



BDB INDIA PRIVATE LIMITED
BUSINESS CONSULTING • MARKET RESEARCH

HEALTHCARE
CONSULTING
DIVISION



An Introduction

Founded in 1989, BDB India Private Limited is business consulting and market research company headquartered in Pune, India.

As India's leading Business Consulting and Market Research company, BDB has a history of serving its esteemed clients for over a quarter of a century now, providing them world class management inputs for spectacular success in the global marketplace.

Our enduring success is due entirely to our valued clients and well-wishers, for their unflinching faith in our professionalism, ethics, dedication and in our scrupulous adherence to detail. We have constituted a fine team, whose talent and honesty of purpose is beyond compare. And we are here to stay.

Welcome to BDB. We look forward to working with you.

SINCE
1989



Medical Diagnostic Devices



Surgical Equipment & Consumables



Hospital & Lab Equipment



Biochemistry Devices & Reagents



Medical Electronics



Immunology Reagents



Medical Implants



Healthcare IT Solutions



Medical Institutions



Pharma Equipment

Services

Since 1989, now, BDB has been providing a range of business consulting and market research services covering the entire **value chain of Healthcare Sector.**



Services offered in R&D and Product Development phase

- Techno Economic Feasibility Studies
- Concept Testing Studies
- Product Feasibility Studies
- Product Clinics
- Focus Group Discussions



Services offered in Manufacturing & Assembly phase

- Vendor Identification
- Component Pricing Analysis
- Vendor Satisfaction Studies



Services offered for Medical Institutions

- Brand Image & Perception Mapping Studies
- Location Identification and Feasibility Studies
- Benchmarking Studies
- Patient Satisfaction Studies
- Customers Awareness Studies



Services offered in Sales & Marketing phase

- Identifying New Business Opportunities
- Demand Estimation and Forecasting
- Market Segmentation and Product Mix Analysis
- Market Entry Strategies
- Price Benchmarking Analysis
- Direct Marketing
- Export Markets Analysis



Services offered for Post Sales Activities

- Measurement Of Customer/Channel Satisfaction and Expectations
- Brand Image Studies
- Corporate Communication Effectiveness and Corporate Image Studies

Other Business Divisions of BDB

Industrial

- Electrical Power
- General Engineering
- Industrial Machinery & Machine Tools
- Process Equipment
- Hydraulics & Fluid Handling
- Industrial Chemicals
- Construction Equipment
- Water & Effluent Treatment
- Plastics & Composites
- Industrial Automation
- Automotive
- Building Management Services
- HVAC
- Electronics & Telecommunications
- Industrial Consumables
- Renewable Energy
- Metallurgical
- Textile Machinery
- Oil and Gas
- Marine



Agricultural



Consumer Goods



International



BDB Q-SAMM®
Customer Satisfaction
Measurement and Monitoring

Our Reach



BDB has been working with many global as well as domestic organizations for developing their go-to market strategy for SAARC, ASEAN, African and Middle East markets.

Contact Us

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