

# BDB Industry Poll – Your Opinion Matters

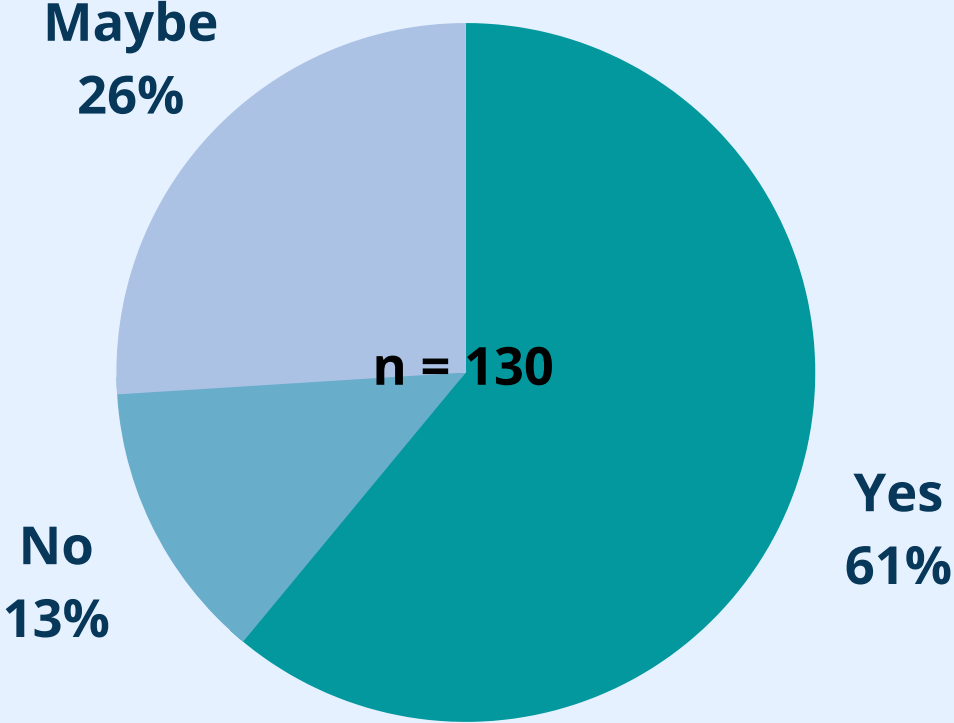


**Business Consulting | Market Research**

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

# Sri Lanka Crisis – India’s route to leadership position in South Asia?

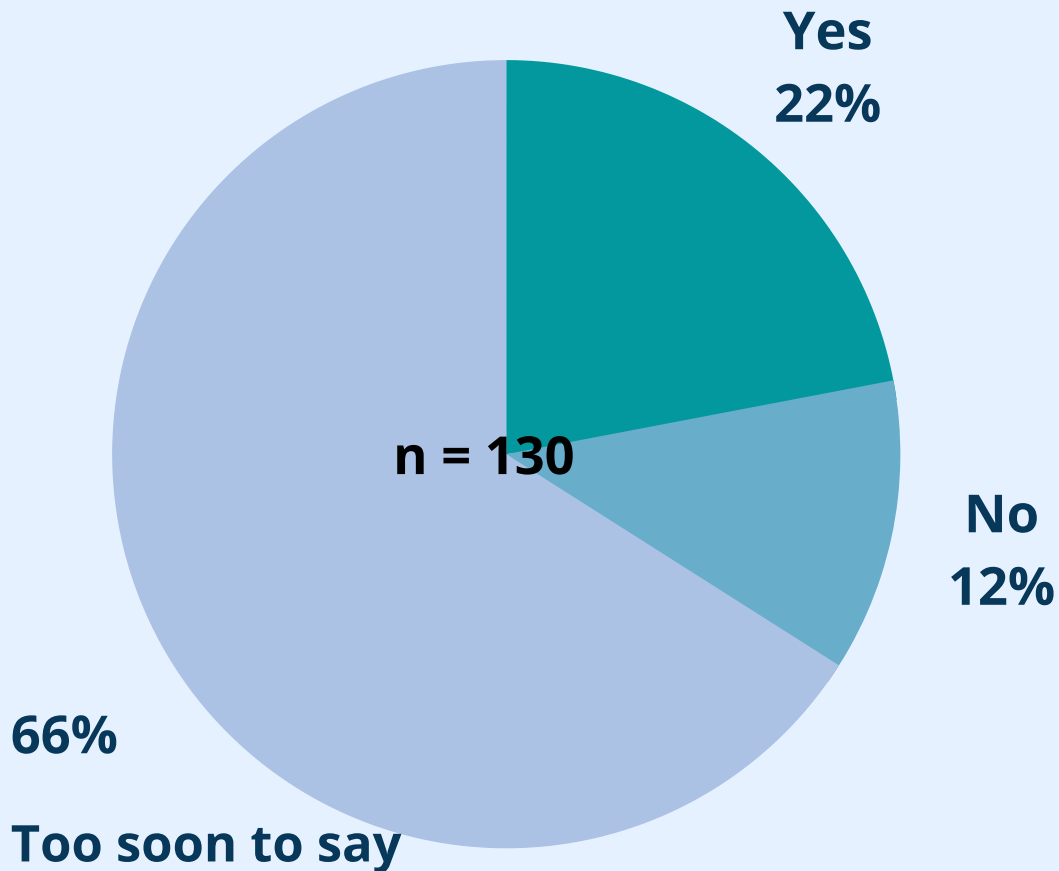
Sri Lanka Crisis – Will it pave the way to consolidate India’s leadership position in South Asia?



The current situation in Sri Lanka is an alarming bell for economies across the world. Amidst the chaos the country is going through, about 61% of the leaders from various industries believe that this emergency aced by Sri Lanka is paving a way for a strong leadership position for India in South Asia, whereas 26% feel like it is could or could not be situation. 13% believe this is not a route towards leadership for India in South Asia.

# Elon Musk being the new owner of Twitter – User experience

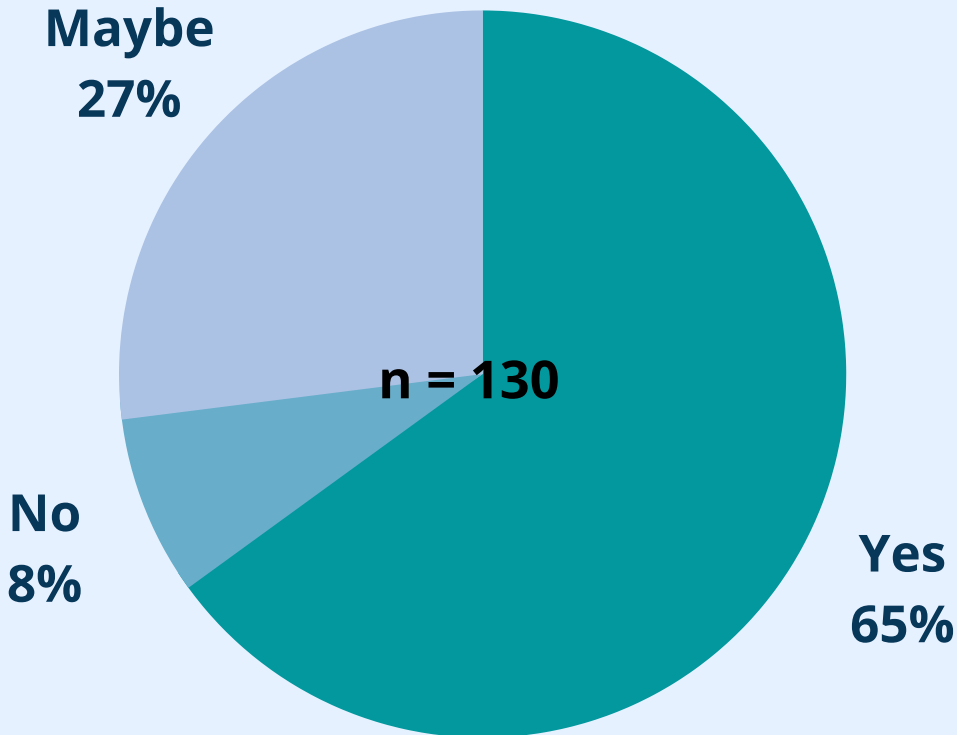
Elon Musk being the new owner of Twitter – Will it improve the user experience and freedom?



Twitter saw the arrival of a new owner. While the taking over of Twitter by Musk is still going through some hurdles, we wanted to know the opinion of industry leaders about the user experience, changes and improvements on Twitter under the leadership of Elon Musk. 66% believed it is too soon to comment which is quite viable in this situation while 22% believe there will be improvements to some extent in the user experience. About 12% believe there will be no major improvement in user experience and freedom.

# Import risks – Increased edible oil production

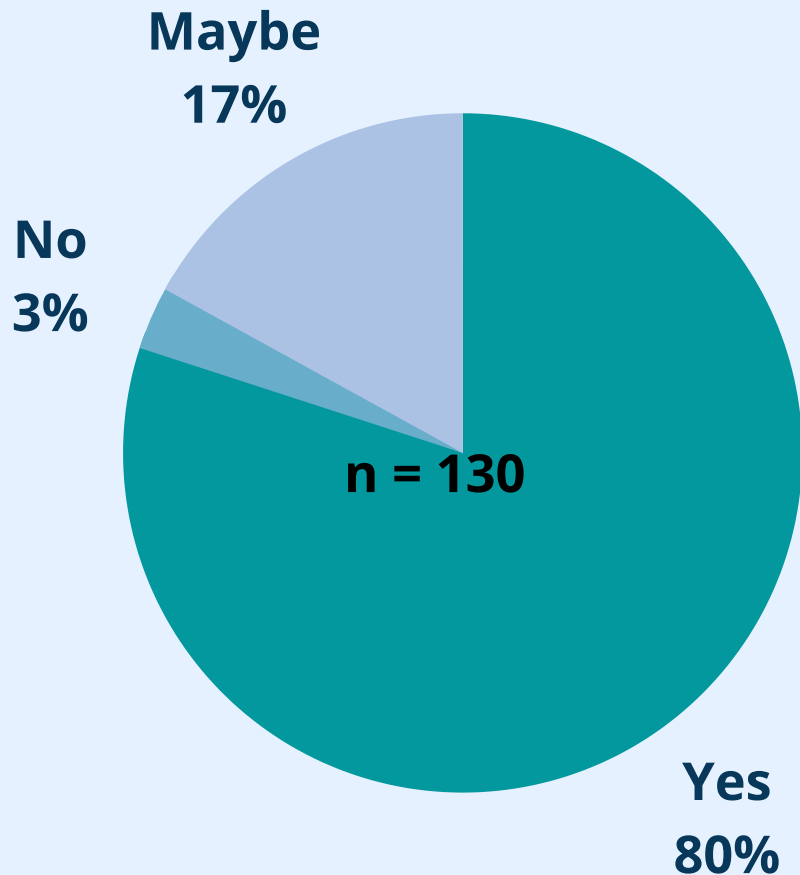
Import risks - Can policy support increase edible oil production?



With the current movements in the market, we wanted to understand whether there will be an increase in edible oil production in the presence of policy support. 65% of experts from within the industry believe that policy support can increase edible oil production, 27% are unsure about the situation and the outcome while 8% do not believe policy support can increase the production of edible oil.

# Chip Crunch in Auto Industry

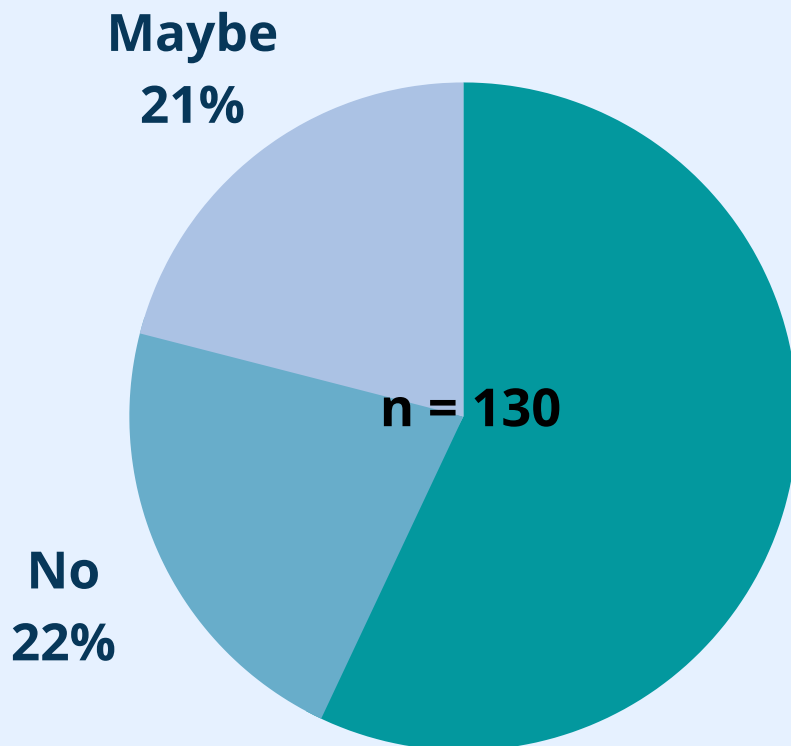
Chip Crunch in Auto Industry – Should the major key players set up mega semiconductor units in line with ISMC's initiative in Karnataka?



There has been major turbulence in the Auto industry due to a shortage of chips. So, about 80% of our industry experts believe that major players from the industry step up and set up mega semiconductor units in Karnataka. Only 3% do not think this option would be fruitful and about 17% are unsure about the outcome if and when the move is made.

# Export Growth – Commodity price a boost for trade deficit?

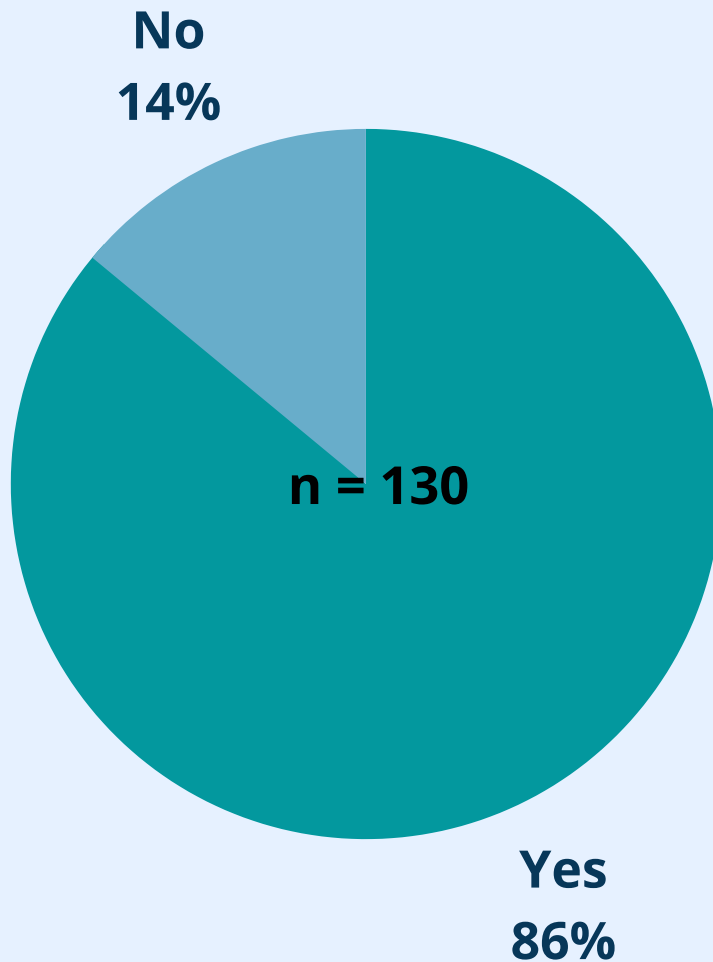
Sustaining export growth - Do you think commodity prices will push up trade deficit ?



A trade deficit occurs when a nation imports more than it exports. Trade deficit being affected or pushed up by commodity prices in India is a situation believed by about 57% of our industry experts. Commodity prices pushing up the trade deficit may or may not be an occurrence by 21% of the respondents while 22% do not believe in commodity prices affect the trade deficit in India.

# Widening trade deficit – Pressure on Rupee

Do you think the the widening trade deficit puts more pressure on the rupee and aids growth-retarding inflation?



India's trade deficit widened in the first month of the fiscal year 2023 to \$20.07 billion, an increase of over 30 per cent from last year. In the light of the above, about 86% of our industry experts believe that the widening trade deficit puts more pressure on the rupee and aids growth-retarding inflation while about 14% do not believe so.

**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

|   |  |   |   |
|---|--|---|---|
| <br><b>Industrial</b>  | <br><b>Healthcare</b>   | <br><b>Agri &amp; Allied</b>   | <br><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> |
|   | <br><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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