

BDB Industry Poll – Your Opinion Matters

OCTOBER 2022



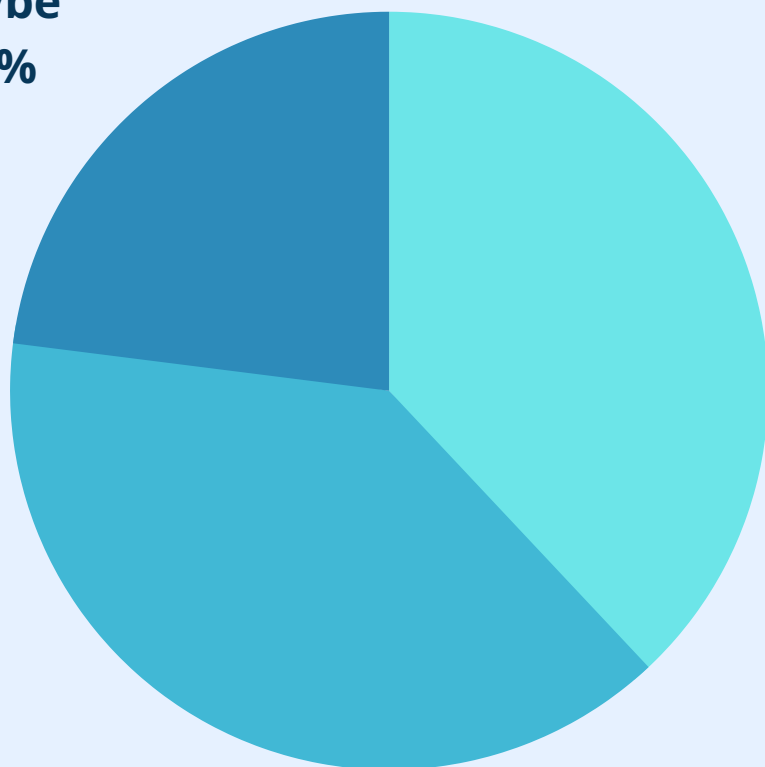
Business Consulting | Market Research

BDB India started a monthly initiative called the “BDB Industry Poll” and conducted the poll for October 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 Regulations for Fintech Innovations

Should RBI relax its regulations regarding fintech innovations?

Maybe
23%



No
39%

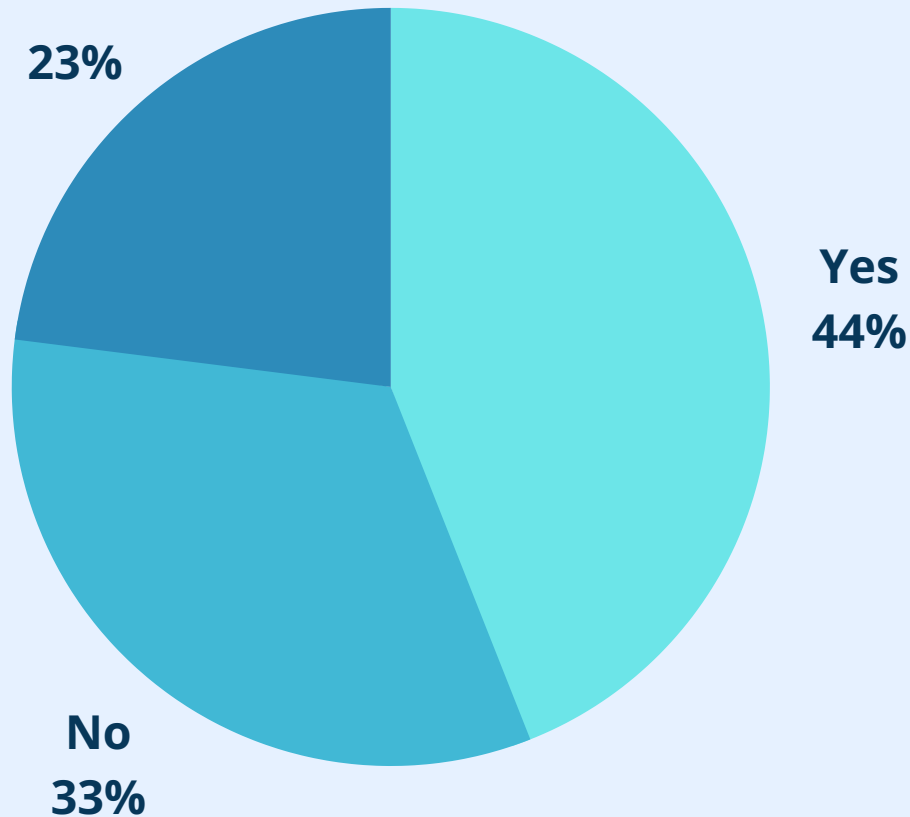
Yes
38%

In order to safeguard users and maintain the security of payments, fintech regulation is crucial. All fintech financial institutions are required to abide by fintech laws and regulations in order to deliver secure services and safeguard their users. The potential of fintech can then be fulfilled to its fullest. With this in mind, there is a close call between 39% of respondents not agreeing and 38% of respondents agreeing that RBI relaxes its regulations regarding fintech innovations.

Governments move for Digital Lending apps

Do you believe that the government's response to digital lending apps has been adequate?

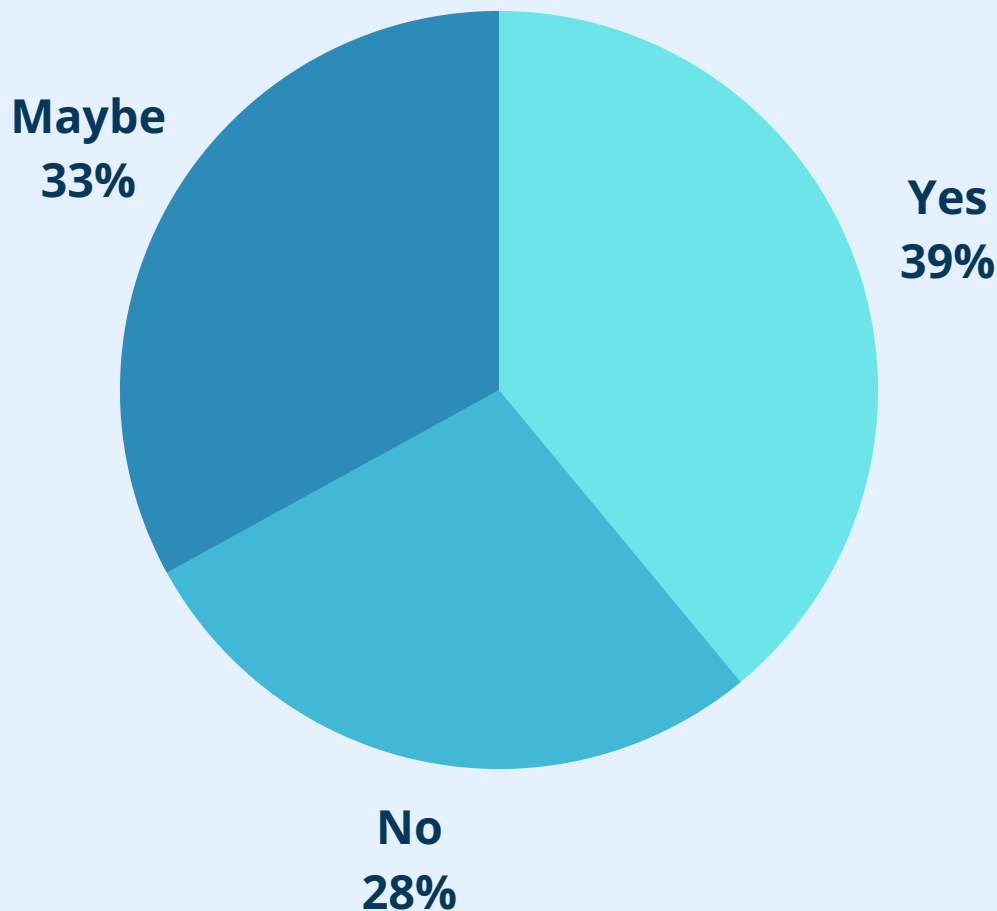
Dependency on factors like location and availability of network services



In an effort to eliminate digital lending apps that engage in unethical lending and recovery activities, the Indian government is increasing its monitoring of these platforms. 23% of respondents believe that external factors play a role in governments' response towards digital lending apps whereas 44% believe that the government and its steps are adequate. 33% of respondents do not believe so.

E-rupee impact on Digital Transactions

Do you think e-rupee will make digital transactions hassle and fraud free?

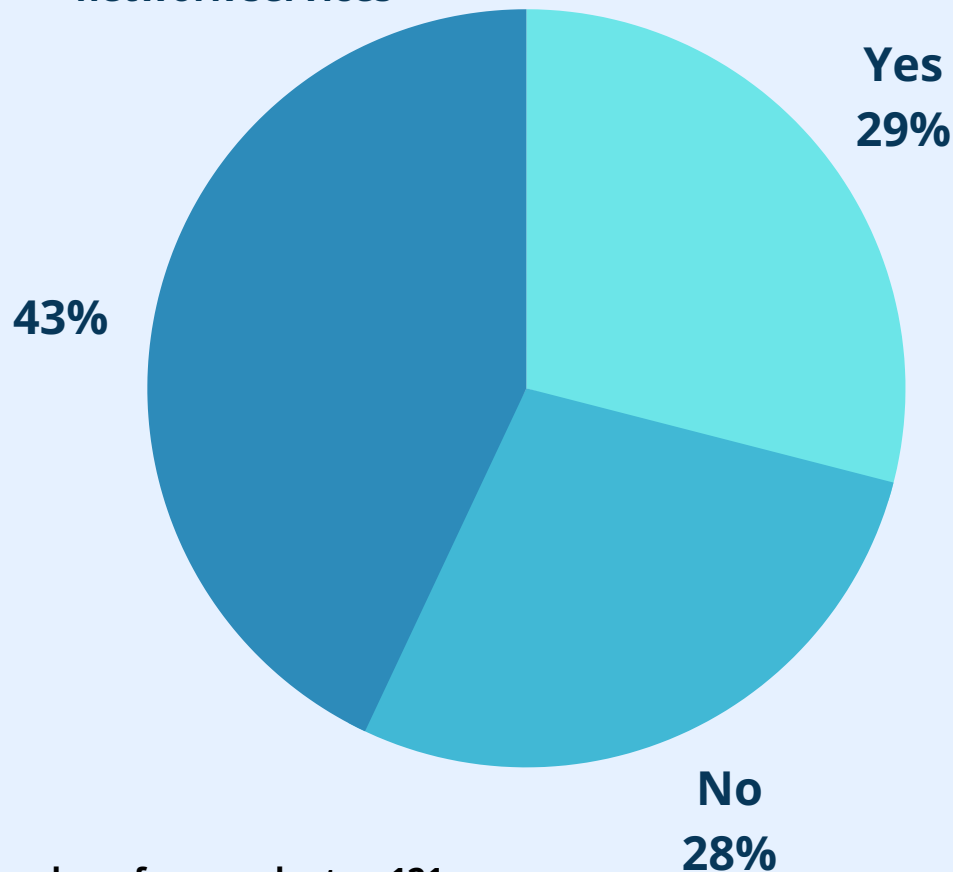


E-Rupee is a digital voucher a beneficiary gets on his phone in the form of an SMS or QR code. It is a pre-paid voucher, which he/she can redeem at any centre that accepts it. E-rupee will make digital transactions hassle and fraud-free in the opinion of 39% of the respondents whereas 28% do not feel it will be fraud and hassle-free. E-rupee has just taken on and is speeding up so 33% are still unsure about whether transactions can be fraud and hassle free.

India on being Primary Manufacturing nation in the world

Can India take China's place as the primary manufacturing nation in the world?

Dependency on factors like location and availability of network services

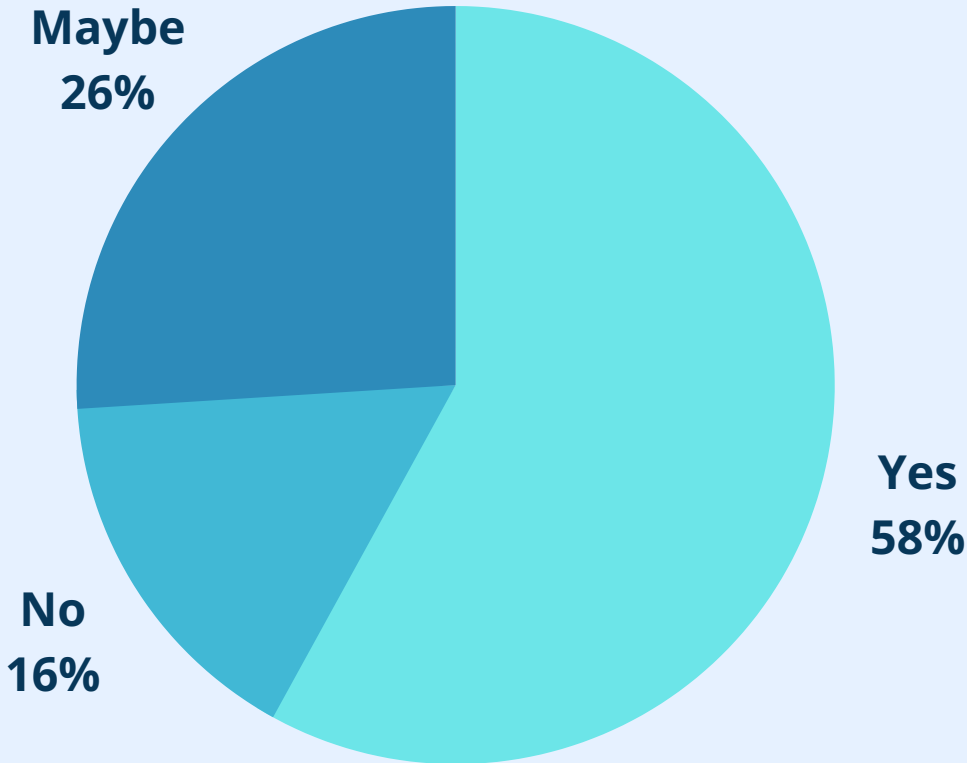


number of respondents = 121

India may become the next major centre for manufacturing worldwide. Deep economic crises, like the one brought on by the COVID-19 pandemic, call for an immediate government reaction that includes a robust budgetary response and the infusion of capital into the economy. Even while the economy as a whole requires substantial support, the government must view this as a chance to make wise investments.

India – The third largest Economy

Do you think India will become the third-largest economy by the end of 2027-2028 given the present economic trends and transitions?



India's economy is doing well despite the global slowdown and potential for recession. The International Monetary Fund (IMF) predicts that by 2028, India will surpass Germany and Japan to become the world's third-largest economy. 58% of respondents think India will become the third largest economy by the end of 2028, a meagre 16% do not believe India to jump up the ladder and 26% are still on the fence about India's jump.

BDB – Snapshot

Driving Business Growth - Together



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:

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

 <p>Industrial</p> <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 	 <p>Healthcare</p> <ul style="list-style-type: none"> Medical Consumables Medical Devices Medical Equipment Hospital Equipment Hospitals 	 <p>Agri & Allied</p> <ul style="list-style-type: none"> Farm Machinery Fertilizers Insecticides Micro Irrigation Micro Nutrients Pesticides Food And Beverages 	 <p>Consumers</p> <ul style="list-style-type: none"> Consumer Durables Home Furniture& Furnishings Kitchen Products Air Conditioning Products Lighting Products Packaged Food Condiments FMEG HECG
	 <p>Building & Construction</p> <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

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