE HOSPITAL	PRIVATE TERTIARY CARE	TOTAL PEDIATRICIANS	CPI	Total
METROS					
Hyderabad	20	10	30	1560	46800
Kolkata	20	10	30	1560	46800
NON - METROS					
Vizag	7	3	10	1638	16380

Vijayawada	8	2	10	1638	16380
Midnapore	8	2	10	1638	16380
Howrah	7	3	10	1638	16380
TOTAL	70	30	100		159120

Here are the consolidated costs for your reference-

IMF EXPRESS TRACK WAVE 12 - 402480/-

GENERAL NUTRION EXPRESS TRACK WAVE 12 - 135642/-

MATERNAL EXPRESS TRACK WAVE 12 - 276210/-

TODDLER NUTRITION TRACK - 159120/-

GRAND TOTAL – **973452/-**

Thanks & Regards,

Amit Narula

(AVP Client Services)



Market Xcel Data Matrix Pvt. Ltd.

Extension: 511 / Direct Line: +91 11 42343 511 / Mobile: +91 9899 142 424

From: Vartak, Shubhankar <shubhankar.vartak@iqvia.com>

Sent: 01 February 2023 16:11

To: amit@market-xcel.com; manishoberoi@market-xcel.com

Cc: shilpa.gupta@market-xcel.com; Halepaty, Akshay <akshay.halepaty@iqvia.com>; Deshraj, Avani <avani.deshraj@iqvia.com>; Mulay, Anusharth <anusharth.mulay@iqvia.com>; Rane, Mayuresh <mayuresh.rane2@iqvia.com>; Joshi, Nikita <nikita.joshi@iqvia.com>; Pandey, Garima <garima.pandey@iqvia.com>; Rane, Mandar EX1 <mandar.rane@iqvia.com>; Singh, Daulat EX1 <daulat.singh@iqvia.com>; Prutha Parmar <parmarprutha3@gmail.com>

Subject: Krypton W12_Nutrition Express Tracks_2879031_MXcel_RFQ

Hi Amit & Manish,

Good afternoon.

Greetings from IQVIA and hope you are doing well.

We are reaching out to you for Wave 12 of our Nutrition Track – Project Krypton.

We require services for *scripting, recruitment, field work and provision of final raw data excels.*

An important point to note here, *Wave 12 is an express track.*

This means that the LOI across the board would be 15 minutes and we would only be checking key questions with the doctors.

This also implies that we do not have breathing room on the timelines from the client and would need your support in accordance.

Below are the details for all the tracks:

IMF EXPRESS TRACK WAVE 12:

- **Target respondent:** Paediatricians
- **Sample size:** 250
- **Database:** Yes
- **Fieldwork duration:** 3.5 weeks
- **LOI :** Up to 15 minutes [max. 20 mins]
- **Methodology:** F2F
- **Quotas:**
 - Core vs Non-core [Similar to previous waves]
 - Overlap vs Non-Overlap [Similar to previous waves]
 - Additional place of practice 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
METROS					
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
NON-METROS					
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
Vijayawada	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
TOTAL	150	50	25	25	250

GENERAL NUTRITION EXPRESS TRACK WAVE 12:

- **Target respondent:** CP & GP
- **Sample size:** 150
- **Database:** Yes
- **Fieldwork duration:** 3.5 weeks
- **LOI :** Up to 15 minutes [max. 20 mins]
- **Methodology:** F2F
- **Quotas:**
 - Core vs Non-core [Similar to previous waves]
 - Overlap vs Non-Overlap [Similar to previous waves]
 - Additional place of practice 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	
METROS						
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
NON-METROS						
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
TOTAL	90	60	65	65	20	150

MATERNAL EXPRESS TRACK WAVE 12

- **Target respondent:** Gynaecologists
- **Sample size:** 150
- **Database:** Yes
- **Fieldwork duration:** 3.5 weeks
- **LOI :** Up to 15 minutes [max. 20 mins]
- **Methodology:** F2F
- **Quotas:**
 - Core vs Non-core [Similar to previous waves]
 - Overlap vs Non-Overlap [Similar to previous waves]
 - Additional place of practice 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
METROS					
Mumbai	2	4	1	2	9
Delhi	2	4	1	2	9
Chennai	-	-	-	-	-
Kolkata	2	4	1	2	9
Hyderabad	2	4	1	2	9
Bangalore	-	-	-	-	-
NON-METROS					
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
Guwahati	2	4	1	2	9
Jamshedpur	2	4	1	2	9
TOTAL	35	60	20	35	150

For the Maternal track, requesting you to pay close attention to the yellow and blue highlighted sample changes. The client has suggested removal of Chennai and Bangalore from the sample and accommodating this in Guwahati and Jamshedpur instead.

Do let us know if this would be feasible, without impacting costs.

If not, please let us know from the **rest of the centres where can we adjust the N=18 sample of Chennai and Bangalore** [if at all we can adjust]

TODDLER NUTRITION TRACK:

- **Target respondent:** Paediatricians
- **Sample size:** 100
- **Database:** Yes
- **Fieldwork duration:** 2.5 weeks
- **LOI :** Up to 15 minutes [max. 20 mins]
- **Methodology:** F2F
- **Quotas:**
 - Core vs Non-core [Similar to previous waves]
 - Overlap vs Non-Overlap [Similar to previous waves]
 - Additional place of practice quotas as given in the table below

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
TOTAL	70	30	100

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

Do have a look at all points carefully [especially on the Maternal track].

Please reach out to me in case of any doubts / queries.

Regards,

Shubhankar Vartak

Associate Consultant

Primary Intelligence



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M: +91 773855216

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