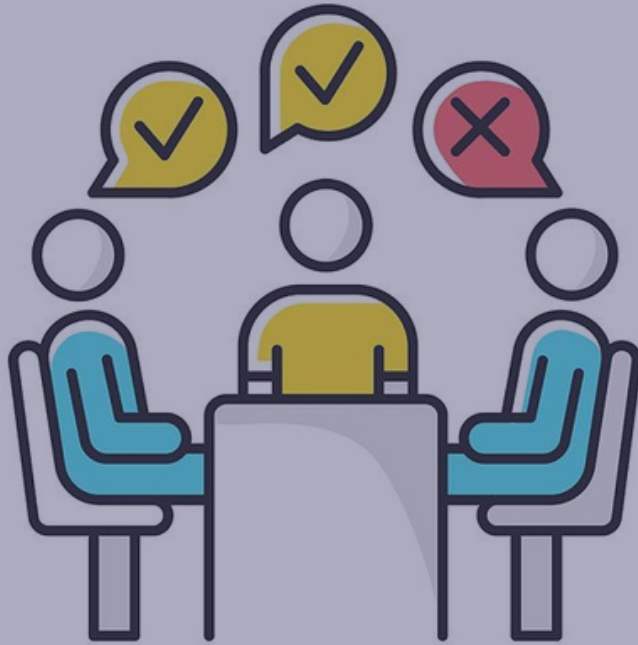


BDB Industry Poll – "Your Opinion Matters"

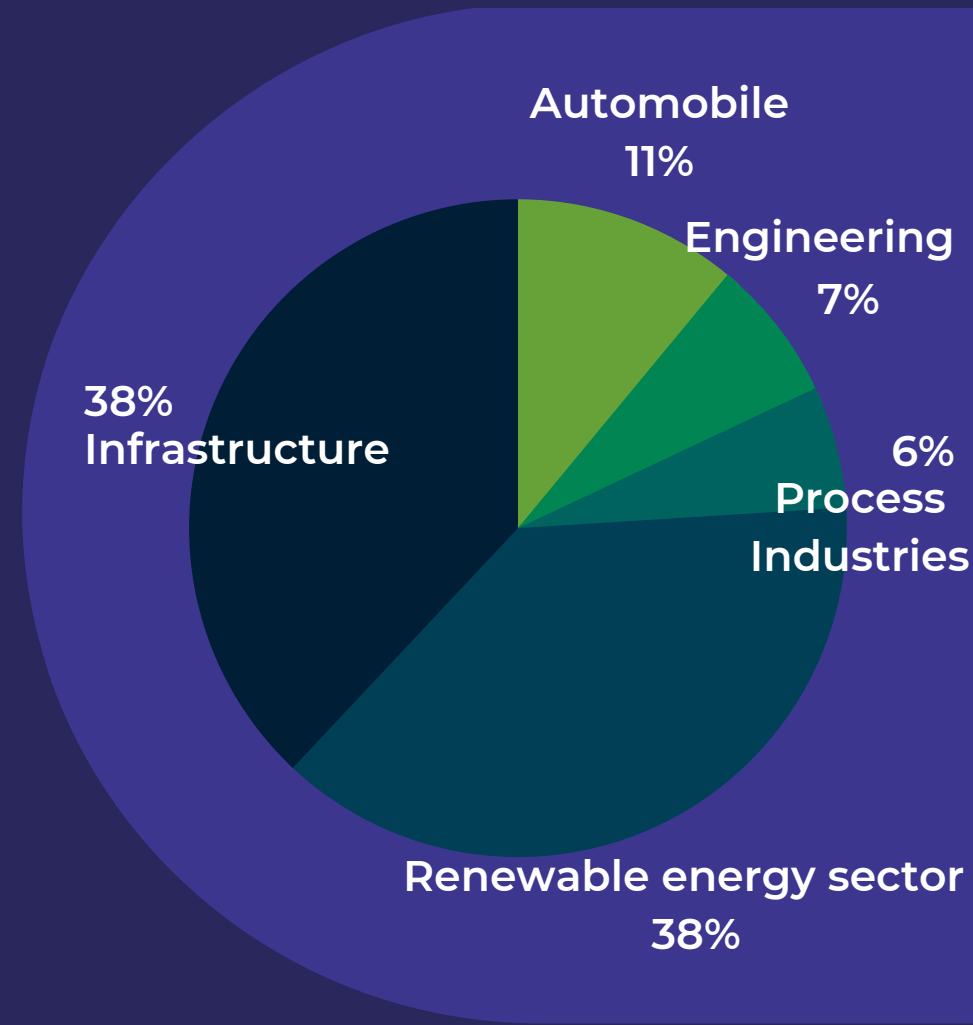
January 2023



BDB India started a monthly initiative called the BDB Industry Poll - "Your Opinion Matters" and conducted the poll for January 2023. 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 January are analysed shown in this report.

ACCORDING TO YOU WHICH ARE SECTORS GOING TO ATTRACT MAXIMUM CAPEX IN FY 24?

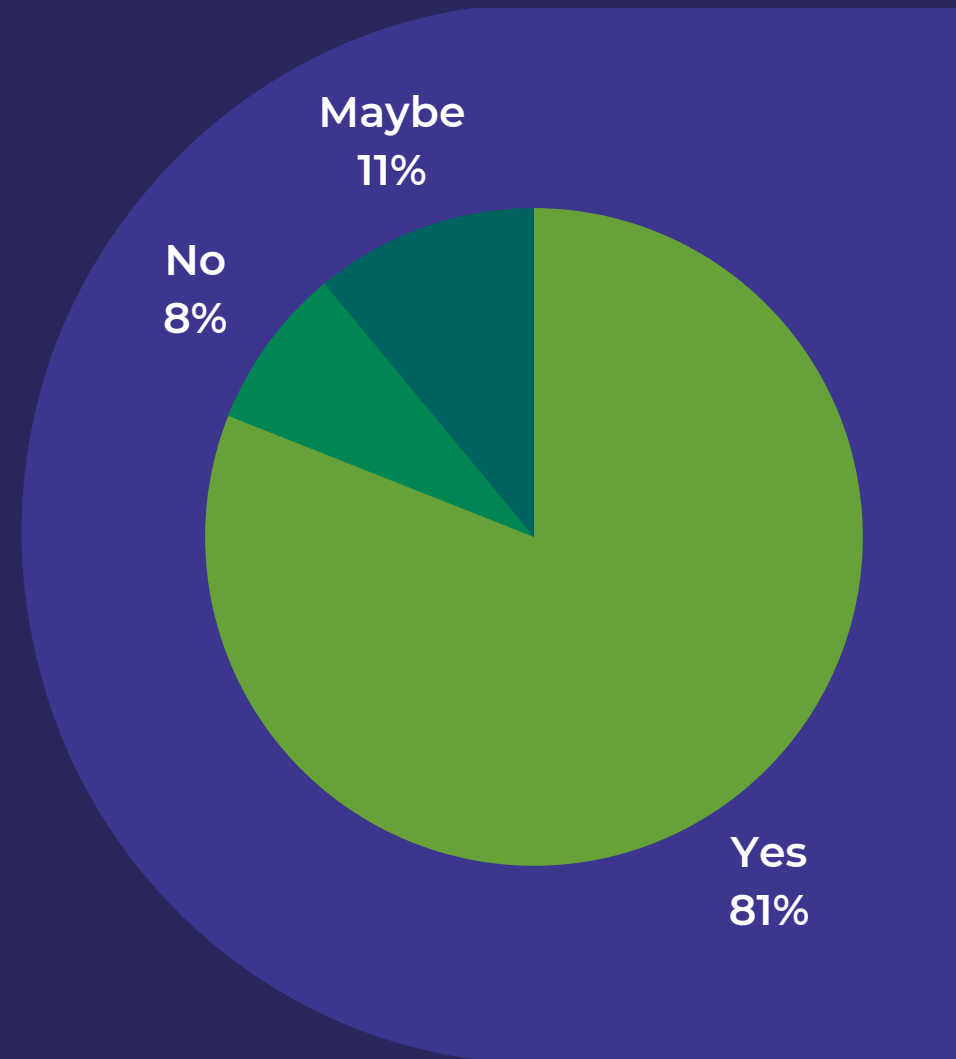
The Budget for FY23 had increased capital expenditure by 35.4%, setting aside nearly a fifth of the total budget for the infrastructure sectors. Similarly, 38% of respondents believe Infrastructure is a sector that will attract maximum capex with the Renewable energy sector at 38% as well. Automobile follows with an 11% respondent choice. Engineering and Process industries are the least expected industries with 7% and 6% respectively according to the respondents to attract maximum capex in FY24.



DO YOU THINK, AT G20, INDIA'S FOCUS MUST BE ON EMERGING AS A BRIDGE BETWEEN DEVELOPING AND DEVELOPED WORLD?

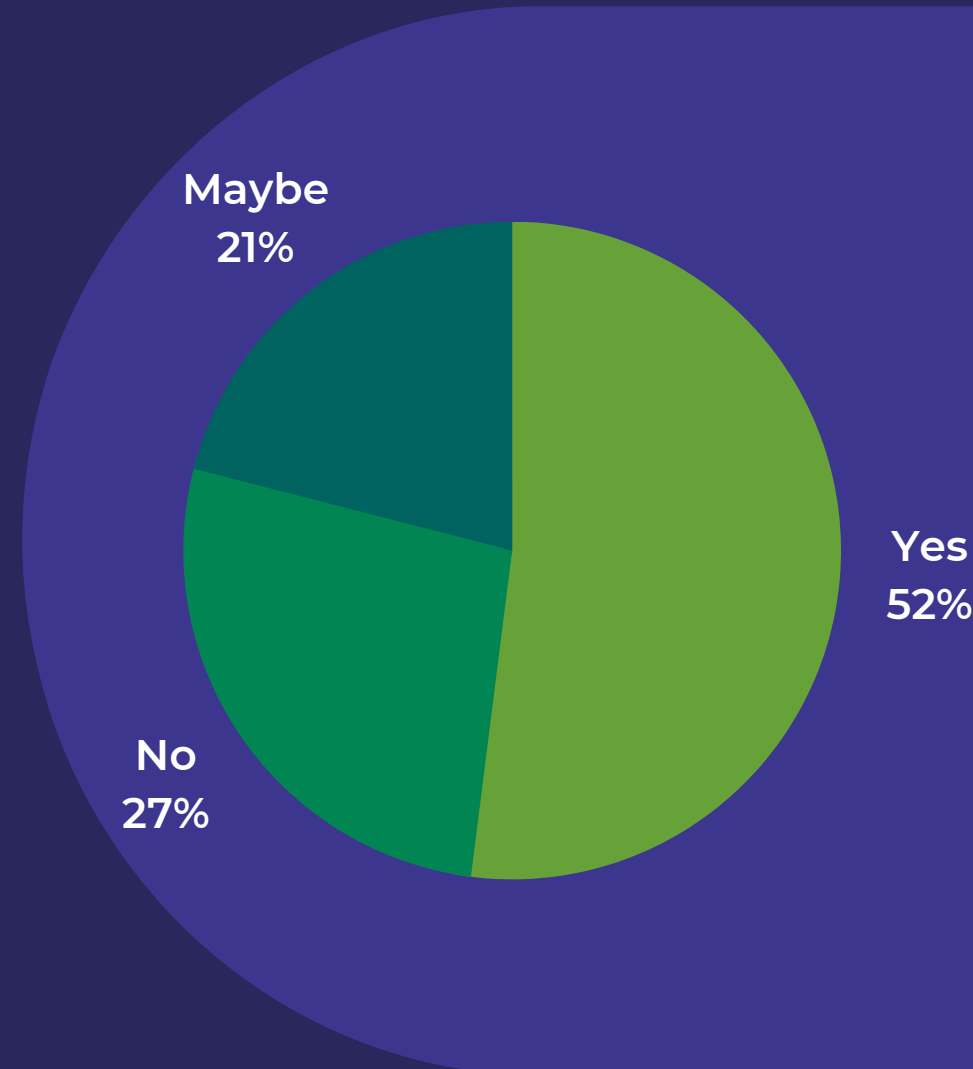
India's G20 presidency gives it the opportunity to not just focus on the interests of the developing world, but to build a bridge between them and the developed world. India will also need to juggle its diplomatic interests with its domestic concerns. There is a whopping 81% of the respondents that believe India must focus on bridging the gap!

A meagre 8% of respondents do not believe in this focus while the remaining 11% are unsure of the stance they believe in.



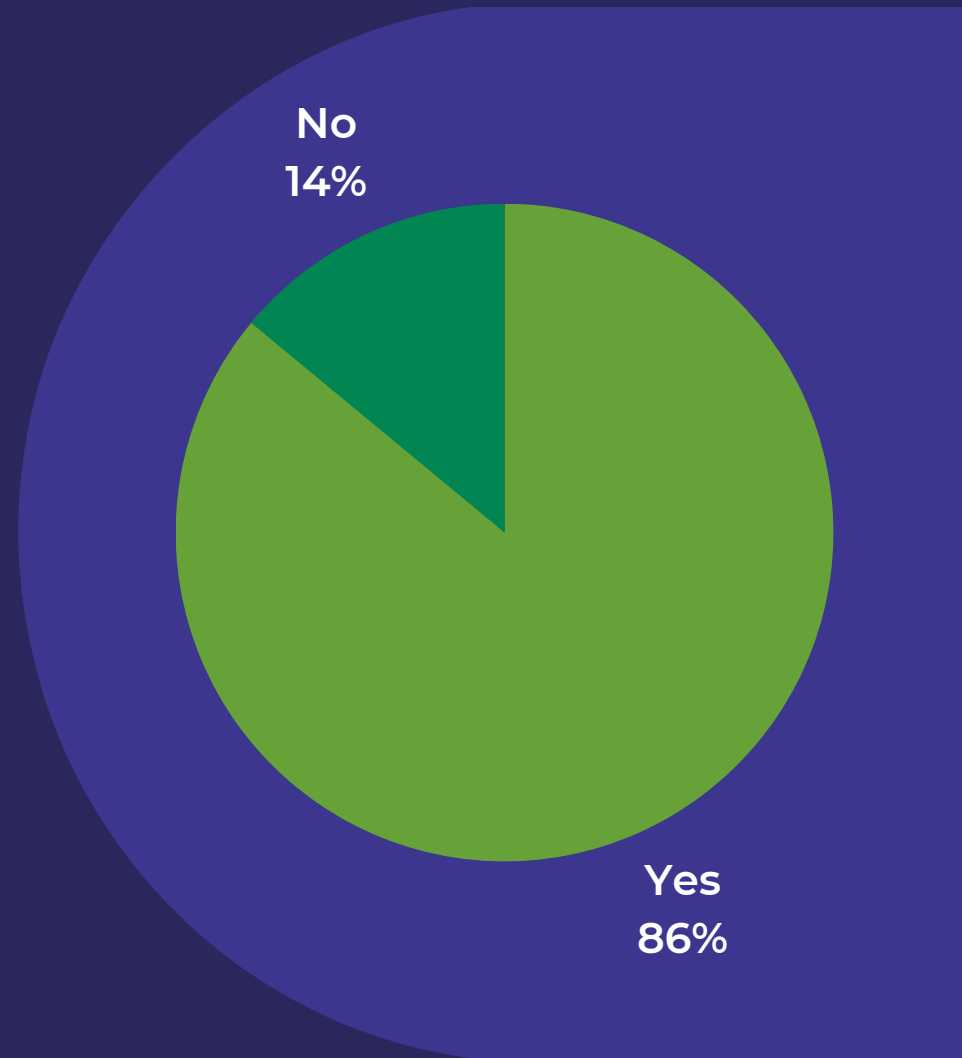
DO YOU THINK INDIA'S ECONOMY IS STRONG ENOUGH TO SUPPORT THE ESTABLISHMENT OF A RUPEE TRADE ZONE?

India can supply many goods, commodities and medicines with a rupee trade zone unlike earlier India did not make concessions on investment in government securities. Then, starved of foreign exchange, India proposed bilateral rupee trade agreements. This is not exactly the situation currently. 52% respondents think India's economy is strong enough to support the establishment of a rupee trade zone while there's a close call between respondents who do not feel the same and the ones who are unsure with 27% & 21% respectively.



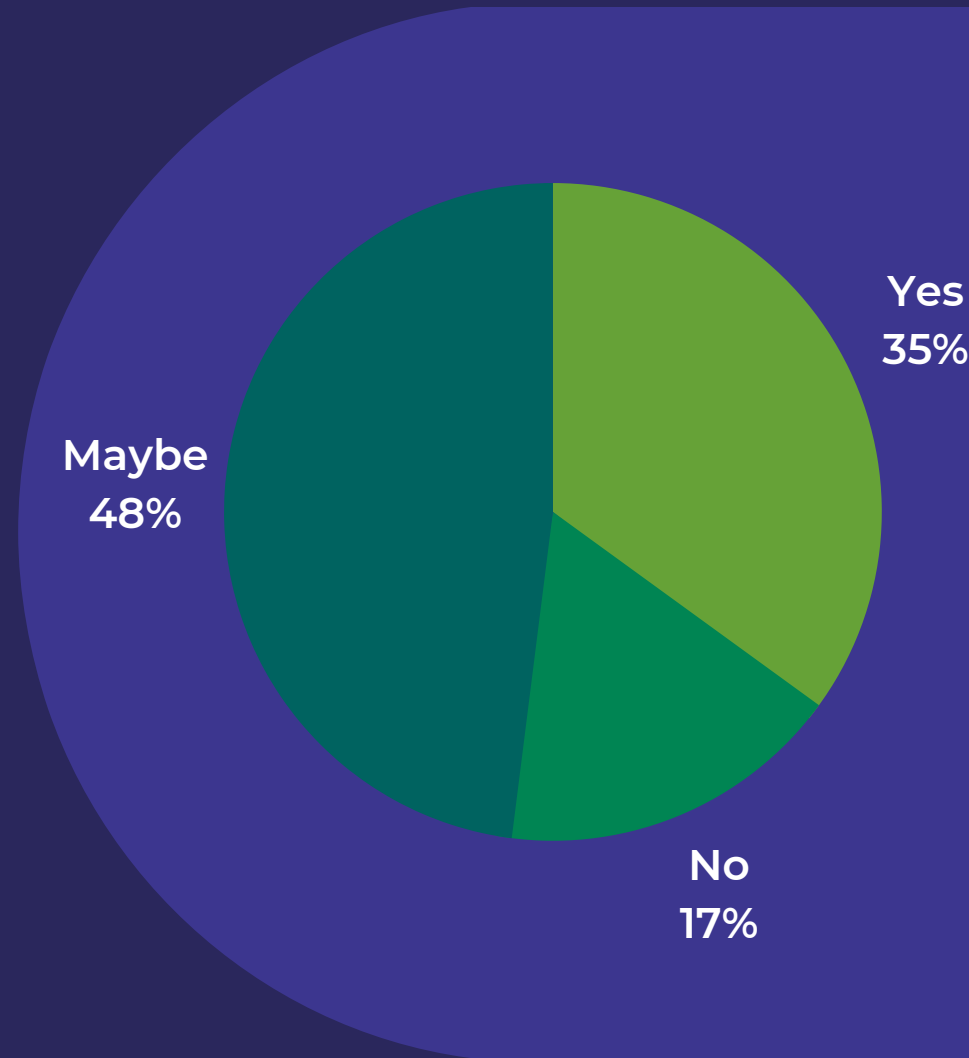
INDIA'S ECONOMY IS SET TO DEVELOP AT THE QUICKEST RATE IN THE WORLD THIS YEAR. CAN THE GROWTH PERSIST?

India's economy is projected to be the fastest growing major economy in the world as it fared better in dealing with the extraordinary set of challenges the globe has faced. The optimistic growth forecasts stem from a number of positives like the rebound of private consumption giving a boost to production activity, higher capital expenditure and so on. 86% of the respondents feel like this growth can persist while 14% do not think this uphill of growth will remain.



IS A GLOBAL RECESSION REALLY NEAR?

Even if we use looser criteria to define a global recession, it is far from certain that one will occur in 2023. Leading economists from around the world spent the most of 2022 persuading themselves that, if the world economy wasn't already in a recession, it was about to enter one. A maximum of 48% are unsure of the situation while 35% of the respondents are of the opinion that a global recession is near. 17% are still optimistic that a recession is not really near.



BDB – Snapshot

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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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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

