

# **BDB Industry Poll – Your Opinion Matters**

AUGUST 2022

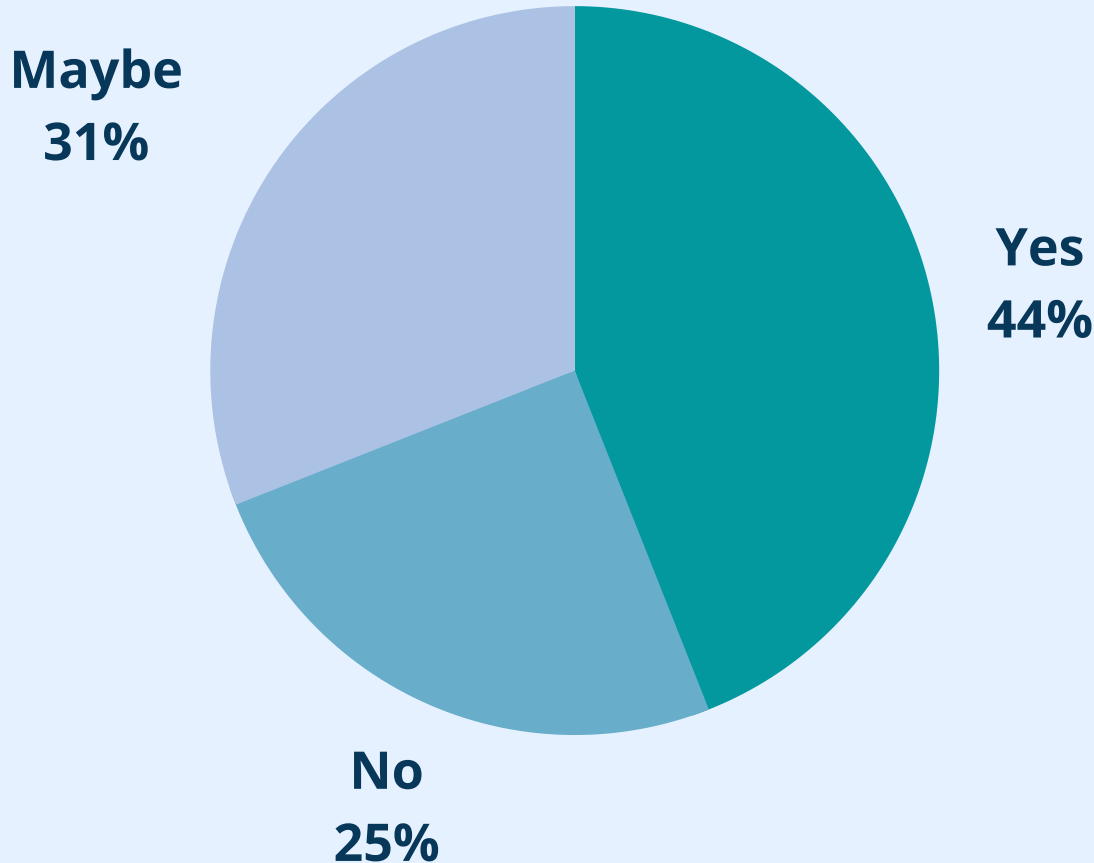


**Business Consulting | Market Research**

BDB India started a monthly initiative called the “BDB Industry Poll” and conducted the poll for August 2022. We wanted our panel of senior industry professionals to put forth their opinion on various industry and economy-related topics. The results are shown in this report.

# The end of cryptocurrency in India?

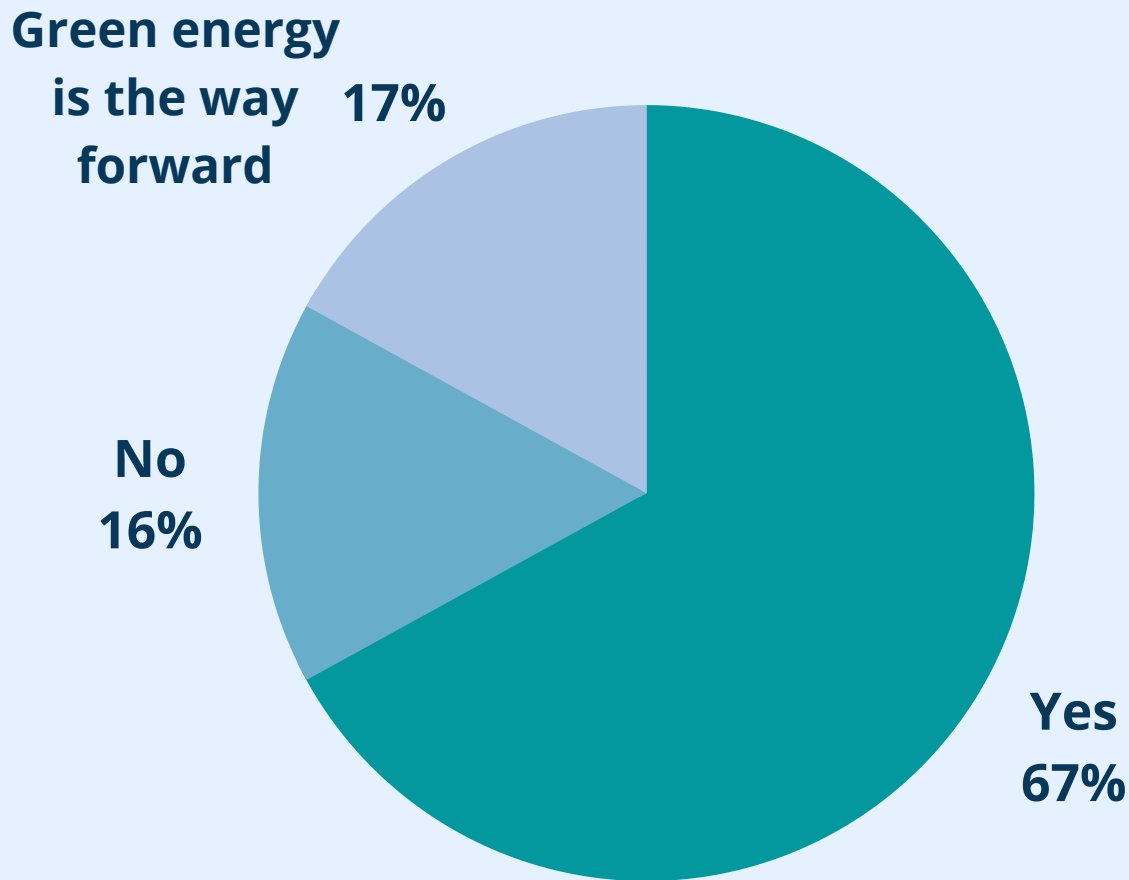
Amid Taxation and several other issues, do you think Cryptocurrencies as an investment are dying out with Bitcoin hitting a low?



The price of Bitcoin (BTC) has dropped sharply, thanks to turbulence in cryptocurrency markets. With this fall about 44% of respondents feel that crypto as an investment is on a downfall and close to an end while 25% believe cryptocurrency still stands a chance in the market. But a higher percentage of respondents are unsure about the future of cryptocurrency investment in India.

# Is Green energy the way forward?

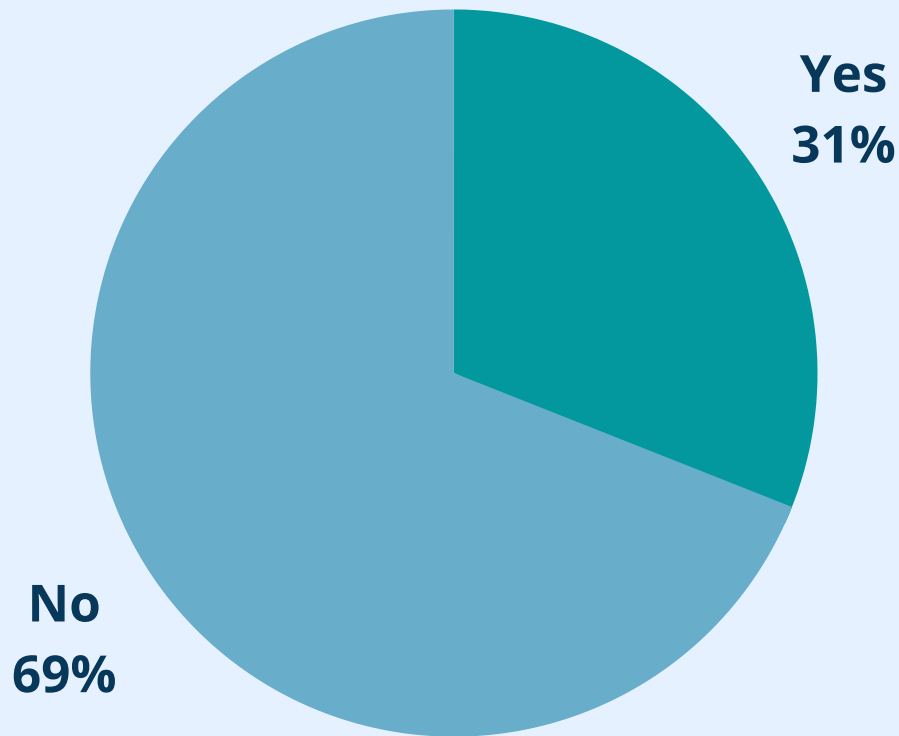
Do you think businesses on green energy can outshine the existing ones in the coming years?



It is possible to switch to a fully sustainable global energy landscape as 67% of respondents believe businesses on green energy can overpower the existing ones in the coming years with a meagre 16% who do not believe in the same aspect. 17% of the respondents believe that green energy is the only future for the planet for a longer and a sustained future.

# RBI Interest rate fluctuations and India's growth

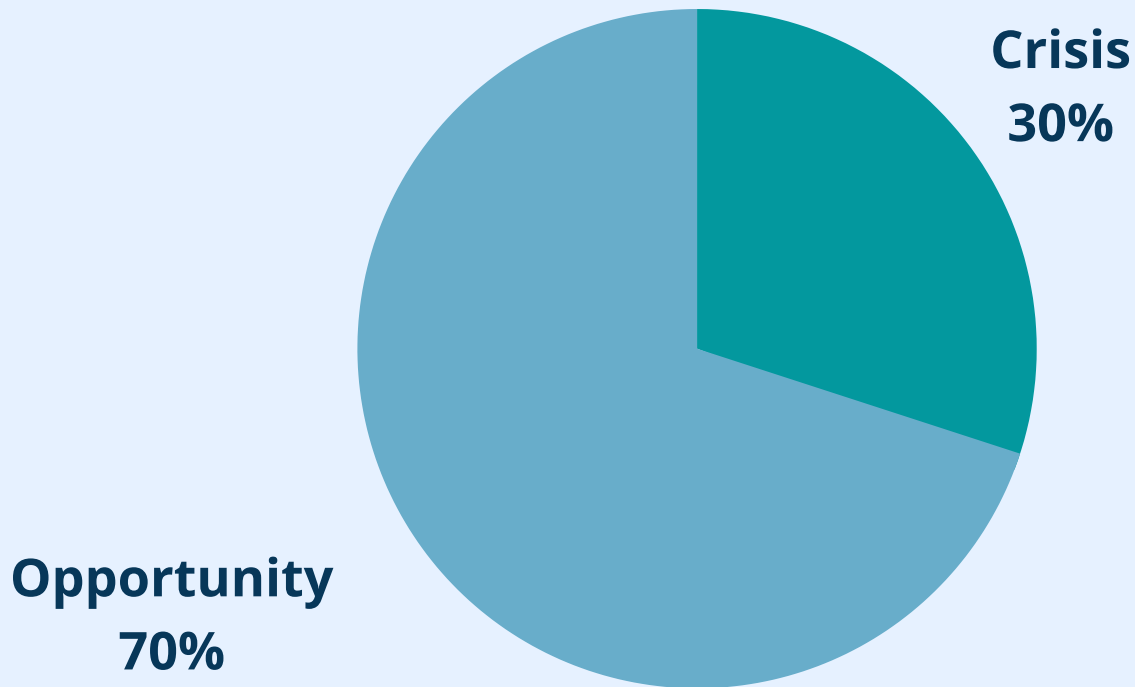
**Do you think the interest rate hike by RBI may compromise growth?**



The market was a bit disappointed with the large upfront of the rate hike while this was to target inflation and manage the currency. A huge percentage of respondents (69%) believe that the interest rate hike by RBI will not compromise on any growth while only 31% of respondents agree with RBI interest rate hike will directly lead to a compromise on growth.

# Rupee decline – Crisis or Opportunity?

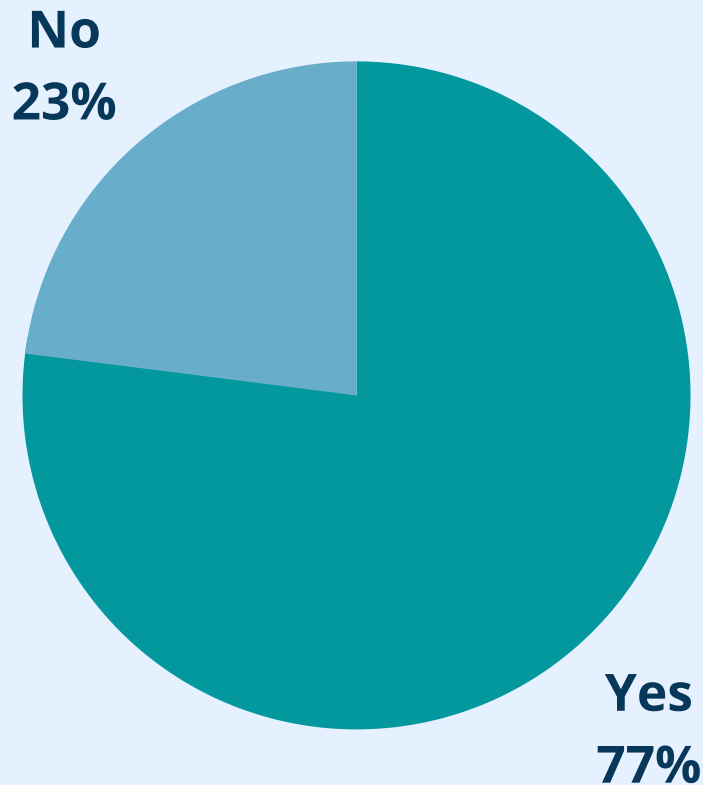
Is the declining rupee a crisis or an opportunity?



The declining rupee has several consequences. In this situation, the decline in the rupee is considered an opportunity by 70% of the respondents while very few 30% of respondents believe it to be leading to a crisis. These are underlying to all the other factors that come into the picture whether it be an opportunity or a crisis.

# Trade in Rupees

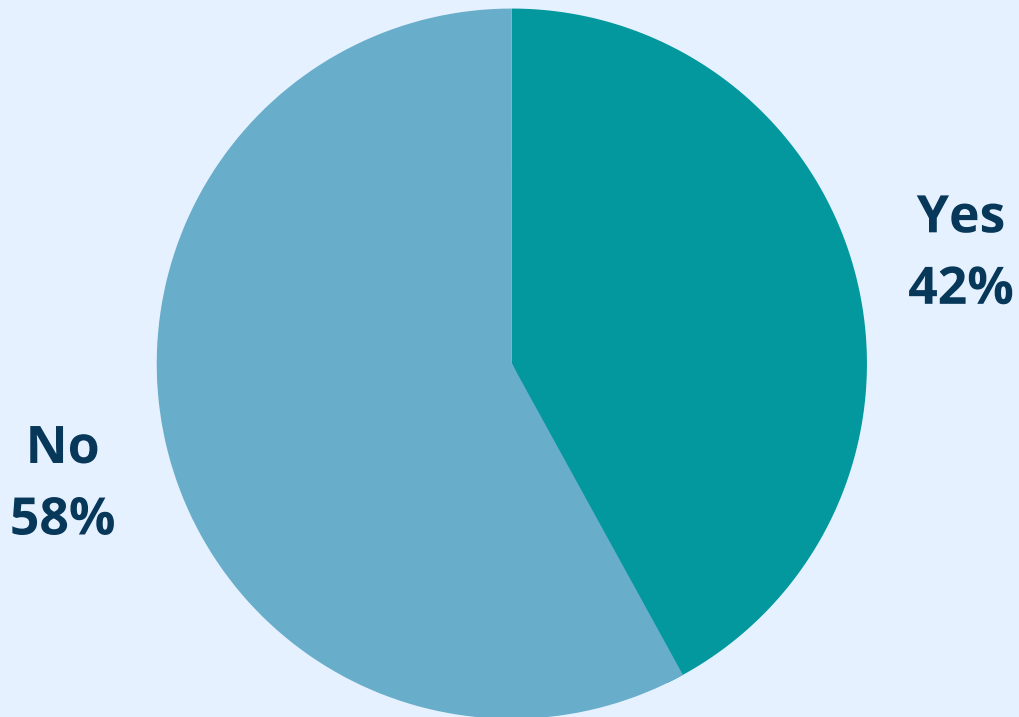
**Will RBI's circular that detailed 'additional arrangement' for invoicing, payment, and settlement of exports and imports in Indian rupees help greater trade in rupees?**



The RBI decided to do so to promote the growth of global trade with an emphasis on exports from India and to support the increasing interest of the global trading community in INR. 77% of respondents believe this will help greater trade in India while only 23% of respondents do not agree with exports and imports in Indian rupee to help greater trade in rupees.

# GST rates impacting finances

Will the latest change in GST rates impact your finances?



Any increase in GST rates is intended to make up for "inefficiencies" in the value chain. The latest change in GST rates will affect the business of 42% of respondents while 58% of respondents state changes in GST rates will not impact finances.

**BDB – Snapshot**  
*Driving Business Growth - Together*



We are a 30 years experienced organization into market research and business consultancy with a team of 100 , delivering exclusive primary researched insights and recommendations for business growth and expansion to our clients – Our 70% + of the business comes from regular existing clients which gives us great confidence!

***Some of our Offers are as below:***

**We operate & support studies across SSEA, Middle East and Africa**

- 1 Customized and Primary Market Research Studies** – to get insights on Market Potential, Competition Landscape, Operating Price – Discount – Margin levels and relevant market insights to recommend business growth consultation and strategies
- 2 Business Diversification** – to create new revenue stream for business growth by identifying new adjacent products for existing market or new markets by detailed internal analysis of the current business setup and synergy, and listing probable opportunities to diversify
- 3 International Market Analysis** – to support business growth by identifying new countries with attractive opportunities, then deep diving into the identified market and detailed study for sales potential, competition landscaping, & then identify the GTM with Channel Identification
- 4 Channel Optimization** – Evaluate Channel Performance and life cycle management, channel optimization in terms of policies, guidelines, market trends, Channel Mix, Channel Reach , New Channel Identification and much more
- 5 Customer Journey Mapping** – to know the customer voice, right from order inquiry to product application use and service, to know brand perceptions, net promoter scores, customer buying behavior, psychometric analysis and much more
- 6 BDB DIRECT** – BDB's Direct, identifies and profiles potential buyers. The objective is to develop a qualified opportunity funnel with list of customers and decision makers by using BDB's industry knowledge, cluster insights & networking, thereby improving the overall sales efficiency

 <b>Industrial</b>	 <b>Healthcare</b>	 <b>Agri &amp; Allied</b>	 <b>Consumers</b>
<ul style="list-style-type: none"> <li>• Automotive (OEM, Aftermarket and EV)</li> <li>• Energy</li> <li>• Electrical</li> <li>• Oil &amp; Gas</li> <li>• Metallurgy</li> <li>• Mining</li> <li>• Electronics</li> <li>• HVAC &amp; Refrigeration</li> <li>• Marine</li> <li>• Food Processing</li> <li>• Industrial Consumables</li> <li>• Chemicals (Organic, Inorganic &amp; Specialty)</li> <li>• Oil &amp; Gas</li> <li>• Plastics &amp; Composites</li> <li>• Construction Equipment</li> <li>• Machinery &amp; Machine Tools</li> <li>• Water And Effluent Treatment</li> <li>• General Engineering</li> <li>• Marine</li> <li>• Industrial Automation</li> <li>• Process Equipment</li> <li>• Renewable Energy</li> </ul>	<ul style="list-style-type: none"> <li>• Medical Consumables</li> <li>• Medical Devices</li> <li>• Medical Equipment</li> <li>• Hospital Equipment</li> <li>• Hospitals</li> </ul>	<ul style="list-style-type: none"> <li>• Farm Machinery</li> <li>• Fertilizers</li> <li>• Insecticides</li> <li>• Micro Irrigation</li> <li>• Micro Nutrients</li> <li>• Pesticides</li> <li>• Food And Beverages</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer Durables</li> <li>• Home Furniture&amp; Furnishings</li> <li>• Kitchen Products</li> <li>• Air Conditioning Products</li> <li>• Lighting Products</li> <li>• Packaged Food</li> <li>• Condiments</li> <li>• FMEG</li> <li>• HECG</li> </ul>
	 <b>Building &amp; Construction</b>		
		<ul style="list-style-type: none"> <li>• Plumbing Solutions</li> <li>• Electrical, HVAC</li> <li>• Building Automation</li> <li>• Water Management</li> <li>• Waste Management</li> <li>• Building Material &amp; Chemicals</li> <li>• Steel, Composite</li> <li>• Window&amp; Roofing Systems</li> </ul>	



# Market Research | Business Consulting

Since 1989

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