

BDB Industry Poll – Your Opinion Matters

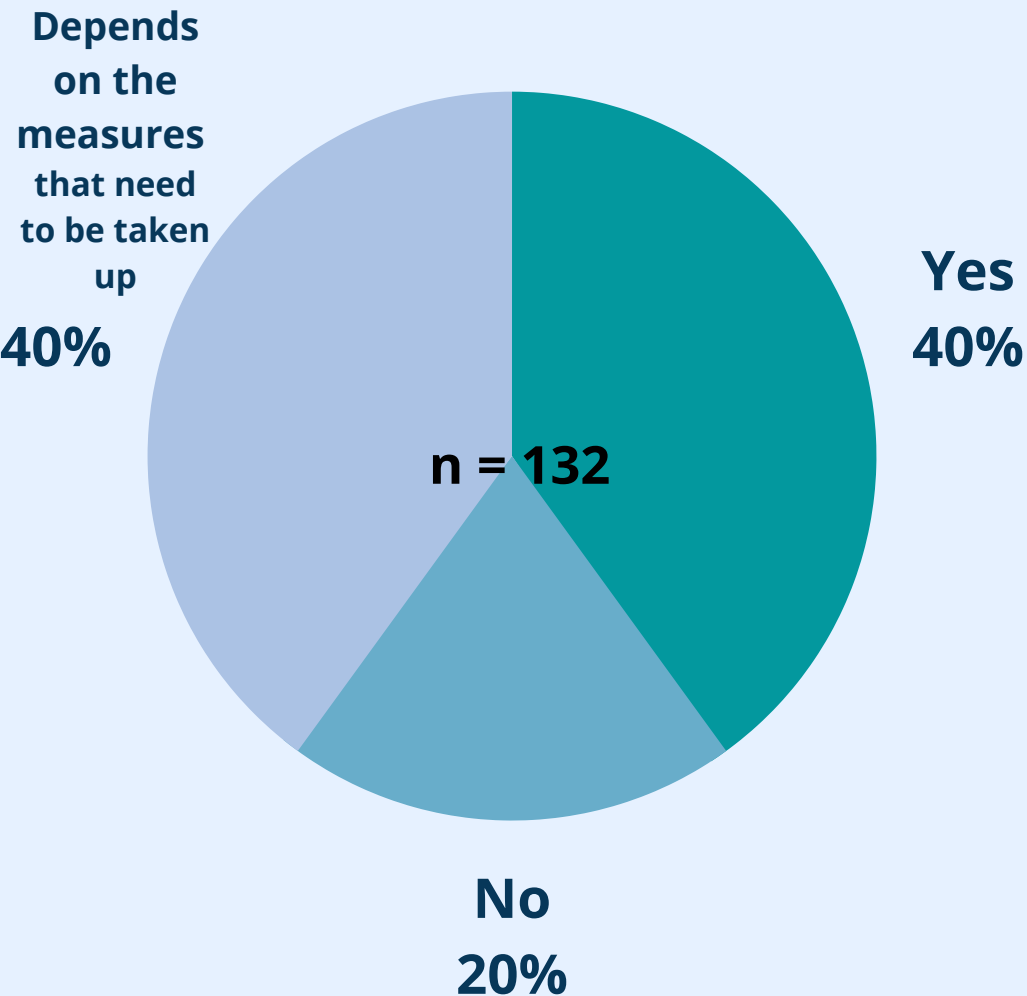


Business Consulting | Market Research

BDB India started a monthly initiative called the “BDB Industry Poll” and conducted the poll for July 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.

RBI and the battle with Inflation

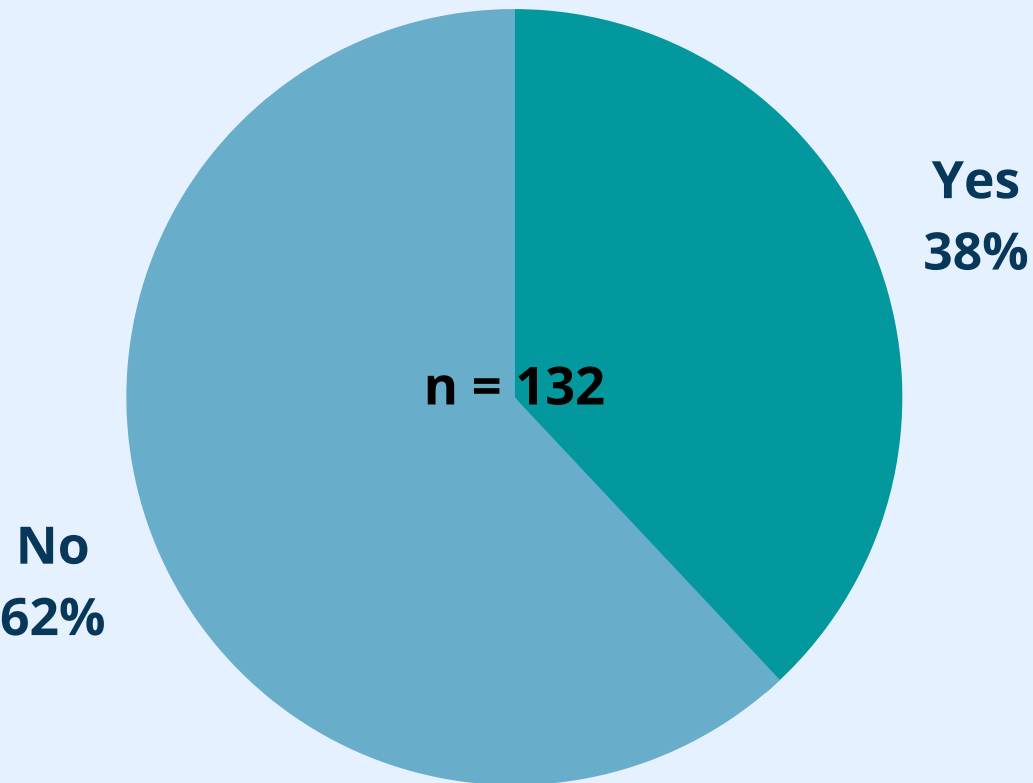
Is the RBI able to tackle the inflation battle or are extreme measures a necessity ?



The extreme measures that need to be taken to tackle and battle inflation are on an equal front as the respondents who believe RBI is able to tackle inflation with 40% each. A 20% of respondents believe neither is the RBI able to tackle the inflation battle and nor is any measure a necessity.

China's growth vis a vis India's PLI scheme

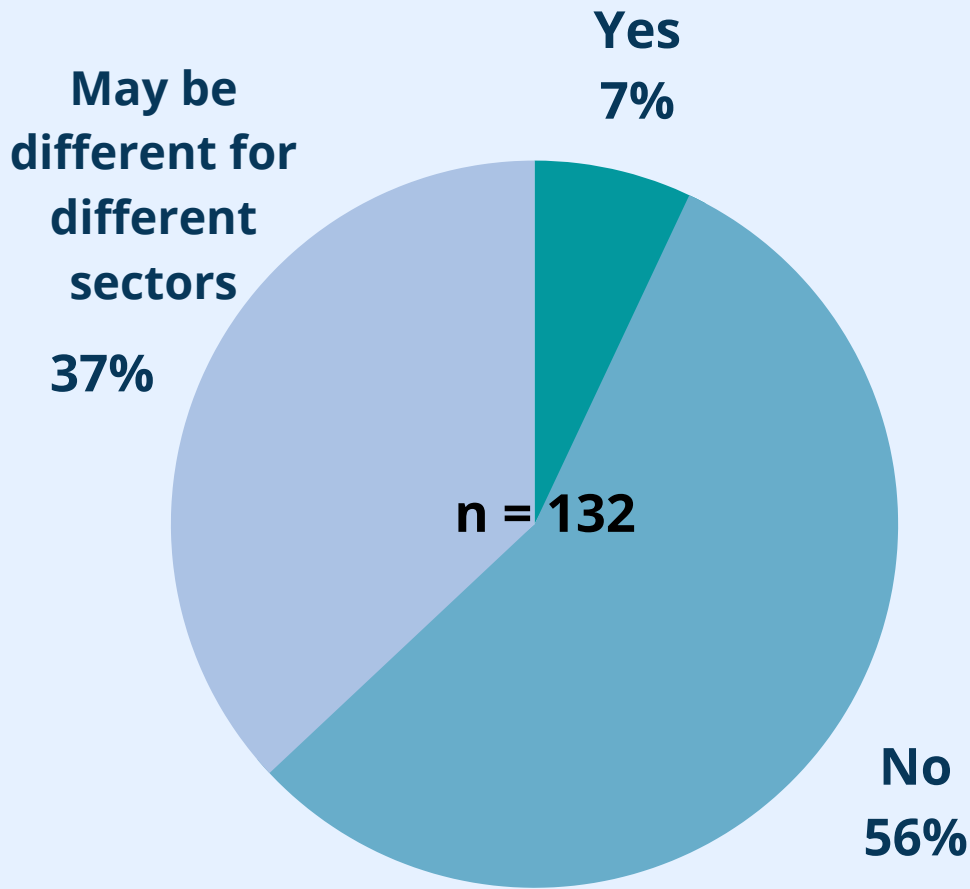
Can India's PLI scheme match up with China on the economic growth front?



The two countries, India and China have been locking horns on various fronts for quite some time. A whopping 62% believe that China's PLI will be on the leading front in terms of economic growth while 38% believe India's PLI scheme can match up with China on the economic growth front.

Four – day work week

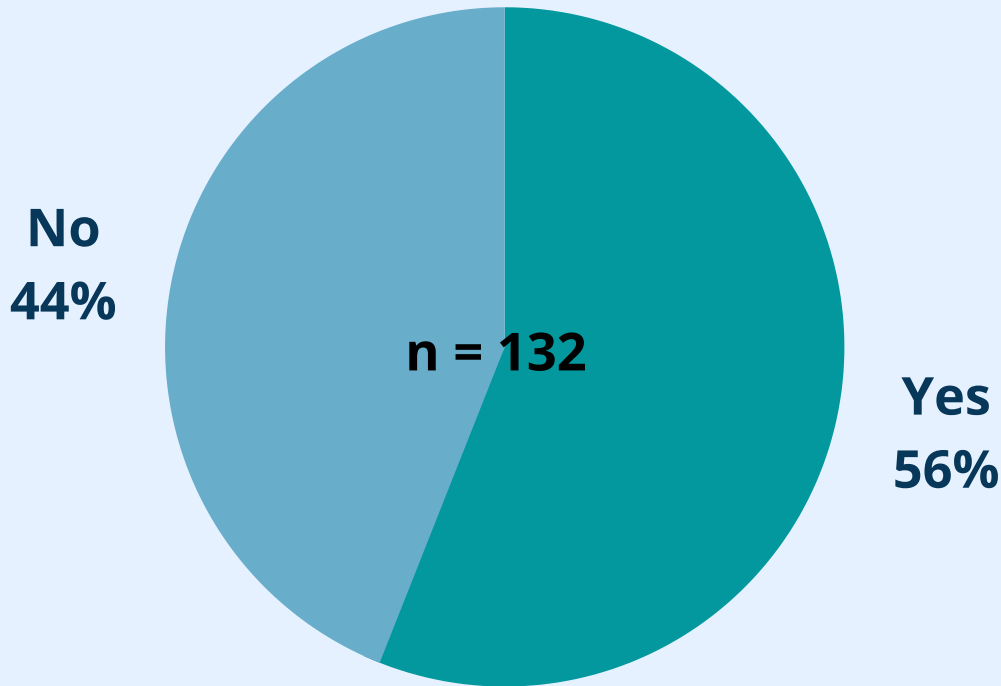
Do you think the 'four-day work week' would thrive and work in India's favour?



The 4 day work week is taking on while only 7% of the respondents believe this could be a successful run in India. 56% of the respondents which is a majority do not believe the four-day work week to be a successful idea in India whereas 37% of the respondents believe that the situation could vary from one sector to another.

India's increase in expenditure

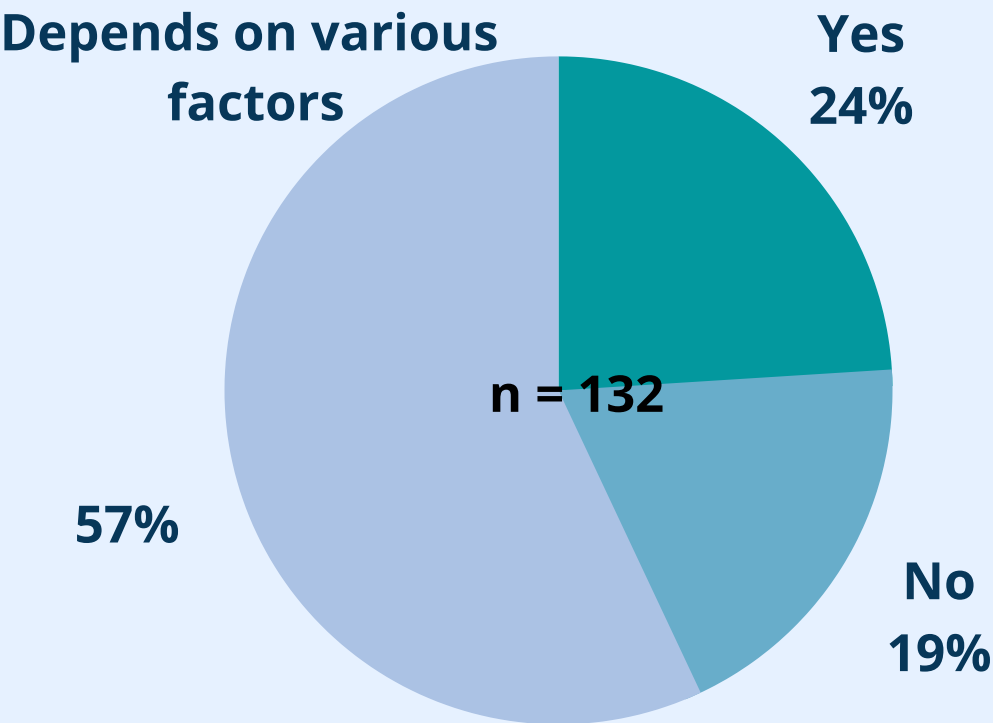
Has the government taken adequate measures to increase the expenditure?



The constant changes in the government and its measures are in constant light of the public. 56% of respondents believe that the government has taken adequate measures to increase the expenditure while 44% believe not enough measures are in action.

Rupee on an all time low

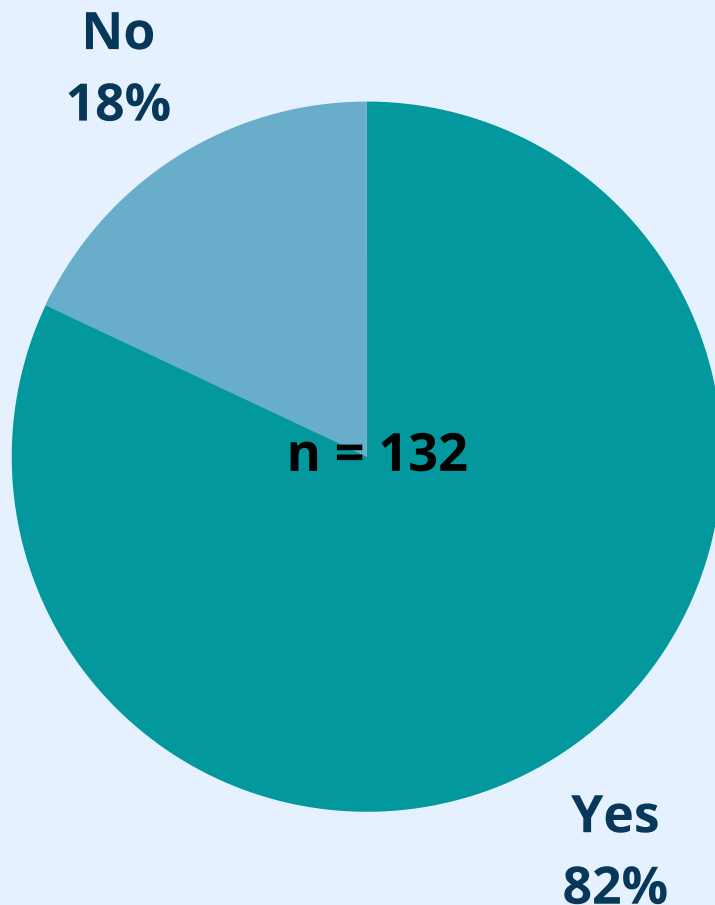
Is crude oil price the major reason for an all-time low of the rupee?



The war conditions and constant economic changes across the world have led to changes in crude oil prices. This has been taken by the respondents as various factors can lead to this situation with 57% of respondents taking on this stand. 24% of the respondents believe crude oil price to be a major reason for an all-time low of the rupee while 19% do not believe the same.

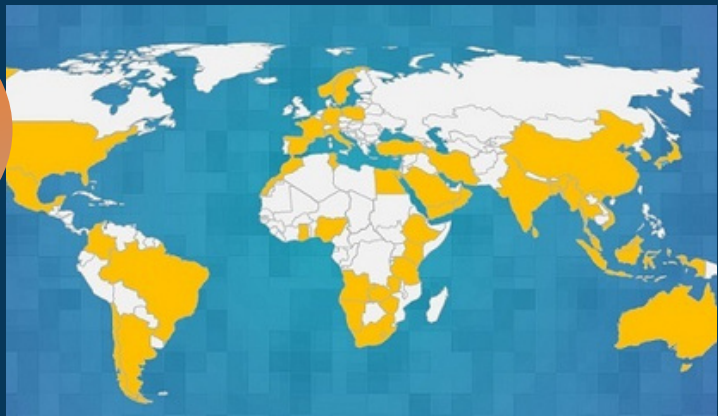
Single use plastic ban in India

With expensive everyday plastic item alternatives, is a ban on single-use plastic a mammoth task for India?



India as a country is heavily populated and this heavy population leads to a situation where a complete ban of a certain product or service can be quite a task in terms of implementation and following. The majority of the respondents that is 82% of them believe a ban on single-use plastic in India is quite major and very difficult to implement while 18% believe it to be a doable task.

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

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

Market Research | Business Consulting

Since 1989

BDB India Private Limited

503, Pentagon 1, Magarpatta City, Hadapsar, Pune 411 013,
Maharashtra

www.bdbipl.com

Phone number

+91-20-68680700

Email address

info@bdbipl.com

marketingservices@bdbipl.com

