

## ANNEXURE B: STATEMENT OF WORK

This Statement of Work No. 1 (“**SOW**”) is entered into pursuant to, and governed by, the Master Agreement (“**Agreement**”), by and between Market Xcel Data Matrix Pvt Ltd (“**Market-Xcel**” for itself and on behalf of its “affiliates” within the Market-Xcel business unit) and Consumer Behavior Research Co. Ltd (“**Client**”). Any capitalized terms used but not defined herein shall have the meanings ascribed to them in the Agreement.

**Term:** The Term of this SOW shall commence on the Services Commencement Date (*as mentioned below*) and shall continue in full force and effect.

**Services Commencement Date:** April 28, 2025

### Market-Xcel SOW Manager and Contact Details:

- Name: Deepti Varma
- Email: [deepti@market-xcel.com](mailto:deepti@market-xcel.com)
- Mobile phone: 9818482880

### Client SOW Manager and Contact Details:

- Name: Wanyue Feng
- Designation: Senior Analyst
- Email: [wanyue.feng@cbr.com.cn](mailto:wanyue.feng@cbr.com.cn)

### Scope of Services to be performed by Market-Xcel:

**IDI (3 hours): Online**

**Sample size: 16s**

### Project Requirements

**IDI (3 hours): Online**

**Sample size: 16s**

- Country: India
- Gender Ratio: Male:Female = 12:4
- City Distribution: Delhi (Tier-1 Capital): Jaipur (Rajasthan, Tier-2) = 10:6
- Age Distribution: 18-24: 25-30 = 10:6
- Occupation Distribution: Factory workers: Food delivery staff: Uber drivers = 6:5:5
- Job Title: 25% of respondents are supervisors / Team Leads (TL) or line managers.
- Education Level: From high school (lowest) to bachelor's degree (highest)
- Current Phone Price Range: 15-20K: 20-30K: 30-40K = 6:8:2
- Current Phone Brand: Nothing CMF phone: MOTO: One Plus: Others = 4:4:4:4
- Expected Phone Price Range: 15-20K: 20-30K: 30-40K = 5:8:3
- Purchase period: Phones must have been purchased within the last 1 year.
- Replace: Preferably, users should have a faster replace period (e.g., every 2 years).
- Purchase Motivation:
  - Appearance is one of the key drivers for purchasing a phone. Respondents pay attention to the phone's design, including ID (Industrial Design), OS (Operating System), and accessories (choose two out of three).
  - They also have a basic understanding of phone hardware specifications and new technologies, such as platform performance and offline communication (this part is not a must).
- Other Requirements:
  - Appearance is one of the key drivers for purchasing a phone. Respondents pay attention to the phone's design, including ID (Industrial Design), OS (Operating System), and accessories (choose two out of three).
  - Respondents have their own aesthetic preferences and are interested in new and trendy brands and tech brands.
  - They enjoy following social media channels and prefer phones with a wide range of usage scenarios. Playing games is a must.
- Target Audience: Mixture (Tech-Savvy + Fashion leader) mindset (filter by attitude questions)
  - E.g. Tech-Savvy: scale of 1-5, where 1 means strongly disagree, while 5 means strongly agree. The total score  $\geq 66$ . Questions three and four must be rated at 5.

**Timelines:**

Working Flow	April											May																									
	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Confirmation of a work schedule		•																																			
Brief the final recruitment conditions and screening questionnaire		•																																			
Test meeting for Moderator and interpreter																																					
Confirmation of business contract																																					
50% upfront payment																																					
Recruitment																																					
Feedback the respondents' info								•				•		•		•																					
Brief the final pre-task homework																																					
Brief the guideline with the moderator													•																								
Get back the pre-task homework from respondents																•													•								
Confirmation of final respondents																	•	•																			
Confirmation of final material used in online IDI																		•	•																		
Online IDI FW (16 samples)																																					
IDI Transcripts & video record submit																																					
The remaining 50% of the payment will be made within 60 days after all the deliverables have been confirmed.																																					•

Note: From May 1st to May 5th is a statutory holiday in China.

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**Deliverables:**

- Recruit & incentive & pre-task
- Conduct fieldwork & moderate
- Simultaneous interpretation
- Video & Audio Record
- English Transcript

**Client stipulations in relation to Services and Deliverables.**

Client acknowledges that in pursuance of availing Services and use of Deliverables under or in connection with this SOW, Client will perform its activities in accordance with generally accepted professional industry standards and practices applicable to the market research industry, including, without limitation, Insights Association, ICC/ESOMAR International Code on Market and Social Research, and ISO 20252 standards (Market Opinion and Social Research).

Services and use of Deliverables by Client must be for legitimate market research and in strict compliance with applicable laws, regulations, rules, and requirements, and will not be used for direct marketing, advertising, or selling of any products or services, whether of or for Client and/or for any third party or third parties or any other telemarketing activities.

**Termination:**

The Client may terminate any Project Request any time before the final delivery of the Deliverables. In such case, Market-Xcel shall invoice the Client on a pro-rata basis for the actual Services performed hereunder, together with any purchases or additional expenses incurred by Market-Xcel which have been approved by the Client in writing.

**Fees:**

1. Fees and Expenses: The Fees payable by Client in consideration of the Services rendered herein shall be USD, as detailed below:

Services	Cost (USD)	Quantity	Sum
Translation of pre-task, stimulus and guidelines (English to Local language, if needed)	\$100.00	1	\$100.00
IDs (Online), 3 hours, 16 completes			
Recruitment (incl. backups)	\$42.00	16	\$672.00
Incentives (incl. handling + pre-task)	\$75.00	16	\$1,200.00
Moderation	\$125.00	17	\$2,125.00
Sim. translation (Local language to Chinese), online	\$150.00	16	\$2,400.00
Video recording & Eng. transcripts	\$100.00	16	\$1,600.00
MANAGEMENT			
General management of the project	\$2,850.00	1	\$2,850.00
<b>TOTAL</b>			<b>\$10,947.00</b>

Contract Number: CBR225040

\*The payment would be conducted as below:

Beneficiary's Name: Market Xcel Data Matrix Pvt Ltd

Beneficiary's Address: 1st Floor, A-23, JDKD Corporate, Mohan Cooperative Industrial Estate, Mathura Road New Delhi 110044, India

Bank name: HDFC Bank Ltd.

Bank account 50200102292442

Bank address: Plot No.15,Aggarwal Plaza 1 Okhla Phase 1, New Delhi 110020

SWIFT code: HDFC0001385

**Payment Schedule:**

Milestone	Amount Payable (USD)
50% upfront payment before FW	\$5473.5 (50% of the total Fees)
50% remaining payment after project completion	\$5473.5 (50% of the total Fees)

**BILL TO/SHIP TO:**

Name of Client Entity to be invoiced: Consumer Behavior Research Co. Ltd.

To the Attention of: Wanyue Feng

Email: wanyue.feng@cbr.com.cn

Address: 28F, Kaikai Building, No. 888 wanhangdu Road, Jing 'an District, Shanghai

IN WITNESS WHEREOF, the Parties have executed this SOW as below.

**Consumer Behavior Research Co. Ltd.**

**Market Xcel Data Matrix Pvt Ltd**



By: \_\_\_\_\_

By: Raja Vishal Oberoi

Title: \_\_\_\_\_

Title: CEO

Date: \_\_\_\_\_

Date: 30<sup>th</sup> Apr 2025