

Suraj Mondal

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 10 July 2023 08:07
To: 'Akshaya Venkataraman'; 'Ravindra Yadav'; suraj.mondal@market-xcel.com
Cc: 'Smriti Raj'; 'Aparajita Das'; 'RFP@'; 'Namrata Chougule'; 'Prashant Gujjeti'; shadab.ansari@market-xcel.com
Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

Dear Both,

Hi! As discussed, we will be connecting at 4:00 PM today for the briefing of the study.

The study will be handled by Suraj Mondal & Shadab Ansari.

[@suraj.mondal@market-xcel.com](mailto:suraj.mondal@market-xcel.com) Please go through the email below and plan the study in accordance.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services



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

From: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>
Sent: Friday, July 7, 2023 4:52 PM
To: shilpa.gupta@market-xcel.com; Ravindra Yadav <Ravindra.Yadav@ipsos.com>
Cc: Smriti Raj <Smriti.Raj@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; Namrata Chougule <Namrata.Chougule@ipsos.com>; Prashant Gujjeti <Prashant.Gujjeti@ipsos.com>
Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

Hi Shilpa,

We would want to schedule a field briefing call for the study on Monday 1st half. Please share a suitable time slot for the same.

[@Ravindra Yadav](mailto:Ravindra.Yadav@ipsos.com): Please share the OBN with Shilpa for the same.

Regards,
Akshaya

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Tuesday, July 4, 2023 5:18 PM
To: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>
Cc: Smriti Raj <Smriti.Raj@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; Namrata Chougule <Namrata.Chougule@ipsos.com>; Prashant Gujjeti <Prashant.Gujjeti@ipsos.com>
Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

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Dear Akshaya,

Hi! Same is well noted.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services



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Mobile: +91 9953166976

From: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>
Sent: Tuesday, July 4, 2023 5:16 PM
To: shilpa.gupta@market-xcel.com
Cc: Smriti Raj <Smriti.Raj@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; Namrata Chougule <Namrata.Chougule@ipsos.com>; Prashant Gujjeti <Prashant.Gujjeti@ipsos.com>
Subject: Re: Costing: Shin_monitoring study_23-046541 (P23-34197)

Hi Shilpa,

Confirming on the below costs and timelines. We will confirm on the time for Fieldwork by Thursday.

Regards,
Akshaya

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Tuesday, July 4, 2023 5:13:07 PM
To: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>
Cc: Smriti Raj <Smriti.Raj@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>;

Namrata Chougule <Namrata.Chougule@ipsos.com>

Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

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Dear Akshaya,

Hi! Thanks for your time. We will be having the briefing of the study on Friday with a soft launch on Monday. The study will be initiated from 11th July onwards and needs to be closes by 25th July.

Also, as we are doing 5 waves in the study, the CPI per wave is INR 3,30,000/-. Kindly confirm. WE need to close all the waves by December.

Thanks & Regards

Shilpa Gupta

Associate Manager – Client Services



Market Xcel Data Matrix Private Limited

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Mobile: +91 9953166976

From: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Sent: Tuesday, July 4, 2023 4:45 PM

To: shilpa.gupta@market-xcel.com

Cc: Smriti Raj <Smriti.Raj@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>;

Namrata Chougule <Namrata.Chougule@ipsos.com>

Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

Hi Shilpa,

Wanted to inform you that we are planning to launch the FW for the consumer segment by Friday or Saturday this week.

We wanted to understand the productivity of the FW per day as the sample for each center is around 100 + additional booster interviews of Shingles aware consumers.

We have 2 weeks time for FW and we do not have any buffer time beyond that.

Kindly let us know the plan of action.

Regards,
Akshaya

From: Smriti Raj <Smriti.Raj@ipsos.com>

Sent: Tuesday, July 4, 2023 11:51 AM

To: shilpa.gupta@market-xcel.com

Cc: Puja Relwani <Puja.Relwani@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

Hi Shilpa,

We will be going with Market Xcel for FW for the Consumer Segment.
The confirmed cost is INR 3,30,000 for 1 wave.

Warm regards
Smriti

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: Monday, July 3, 2023 10:42 AM

To: Smriti Raj <Smriti.Raj@ipsos.com>

Cc: Puja Relwani <Puja.Relwani@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>

Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

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Dear Smriti,

Hi! Thanks a lot for the go ahead. We look forward for further update on the study.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services



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

From: Smriti Raj <Smriti.Raj@ipsos.com>
Sent: Monday, July 3, 2023 10:34 AM
To: shilpa.gupta@market-xcel.com; 'RFP@' <rfp@market-xcel.com>
Cc: Puja Relwani <Puja.Relwani@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>
Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

Hi Shilpa,

We will be going with Market Xcel for FW for the Consumer Segment.
The confirmed cost is INR 3,30,000 for 5 waves.

Warm regards
Smriti

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Monday, July 3, 2023 9:22 AM
To: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>
Cc: Puja Relwani <Puja.Relwani@ipsos.com>; Smriti Raj <Smriti.Raj@ipsos.com>; Aparajita Das <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

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Dear Akshaya,

Good morning ! Hope you are doing good. We would like to check if there is any update on the study and we stand a chance to be collaborated in the assignment.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services



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

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Wednesday, June 21, 2023 11:50 AM

To: 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>

Cc: 'Puja Relwani' <Puja.Relwani@ipsos.com>; 'Smriti Raj' <Smriti.Raj@ipsos.com>; 'Aparajita Das' <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

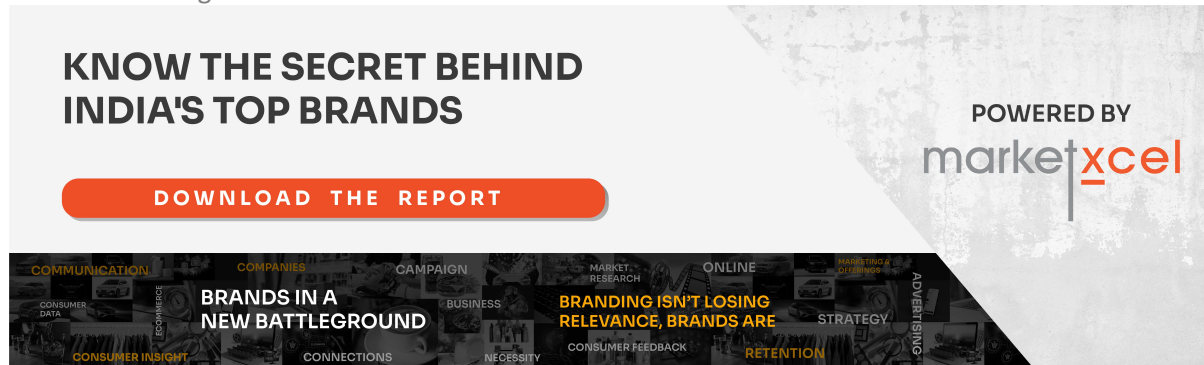
Dear Akshaya,

Hi! Please find attached the updated cost for your reference.

Thanks & Regards

Shilpa Gupta

Associate Manager – Client Services



Market Xcel Data Matrix Private Limited

Extension: 553 / Direct Line: +91 11 42343553

Mobile: +91 9953166976

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>

Sent: Saturday, June 17, 2023 1:11 PM

To: 'Smriti Raj' <Smriti.Raj@ipsos.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>

Cc: 'Puja Relwani' <Puja.Relwani@ipsos.com>; 'Aparajita Das' <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>

Subject: RE: Costing: Shin_monitoring study_23-046541 (P23-34197)

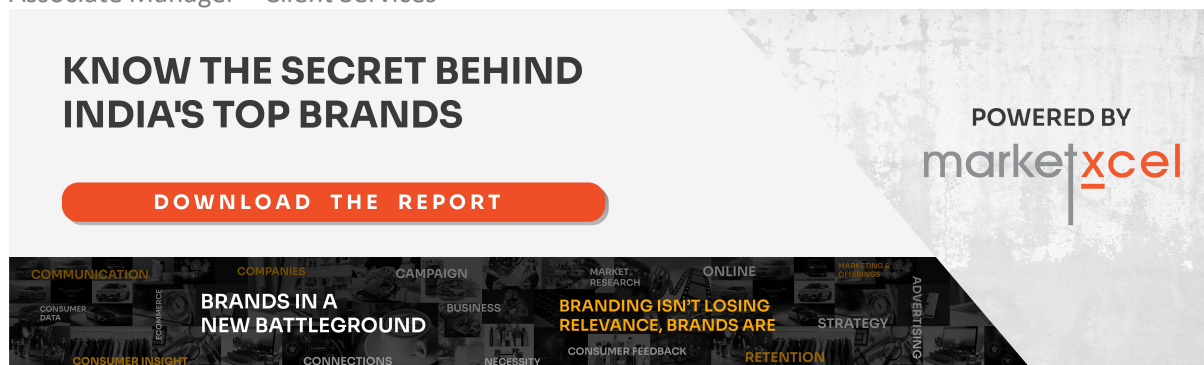
Dear Both,

Hi! Basis our discussion, sharing the revised cost for consumer interviews for each wave.

Thanks & Regards

Shilpa Gupta

Associate Manager – Client Services



Market Xcel Data Matrix Private Limited

Extension: 553 / Direct Line: +91 11 42343553
Mobile: +91 9953166976

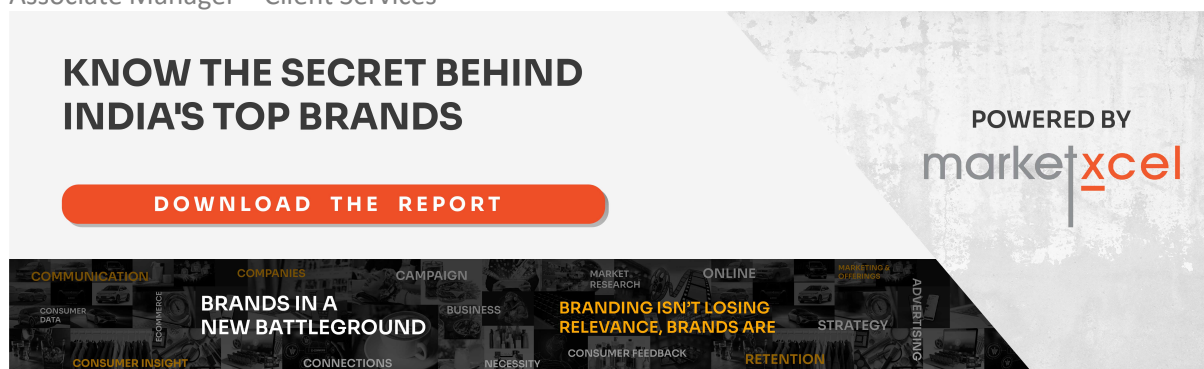
From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Thursday, June 15, 2023 8:16 AM
To: 'Smriti Raj' <Smriti.Raj@ipsos.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>
Cc: 'Puja Relwani' <Puja.Relwani@ipsos.com>; 'Aparajita Das' <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Costing: Shin_monitoring study_23-046541

Dear Both,

Hi! Please find attached the cost for your reference.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services



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

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: Wednesday, June 14, 2023 1:53 PM
To: 'Smriti Raj' <Smriti.Raj@ipsos.com>; 'Akshaya Venkataraman' <Akshaya.Venkataraman@ipsos.com>
Cc: 'Puja Relwani' <Puja.Relwani@ipsos.com>; 'Aparajita Das' <Aparajita.Das@ipsos.com>; 'RFP@' <rfp@market-xcel.com>
Subject: RE: Costing: Shin_monitoring study_23-046541

Dear Both,

Hi! Thank you for your time over the call and giving a clarity on the study requirements. We will share the cost before 5:00 PM.

Thanks & Regards

Shilpa Gupta
Associate Manager – Client Services

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From: Smriti Raj

Sent: Monday, June 13, 2023 6:07 PM

To: Akshaya Venkataraman <Akshaya.Venkataraman@ipsos.com>; Puja Relwani <Puja.Relwani@ipsos.com>

Subject: Costing: Shin_monitoring study_23-046541

Hi Team,

We need costing for the below study. Please share the cost as soon as possible.

Objectives-

Continuous measurement of effectiveness of shingles communication (disease and immunisation) among HCPs and patients.

Methodology-

F2F Quantitative interviews

1. HCP and Patient Monitor
2. Consumer Monitor

1. HCP and Patient Monitor

1. HCP interviews-

Speciality- Dermatologists, Rheumatologist, CP/GP and Infectious Disease specialist

LOI 15-20 mins

2. Clinic Waiting area Observation/Audit- LOI 5- 10 mins
3. In-clinic patient self-completion forms- LOI 5- 10 mins

Client will provide HCP database across centres and will assist in empanelling doctors and ensuring HCP consent for patient self-completion sheets

For Clinic Waiting area Observation/Audit interviewer needs to fill the survey form basis the observation done in the clinic

2. Consumer Monitor

- Consumers in age group 50 - 70 years

- SEC A1/A2, Net HH income - 12 L per year minimum
- Quota for shingles aware consumer

Sample spread

	HCP Panel Approach				Consumer Interview	
Cities	HCPs	In-clinic Audit	Patient forms		Random	Booster (Aware)
Delhi	20	20	40		100	20
Kolkata	15	15	30		100	15
Mumbai	20	20	40		100	20
Chennai	15	15	30		100	15
Bangalore	15	15	30		100	15
Hyderabad	15	15	30		100	15
Total	100	100	200		600	100

Timeline- For 5 waves

Timeline for FW per Wave- 1.5 to 2 weeks

Jun'23	Jul'23	Aug'23	Sep'23	Oct'23	Nov'23	Dec'23
Wave 1	Wave 2	Wave 3		Wave 4		Wave 5

Warm regards

SMRITI RAJ, Research Executive
Healthcare