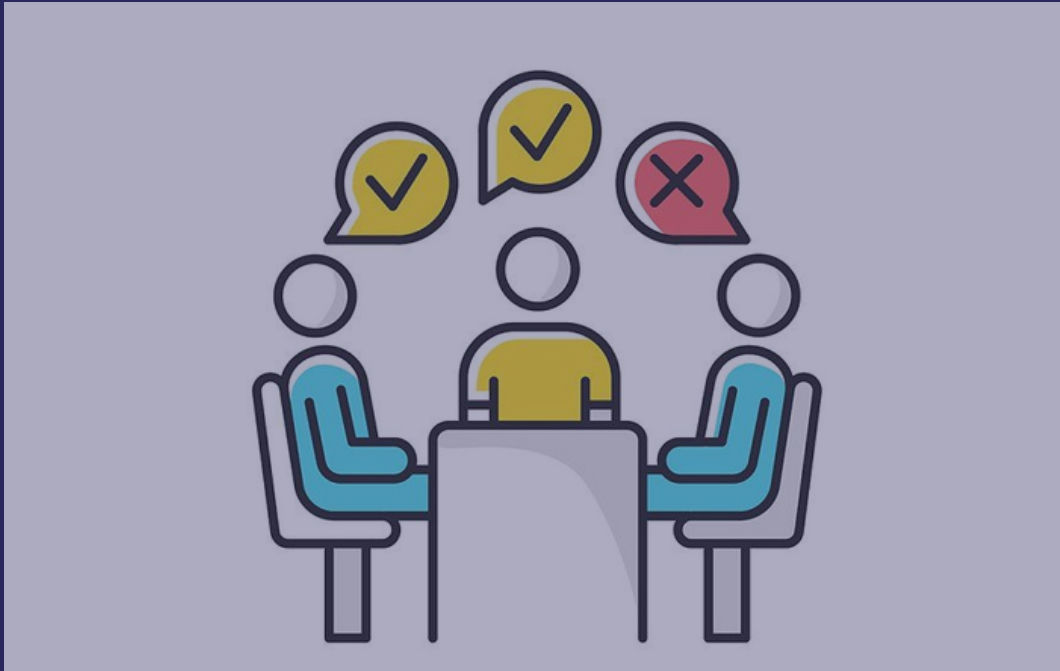


BDB Industry Poll – "Your Opinion Matters"

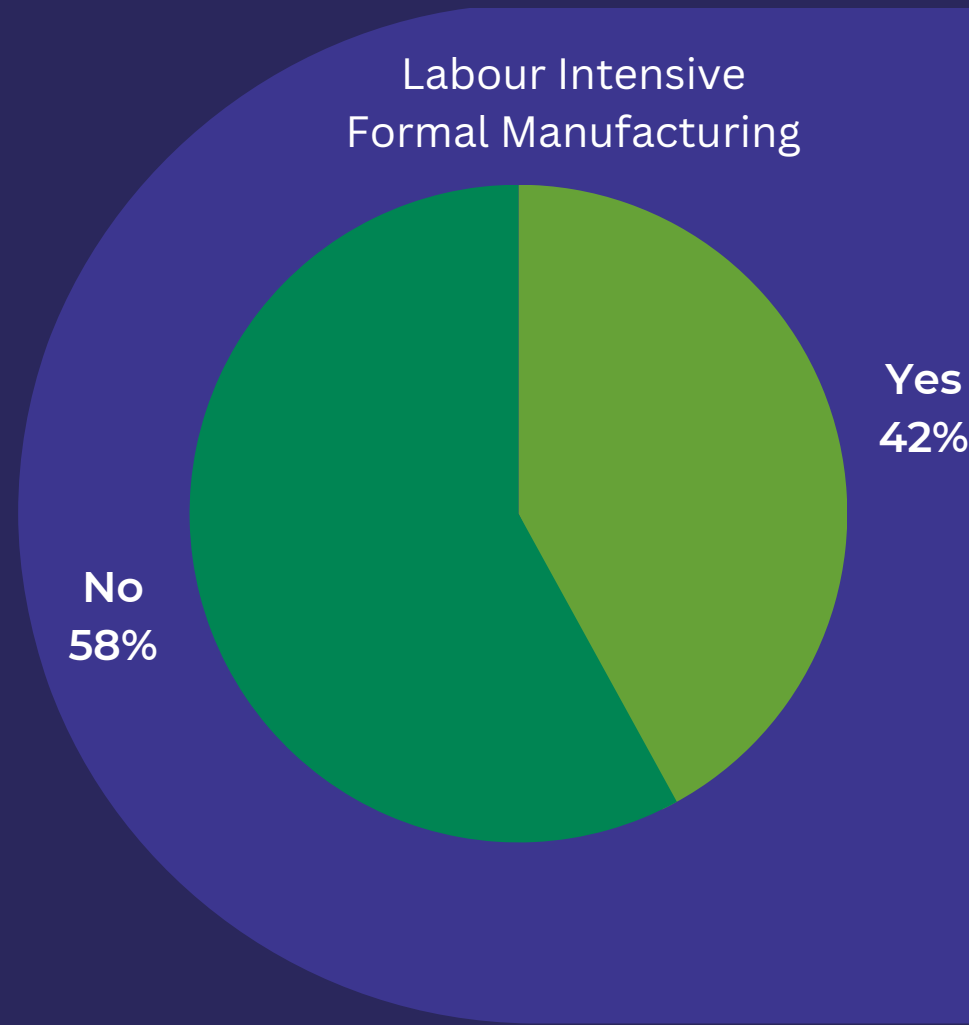
December 2022



BDB India started a monthly initiative called the BDB Industry Poll - "Your Opinion Matters" in 2022 and conducted the poll for December 2022. We wanted our panel of senior industry professionals to put forth their opinion on various industry and economy-related topics. The results for the month of December are analysed shown in this report.

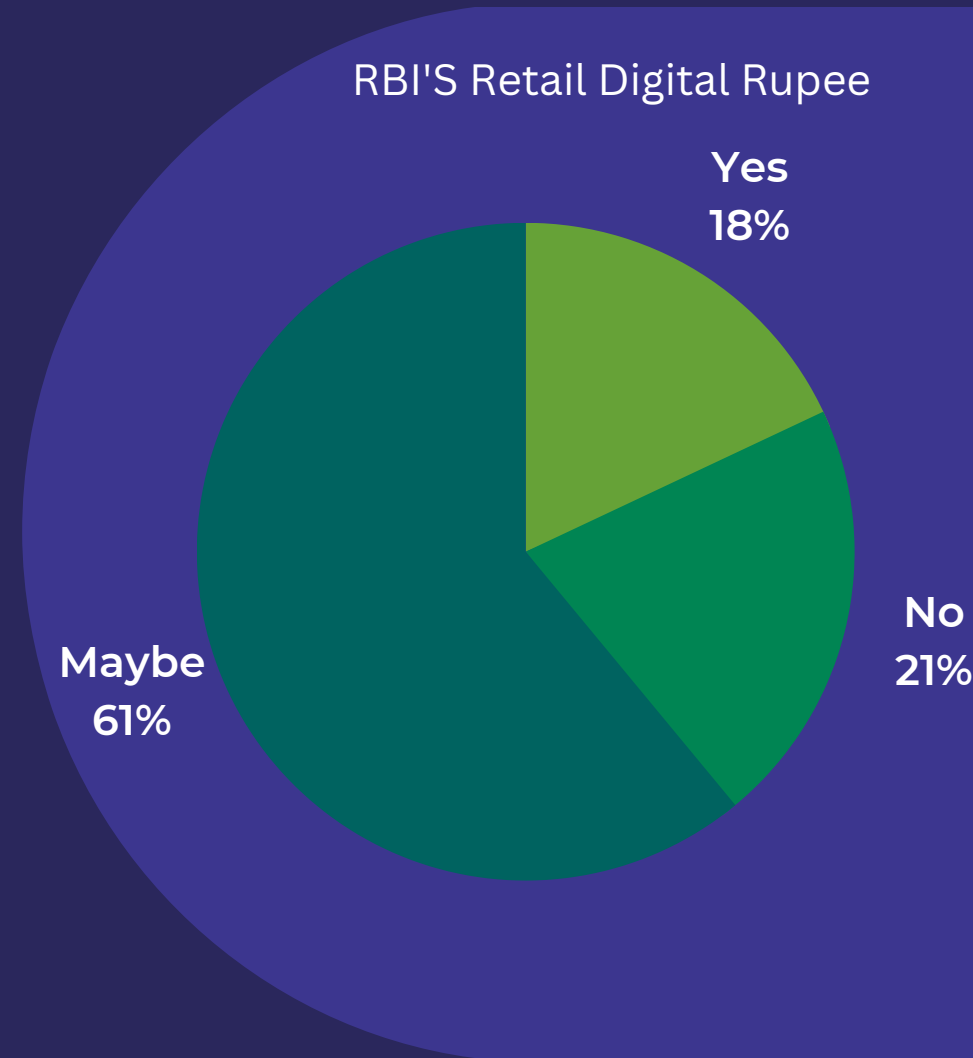
DO YOU THINK A FOCUS ON LABOUR-INTENSIVE FORMAL MANUFACTURING CAN LEAD TO INDIA'S ECONOMIC RECOVERY?

A much-needed transition away from agriculture has been impeded by high underemployment and low-quality employment. It is essential to concentrate on formal manufacturing that requires a lot of labour. According to 42% respondents a labour intensive formal marketing can lead to India's economic recovery while 58% respondents do not think a labour intensive manufacturing can help with the economic recovery of the country.



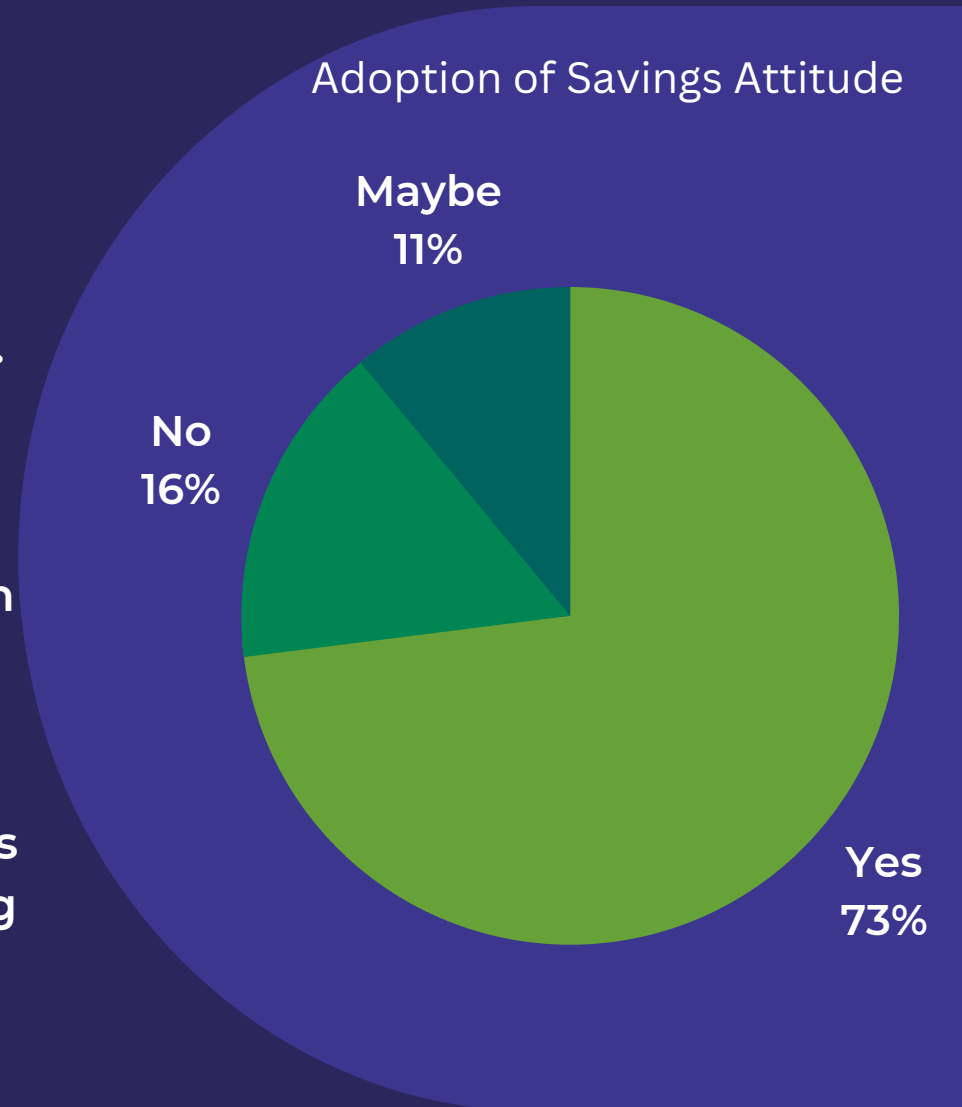
IS THE WIDELY PRAISED RETAIL DIGITAL RUPEE FROM THE RBI REALLY A "GAME CHANGER" FOR INDIA?

India has been a pioneer in digital payments, and the assistance of the government has further accelerated digitization. The use of the digital token will simplify commercial transactions. The speed of money transactions will also increase. Transparency is improved and volatility risks are decreased with an RBI-backed digital currency. Among the respondents 18% believe in the digital rupee being a game changer while 21% staunchly believe otherwise. A massive 61% are still unaware of what the situation with the digital rupee could be like. Only time will tell.



IS ADOPTING A "SAVINGS ATTITUDE" MORE IMPORTANT THAN BUYING LUXURIES RIGHT NOW?

According to economic theory, saving is necessary for both investment and economic growth, and investment is necessary for both. High savings then translate into high investment, which produces a high rate of economic growth. With this, buying luxuries is also quite a personal choice which may or may not stem out of the feeling to either save or spend. It is classified as a want rather than a need while savings is something one may need for their future. A whopping 73% believe in adopting a savings mentality rather than indulging in luxuries at this point while 16% believe in indulging in luxuries. As mentioned before, this emotion stems from a very personalised need or want at that particular moment.



DO YOU BELIEVE THAT BLACK FRIDAY DEALS WITH STEEP DISCOUNTS ACTUALLY AID E-COMMERCE PLAYERS IN MAKING A PROFIT?

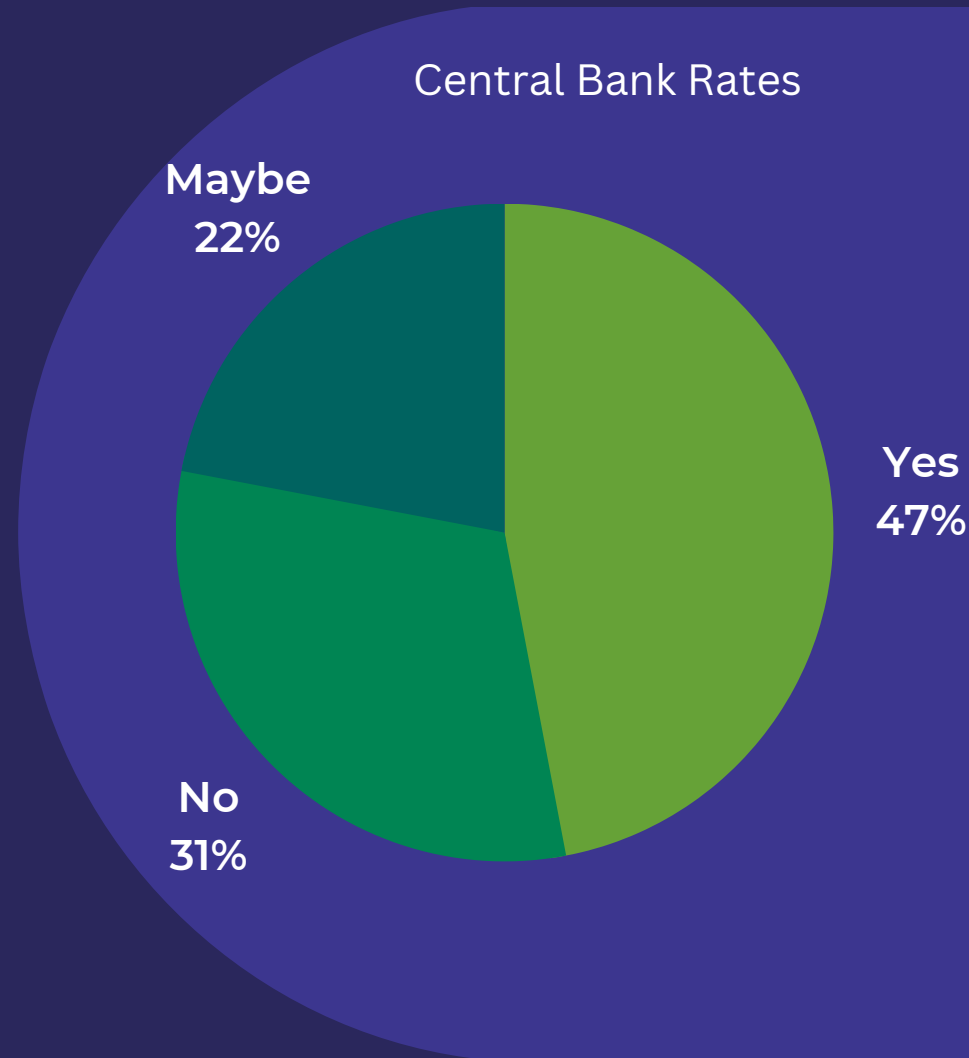
One of the finest pop culture references to consumerist culture may be Black Friday, which legitimately originated in the USA. The day following Thanksgiving is when there will be a 24-hour flash sale.

Participating retailers, which range from big box stores to smaller mom-and-pop shops, offer deeply reduced goods that customers line up to buy. A maximum of the respondents (51%) do not believe in the black Friday deals aiding in e-commerce profits. Of the total respondents 49% believe in e-commerce players making a profit.



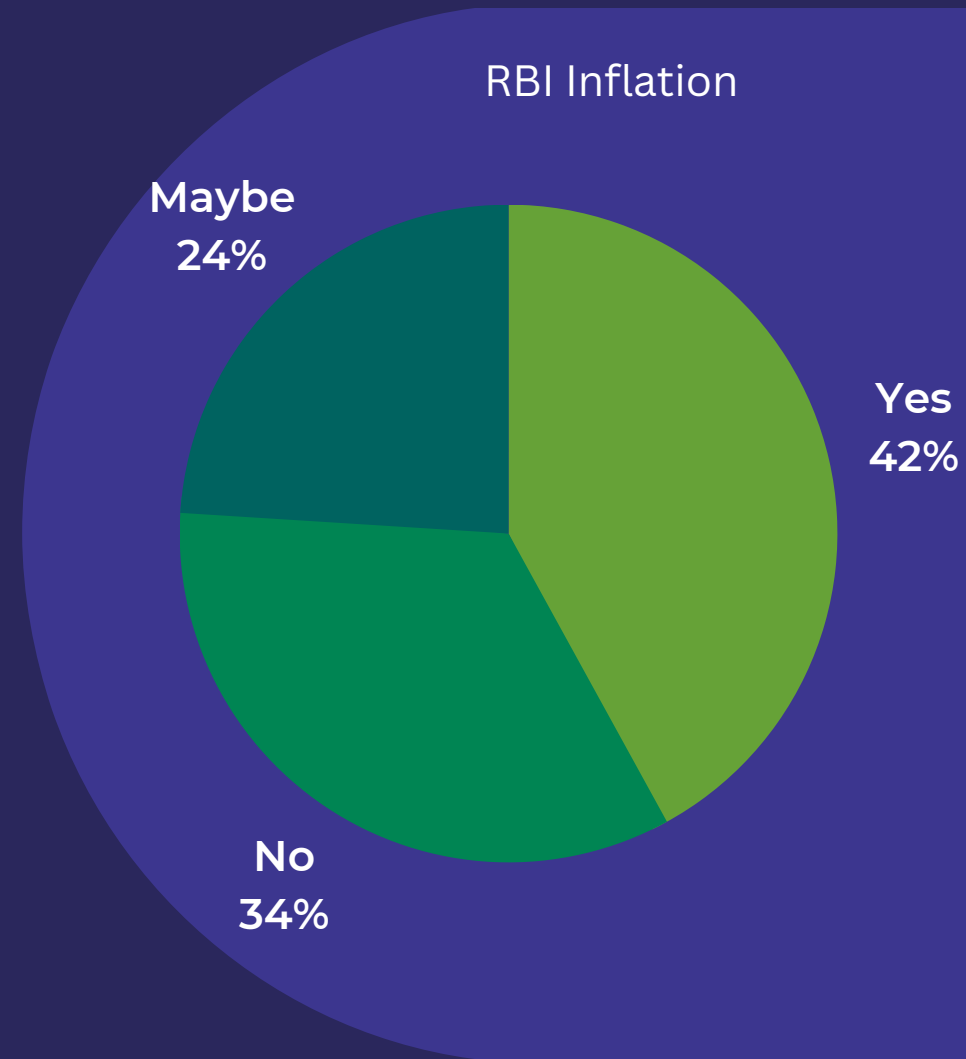
DO YOU BELIEVE THAT THREATS TO FINANCIAL STABILITY WOULD INCREASE IF LARGE CENTRAL BANKS RAISED RATES INSTANTANEOUSLY?

In order to implement monetary policy, central banks must modify the money supply, typically through open market operations. For instance, a central bank could lower the amount of money by obtaining funds from commercial banks by selling government bonds under a "sale and repurchase" deal. 47% respondents believe that threats to financial stability would increase if large central banks raised rates instantaneously whereas 31% believe otherwise. A 22% of the respondents are unsure whether threats to financial stability would increase if Large central banks raised instantaneously.



CAN THE RBI KEEP INFLATION AT OR BELOW 6% BY MARCH 2023?

The Reserve Bank stated today that the worst of the inflation is behind us, but there is no room for complacency in the fight against price increases. It is expected that inflation will fall below the upper threshold level of 6% by the March quarter of the current fiscal. As per most of the respondents (42%) believe the RBI keep inflation at or below 6% by March 2023 while 34% believe it is not a possibility. 24% of respondents are unsure of what the outcome could be like.



BDB – Snapshot

Driving Business Growth - Together



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

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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