

Shadab Ansari

From: Shilpa Gupta <shilpa.gupta@market-xcel.com>
Sent: 10 August 2023 15:14
To: manishoberoi@market-xcel.com; Malhotra, Deepak (IM); Suraj Mondal; Shadab Ansari
Cc: Mahajan, Neha (IM); Dutta, Indranil (IM); Sharma, Jitendra (IMDLR); Sadhana Kumari Choudhary; RFP@
Subject: Re: -(P23-35856)- Pr GTM Strategy 171438998 - Go-ahead

Dear Manish ,

Thanks a lot for the new study.

Hi Deepak,

It's a pleasure to be associated again on a new assignment. We will have Shadab Ansari along with Suraj Mondal take this from our end.

Thanks,
With Regards,
Shilpa Gupta.

Sent from my iPhone

On 10-Aug-2023, at 3:00 PM, Manish Oberoi <manishoberoi@market-xcel.com> wrote:

Thank you for the go-ahead on the study Deepak.

We are excited to collaborate on the study and extend our support to team Kantar. From our end my colleague Shilpa Gupta shall get back to you with the PM on this.

To provide you with a clear understanding of our PMT hierarchy, I would like to share the below structure for your convenience:

1. 1st point of contact – Concern PM
2. 2nd point of contact – Shilpa Gupta
3. 3rd point of contact – Amit Narula

Thank you for your trust and support!!

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: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantar.com>
Sent: Thursday, August 10, 2023 2:58 PM
To: manishoberoi@market-xcel.com
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Dear Manish,

Please proceed for the same. Please allocate the PM so that we can plan for Qual briefing today.

Regards,
Deepak

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: Thursday, August 10, 2023 2:30 PM
To: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantar.com>
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Hi Deepak,

As discussed, here is the updated cost for the study. Shall wait for the go-ahead and accordingly will loop in the PM team on this.

Qual - Online IDI-45 minutes			
Specialities	Units	CPI(INR)	Total Cost (INR)
General Physician	6	2800	16800
Consulting Physician	6	3000	18000
Pead	8	3850	30800
ENT	4	3450	13800
Chest Physician	4	4300	17200
Chemist	20	2700	54000
Total Unit & Study Cost	48		150600
Quant - F2F CAPI - 20 to 30 minutes			
Specialities	Units	CPI(INR)	Total Cost (INR)
GP + CP	30	1200	36000
Pead	30	2000	60000
ENT	30	2000	60000
Chest Physician	30	2200	66000
Total Unit & Study Cost	120		222000
Overall Study Cost (Qual + Quant)			3,72,600/-

Taxes additional

We would suggest Coimbatore Qual to be done at the time of Quant fieldwork time.

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Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantar.com>
Sent: Thursday, August 10, 2023 2:13 PM
To: manishoberoi@market-xcel.com
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Dear Manish,

Can we align Rs 2200 for Chest Physician sample in Quant. Please confirm.

As updated you, firstly we are proceeding for Qual phase & quant phase will do later.

Regards,
Deepak

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: Thursday, August 10, 2023 2:02 PM
To: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantar.com>
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Hi Deepak,

Thank you for sharing the Quant sample for the study. Please find below our cost and let me know if you have any questions, will be more than happy to support in decision making process.

Qual - Online IDI-45 minutes			
Specialities	Units	CPI(INR)	Total Cost (INR)
General Physician	6	2800	16800
Consulting Physician	6	3000	18000
Pead	8	3850	30800
ENT	4	3450	13800
Chest Physician	4	4300	17200
Chemist	20	2700	54000
Total Unit & Study Cost	48		150600
Quant - F2F CAPI - 20 to 30 minutes			
Specialities	Units	CPI(INR)	Total Cost (INR)
GP + CP	30	1200	36000
Pead	30	2000	60000
ENT	30	2000	60000
Chest Physician	30	2550	76500
Total Unit & Study Cost	120		232500
Overall Study Cost (Qual + Quant)			383100

*Coimbatore is travelling centre for Market Xcel.

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Thanks & Regards

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Sr. Manager – Client Services



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Sent: Thursday, August 10, 2023 1:40 PM
To: manishoberoi@market-xcel.com
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Dear Manish,

Thanks for sharing the cost. Along with Qual sample, we have Quant sample too which as below mentioned.

Would request to you for sharing the total cost while considering the qual and quant sample too.

Cities	GP/CP	PADIEA	ENT	CHEST PHY	Total
Delhi	5	4	4	4	17
Kolkata	4	4	4	4	16

Mumbai	5	5	5	5	20
Chennai	3	4	4	4	15
Lucknow	3	3	3	3	12
Pune	3	3	3	3	12
Coimbatore	7	7	7	7	28
Total	30	30	30	30	120

Regards,
Deepak

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: Wednesday, August 9, 2023 6:59 PM
To: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantar.com>
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Hi Deepak,

Thank you for coming on call. We have worked around the best possible way to work around the same and with keeping Coimbatore travel we have included that in CPI. Please see below mail and it will be great if we can close with this cost.

Specialities	Units	MX Revised CPI (INR)	MX Revised Total Cost (INR)
General Physician	6	2800	16800
Consulting Physician	6	3000	18000
Pead	8	3850	30800
ENT	4	3450	13800
Chest Physician	4	4300	17200
Chemist	20	2700	54000
Total Unit & Study Cost	48		150600

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Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantar.com>
Sent: Wednesday, August 9, 2023 5:01 PM
To: manishoberoi@market-xcel.com
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Hi Manish,

Thanks for sharing the revised cost. In this study, screener is very simple so requesting you relook into shared cost.

Can we align for below cost for mentioned specialist because we have limited budget due to simple screener.

Specialties	CPI
Pead	3500
Chemist	2700
Chest Physician	4300

Regards,
Deepak

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: Wednesday, August 9, 2023 4:42 PM
To: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantar.com>
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Hi Deepak,

Thank you for sharing the feedback, truly appreciate the same.

We have worked around the same and basis that sharing the revised CPI for the study and expecting we can move forward with this. For Chest physician & Pead we have earlier worked on the last CPI that we have shared so requesting not to go so less on that.

With keeping your feedback in mind, I have still discounted for these specialities with current updated cost (green colour). Above that Coimbatore is travel centre for us.

Specialities	Units	MX Revised CPI (INR)	Proposed CPI	MX Revised Total Cost (INR)
General Physician	6	2800	2800	16800
Consulting Physician	6	3000	2900	18000
Pead	8	4500	3200	36000
ENT	4	3450	3450	13800
Chest Physician	4	4500	4000	18000
Chemist	20	3000	2500	60000
Total Unit & Study Cost	48			162600

Taxes will be additional.

Looking forward to working together on the study.

Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantar.com>
Sent: Wednesday, August 9, 2023 4:31 PM
To: manishoberoi@market-xcel.com
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantar.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantar.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantar.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Hi Manish,

Thanks for sharing the cost but for few places it seems higher and out of scope. Screener is very much simpler for all profiles.

Could you please relook into shared cost and update if we can proceed for shared cost as below mentioned.

Specialities	Units	CPI (INR)	Proposed CPI	Total Cost (INR)
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General Physician	6	3250	2800	19500
Consulting Physician	6	3250	2900	19500
Pead	8	4850	3200	38800
ENT	4	3450		13800
Chest Physician	4	4850	4000	19400
Chemist	20	3000	2500	60000
Total Unit & Study Cost	48			1,71,000/-

Regards,
Deepak

From: Manish Oberoi <manishoberoi@market-xcel.com>
Sent: Wednesday, August 9, 2023 2:28 PM
To: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantat.com>
Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantat.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantat.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantat.com>; 'Sadhana Kumari Choudhary' <sadhana.choudhary@market-xcel.com>
Subject: RE:-(P23-35856)- Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Hi Deepak,

Thank you for sharing the new study brief.

We are feasible for the below study specs and pleased to share our proposal for the same. Kindly go through the proposal and feel free to get in touch for any questions will be glad to assist.

Pj GTM Strategy			
Methodology	Online IDIs		
LOI	45 min		
Specialities	Units	CPI (INR)	Total Cost (INR)
General Physician	6	3250	19500
Consulting Physician	6	3250	19500
Pead	8	4850	38800
ENT	4	3450	13800
Chest Physician	4	4850	19400
Chemist	20	3000	60000
Total Unit & Study Cost	48		1,71,000/-

1. Timelines: We would require 1-2 day for set-up and 3 weeks for fieldwork.
2. The above cost is inclusive of recruitment, incentive, travel & stay for Coimbatore and project management fee.
3. Recruitments and interviews will run parallel.
4. We shall kick start with base centres fieldwork and then Coimbatore fieldwork will be planned as this is travel one for us.

In case if you have any questions do not hold back and feel free to get in touch will be happy to work around the proposal and provide extended support in decision making process 😊.

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Thanks & Regards

Manish Oberoi
Sr. Manager – Client Services



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From: Malhotra, Deepak (IM) <Deepak.Malhotra1@kantarc.com>

Sent: Wednesday, August 9, 2023 1:41 PM

To: Manish Oberoi <manishoberoi@market-xcel.com>

Cc: Mahajan, Neha (IM) <Neha.Mahajan@kantarc.com>; Dutta, Indranil (IM) <Indranil.Dutta1@kantarc.com>; Sharma, Jitendra (IMDLR) <jitendra.sharma@kantarc.com>

Subject: Pr GTM Strategy 171438998 - Study Brief - Need Cost & Feasibility

Dear Manish,

Requesting you for sharing the cost and feasibility for below study specs.

Study Objective - GTM strategy for revolutionary cold and cough brand launch

Qualitative 28 HCPs + 20 Chemists

Qualitative: General Physician, Consulting Physician, ENT, Paediatrician, Chest Physician and Chemists

Qualitative: 45 min

Methodology Virtual IDI's

Centers Mumbai, Delhi, Kolkata, Chennai and Coimbatore

Seg	HCP	Chemist
Sample	28	20

Center wise sample

Qual Phase – Virtual IDI's						
Center	GP	CP	PAED	ENT	Chest Physician	Chemist
Delhi	1	2	2	1	1	4
Kolkata		1	1			4
Mumbai	2	1	1	1	1	4
Chennai	2	1	2	1	1	4
Coimbatore	1	1	2	1	1	4
Total	6	6	8	4	4	20

	N= 28	N=20
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Regards,
Deepak

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