

BDB Industry Poll – Your Opinion Matters

November 2022

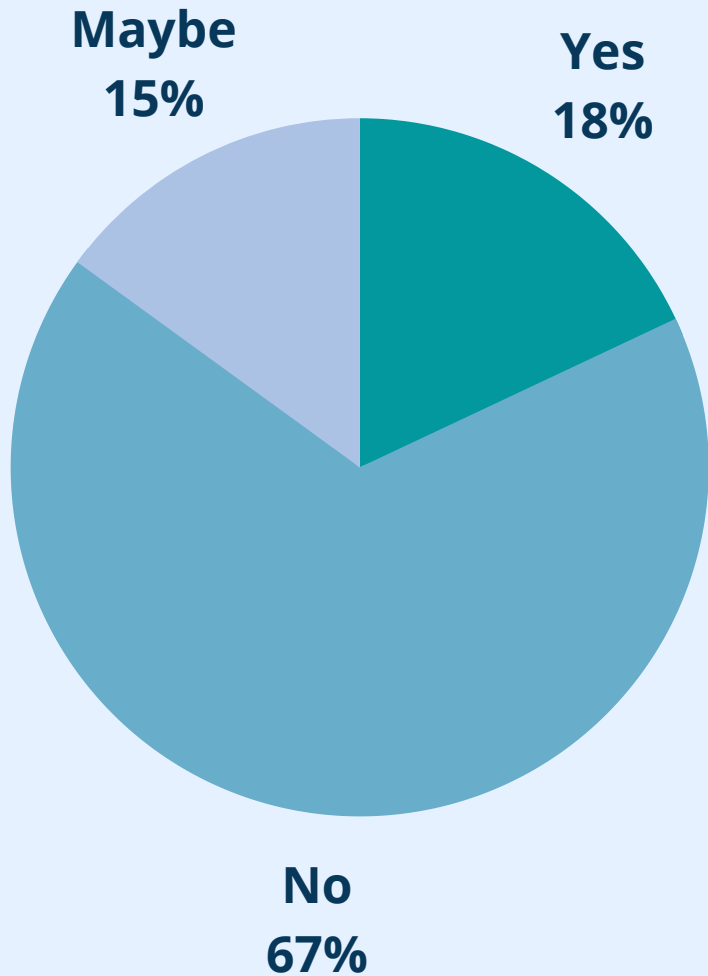


Business Consulting | Market Research

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

Moonlighting – Boon or Bane?

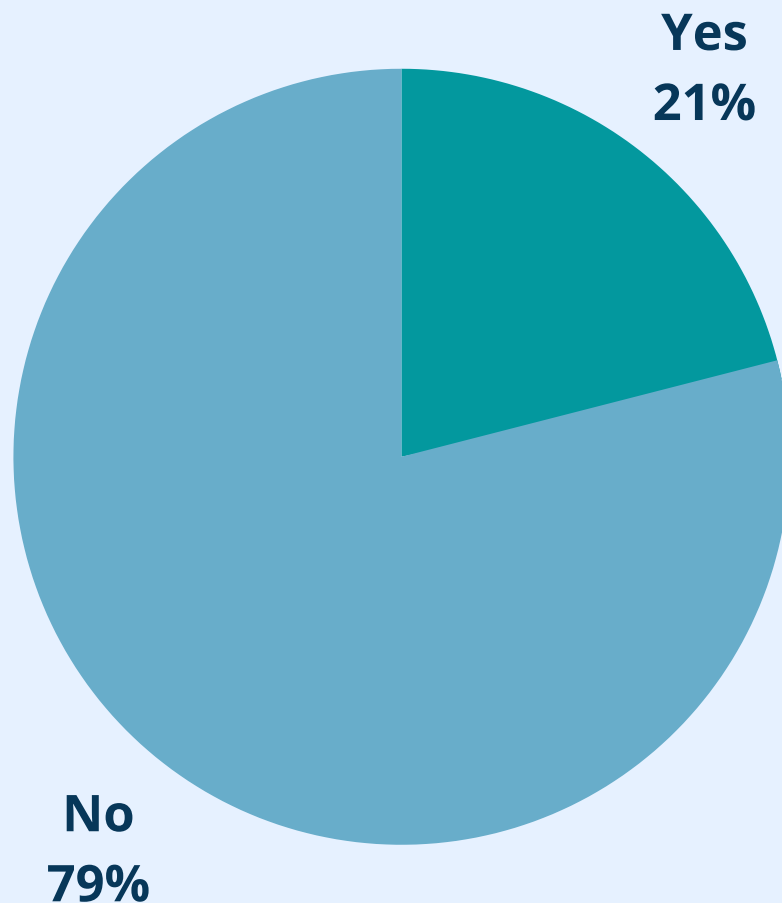
Should businesses accept moonlighting?



Depending on the circumstances, businesses may permit side jobs as long as they are carried out outside of working hours, don't conflict with any contractual commitments, don't in any way jeopardise the company's intellectual property, assets, or resources, and don't include any competing interests. The largest chunk of responses was for "No" with about 67% while only 18% of respondents feel like businesses should accept moonlighting. 15% of respondents are unsure of whether moonlighting should or should not be accepted.

Will Recession touch India?

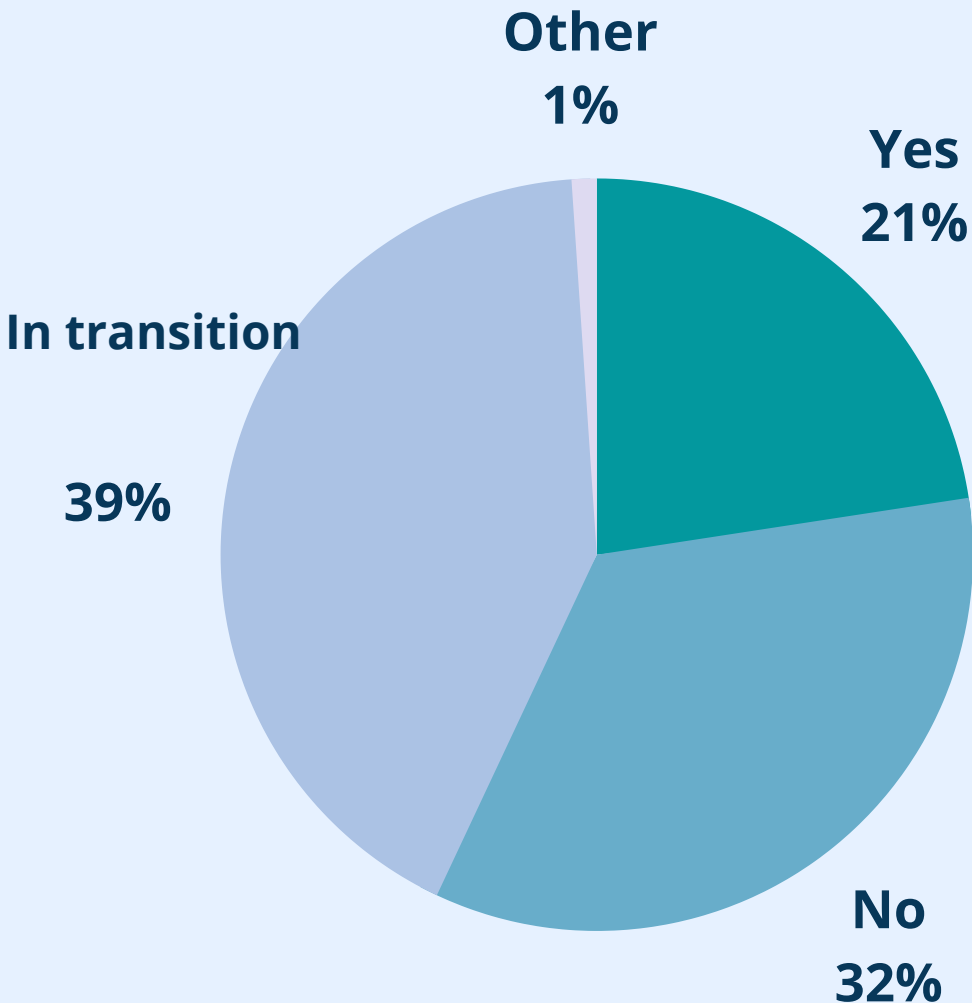
Do you think India will see a recession?



Although the global crisis will have an influence on India, it is unlikely that there would be a recession there. Slowing growth would be a concern. There is a massive 79% of respondents do not feel India will see a situation like a recession while a mere 21% of respondents are of the opinion that India may face a recession-like situation.

Pandemic effect lingering on?

Is the negative effect of a pandemic on the Industry still prevalent?

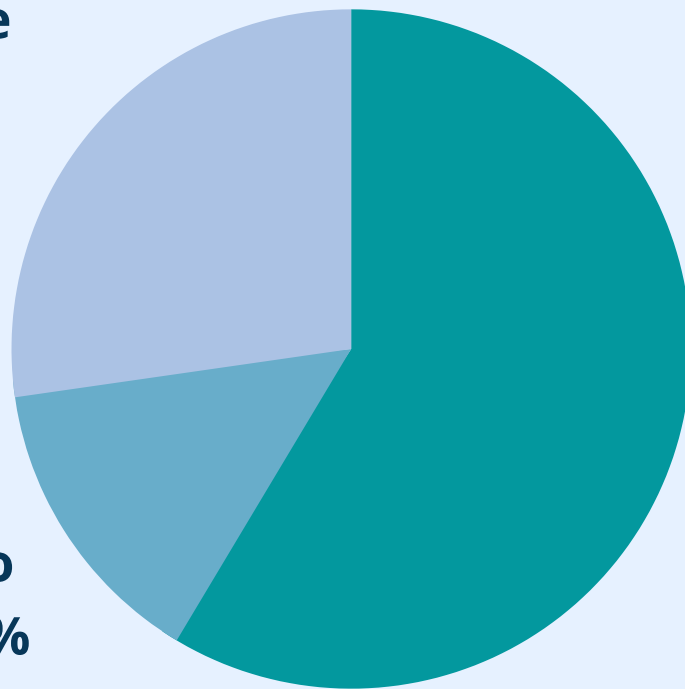


Significant hardship was brought on by the COVID-19 pandemic and its associated economic effects. Tens of millions of individuals lost their employment in the first few months of the crisis. Within a few months, employment started to increase again. In these two years, a lot has changed in the overall economic situation. 39% of respondents believe the process of change is prevalent with 21% of respondents stating "Yes" and 32% stating "No" that the negative effect of the pandemic is not prevalent.

Data centre market in India

Is India's data centre market going increasingly private?

Maybe
27%



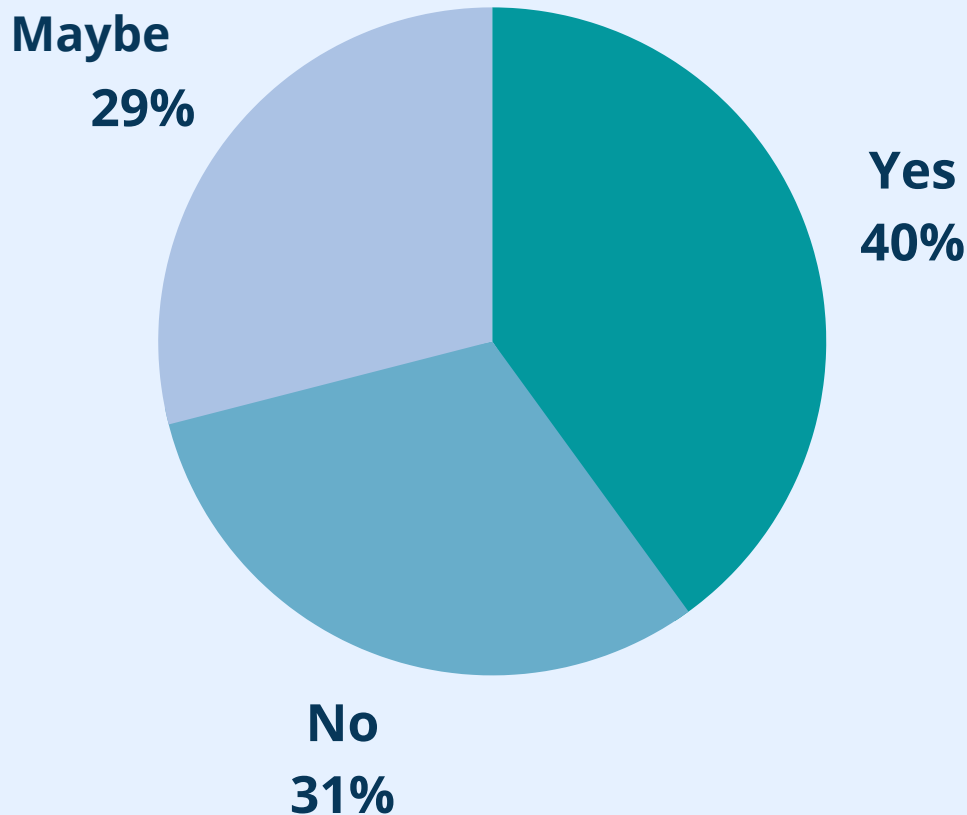
Yes
58%

No
14%

In the age of digitization, India's data centre market industry is expanding quickly while boosting privacy. A major chunk of the respondents with 58% respondents believe India's data centre market is going private while 14% do not believe so. 27% of respondents are unsure of the data situation.

Monetary transition in Global Inflation

Global Inflation: Is aggressive monetary tightening available?



Tight monetary policy has the effect of reducing inflation by limiting the flow of money throughout the economy. By raising short-term interest rates, borrowing money becomes more costly. The respondents here are quite neck to neck with their opinion with 40% saying "yes", 31% with an opinion of aggressive monetary tightening being unavailable and 29% unsure of the situation.

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

 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

104, 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

