

BDB Industry Poll – Your Opinion Matters

SEPTEMBER 2022



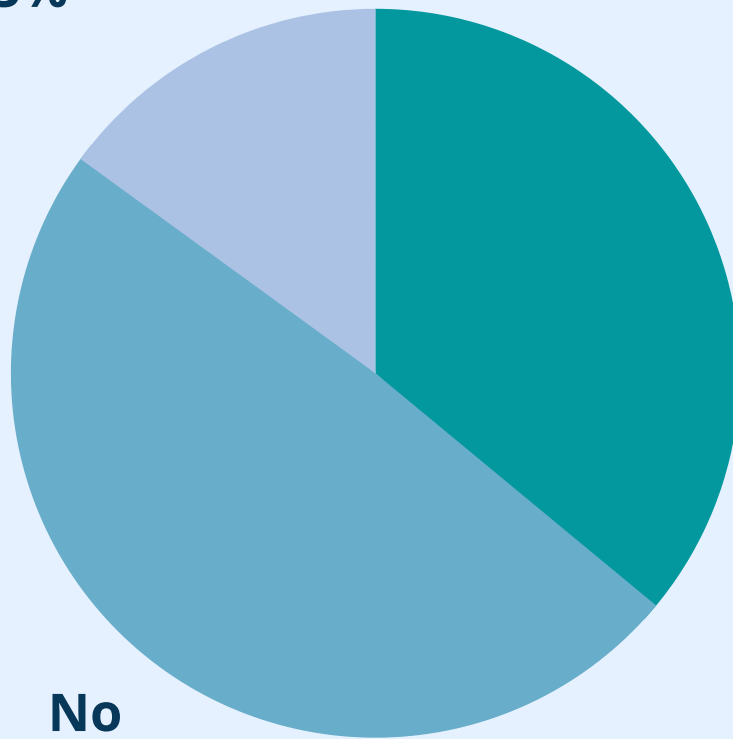
Business Consulting | Market Research

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

Raised Repo Rate to curb Inflation?

Should RBI Raise The Repo Rate Even Higher To Curb Inflation?

Cannot Say
15%



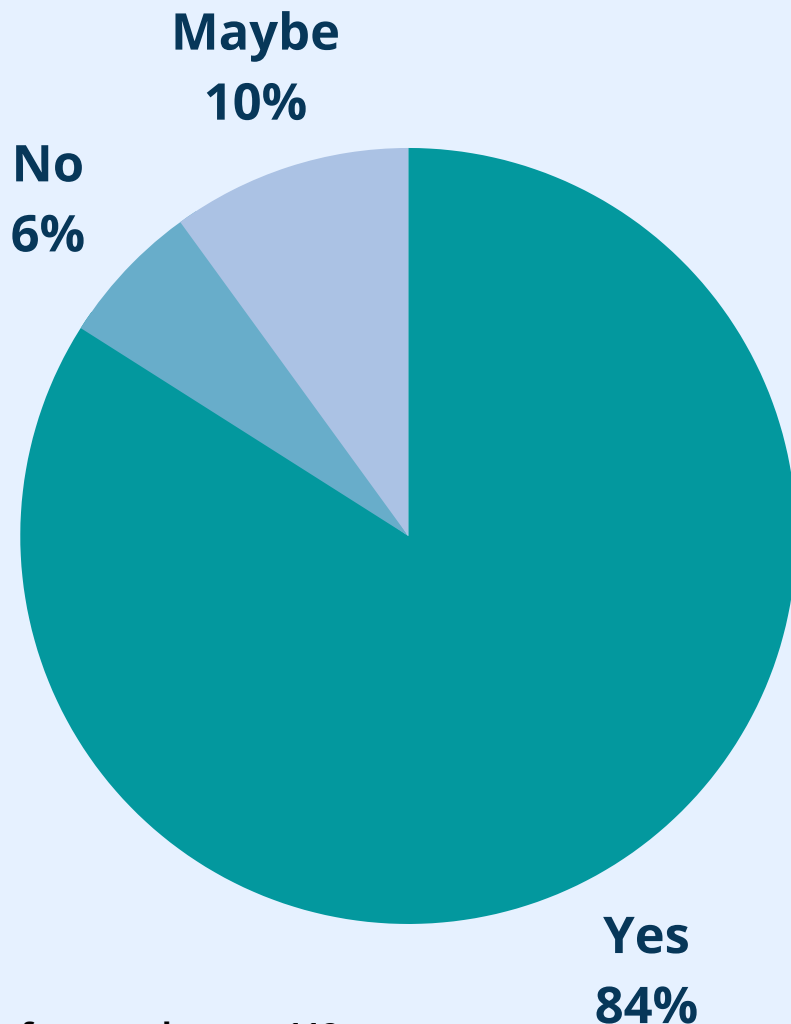
Yes
36%

No
49%

Without the RBI's action to try to maintain and lower it, the currency's value may decline given India's 7% inflation rate. Since May 2022, the RBI has increased interest rates by 190 basis points. One of the RBI's primary goals at the moment is to reduce inflation to support economically underdeveloped communities and maintain the currency's value. 49% do not believe RBI should raise the Repo rate to curb Inflation while 36% believe otherwise.

India's dodge with the recession state

Do you think India is fundamentally strong to dodge a recession at this stage?

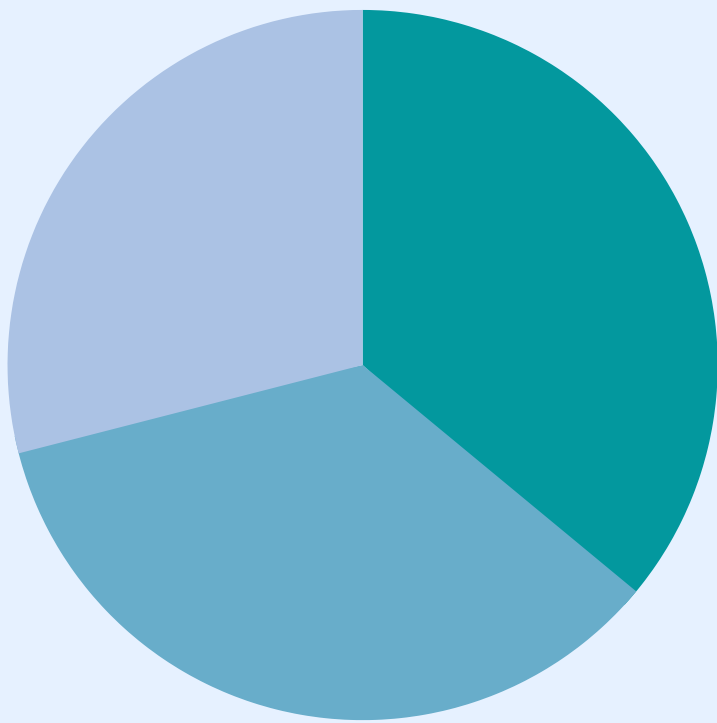


India would experience a "technical recession" if its GDP fell for two consecutive quarters. Although it is not a recession, the danger of a growth slowdown is unquestionably higher in the medium term. A massive 84% of the respondents consider that the Indian Economy is strong enough to tackle a recession while a meagre 6% believe otherwise and a 10% are unsure of the outcome.

The Rupee dip

Do you think the RBI measures are enough to stem Rupee's slide?

**Maybe
29%**



**Yes
36%**

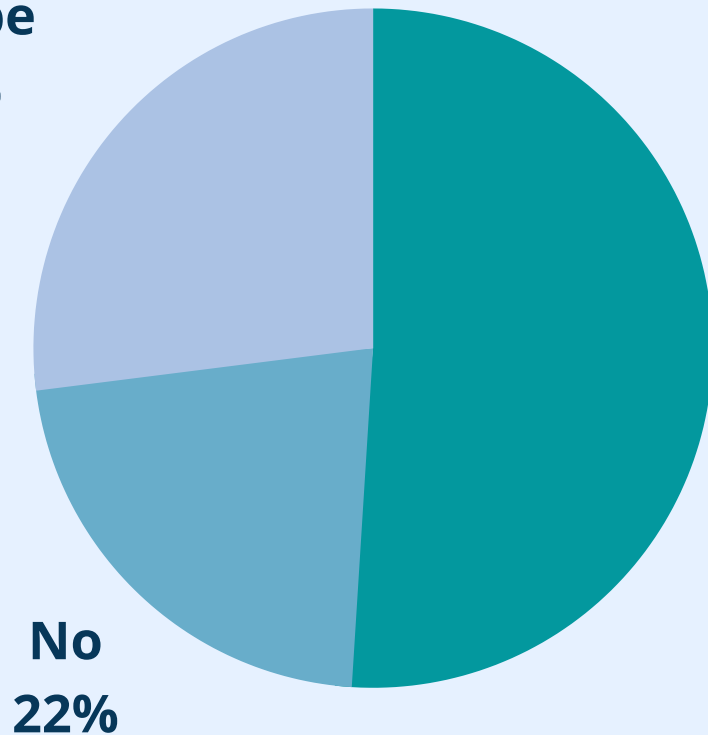
**No
35%**

With the current trends, the output or response of the respondents are segregated almost equally with 36% agreeing with the RBI's measures, 35% not agreeing on adequacy with the measures by the RBI and 29% on the unsure end. The Reserve Bank of India (RBI) measures to boost foreign exchange inflows may not lead to a huge influx of foreign capital into the country and there is unlikely to be a telling upward impact on the exchange rate.

Green technology affecting GDP growth

Do you think pursuing green technologies results in much faster GDP growth?

Maybe
27%



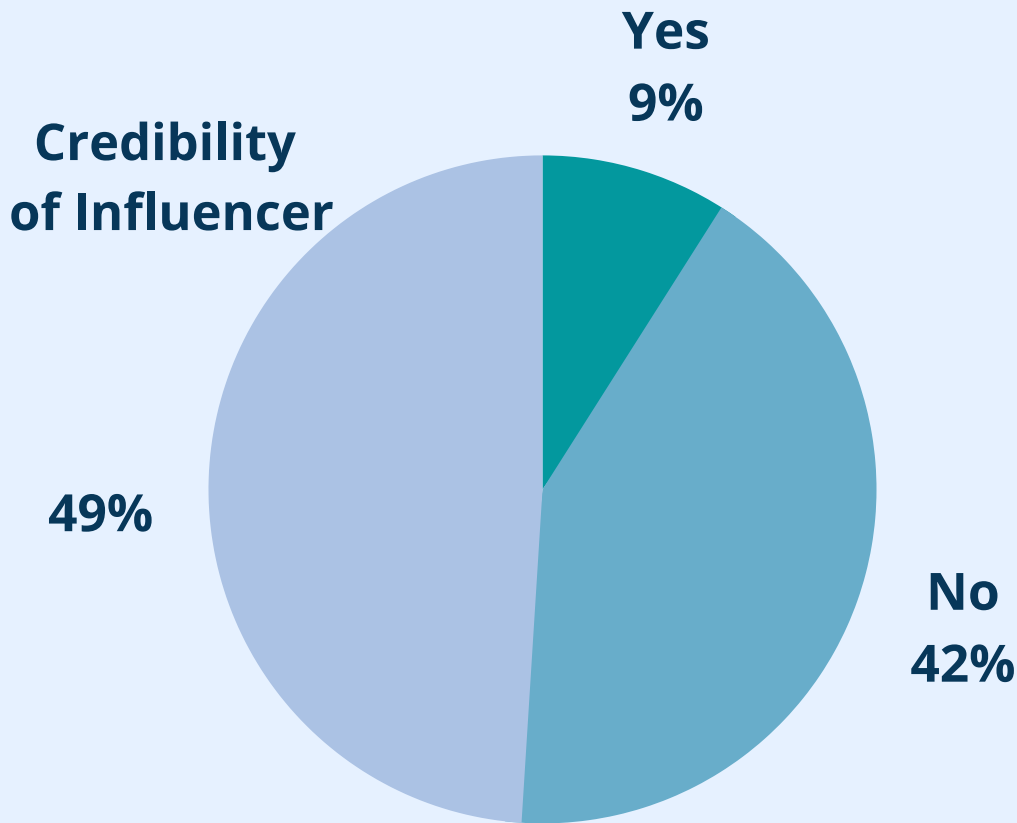
No
22%

Yes
51%

The continuous technological change and transition are what has led 51% to believe in green technology leading to faster GDP growth. In a green economy, growth in employment and income is driven by public and private investment into such economic activities, infrastructure and assets that allow reduced carbon emissions and pollution, enhanced energy and resource efficiency, and prevention of the loss of biodiversity and ecosystem services.

Financial Influencer's knowledge to decide your investment ?

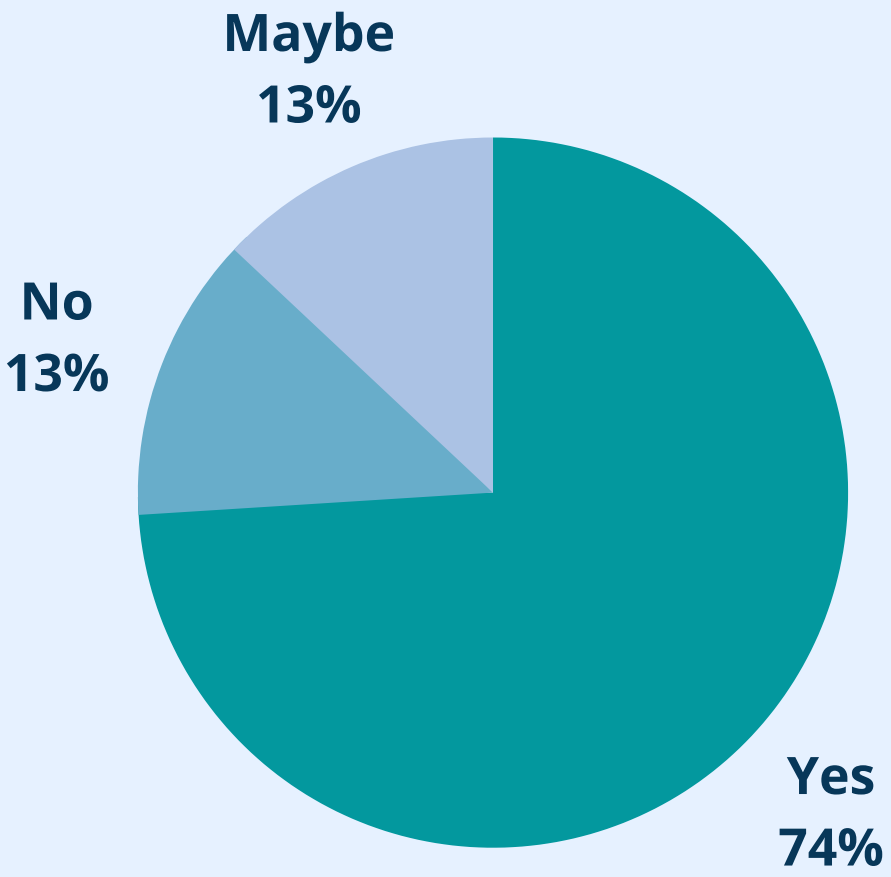
Will you rely on a finfluencer (financial influencer) for your investment goals?



The customers should be critical about the advice they receive and remain educated on all matters of finance. This leads to gaining insight and trusting the credibility of the influencer, which about 49% of the respondents believe in before relying on an influencer. A mega 42% of respondents would not rely on an influencer for financial decisions while only a meagre 9% would!

Company Performance based on Government reforms

Is there any impact on individual company performance based on the government reforms of the last couple of years



Since covid 19, there has been a massive change in the industry and the functioning of the companies. 74% of the respondents agree on the impact individual companies have in terms of their performance with respect to government reforms and changes in the recent past. While 13% believe there is no impact on individual company performance and 13% are also unsure of the situation.

BDB – Snapshot

Driving Business Growth - Together



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

An ISO 20252: 2012 certified Market Research Company



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:

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



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