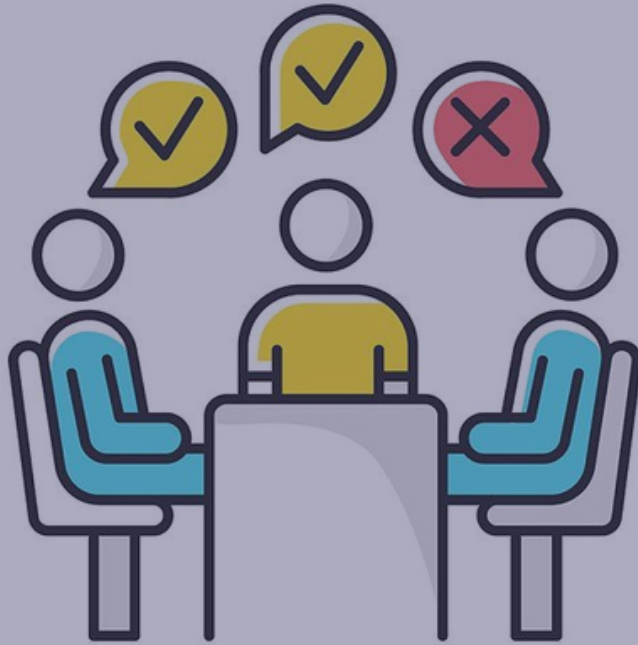


BDB Industry Poll – "Your Opinion Matters"

April 2023



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

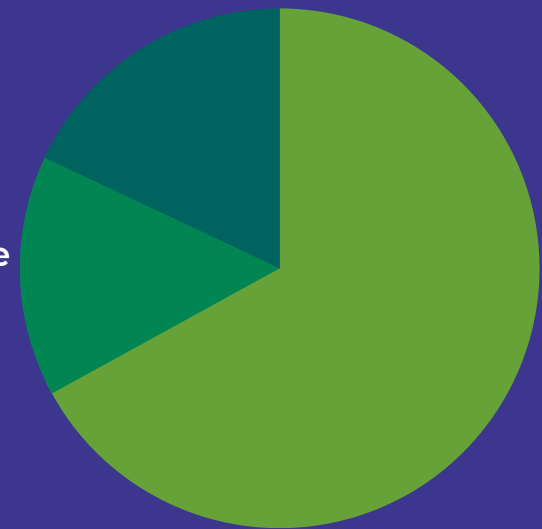
HOW, IF AT ALL, DO YOU THINK THE WORLD ECONOMY'S ECONOMIC GROWTH (I.E., GROSS DOMESTIC PRODUCT) WILL VARY OVER THE ENSUING 12 MONTHS?

An extreme growth downturn, from 2.7% in 2022 to 1.3% in 2023, is predicted for advanced economies. A realistic alternative scenario with increased financial sector stress shows that by 2023, global GDP will have fallen to around 2.5%, resulting in advanced economies' expansion falling below 1%. The respondents, 67% of respondents believe Global Economic growth will improve, 15% of respondents believe the world economy's economic growth (i.e., gross domestic product) will decline and 18% believe it will remain the same.

Remain the same
18%

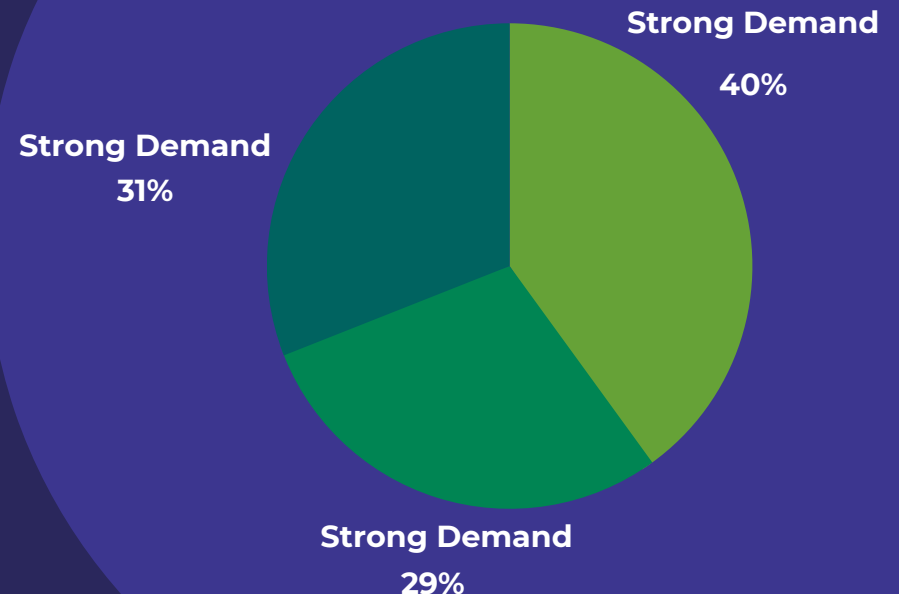
Decline
15%

Improve
67%



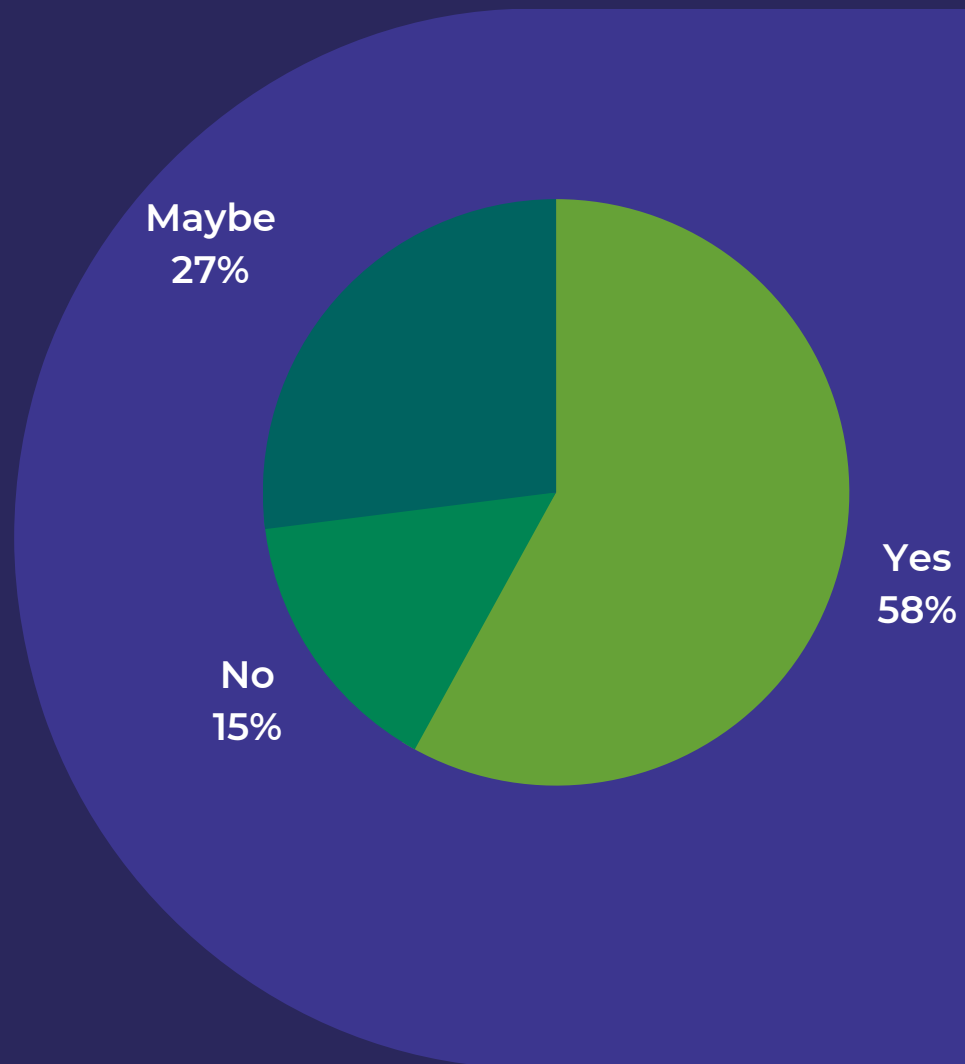
WITH THE CURRENT ECONOMIC SITUATION, ARE YOU SEEING ANY RISE IN CONSUMER DEMAND IN THE MARKET?

India's economic growth will probably still be driven by domestic consumer demand, albeit it will be increasingly affected by the discretionary spending of a growing group of "premium" customers. This tendency offers significant potential for investors to jump-start a genuine 21st-century gold rush. The respondents believe there is about 40% of strong demand, 31% of respondents having low demand and 29% with moderate demand.



DO YOU ANTICIPATE INDIA BECOMING THE MOST SIGNIFICANT MARKET FOR GLOBAL TRADE AND BUSINESS ?

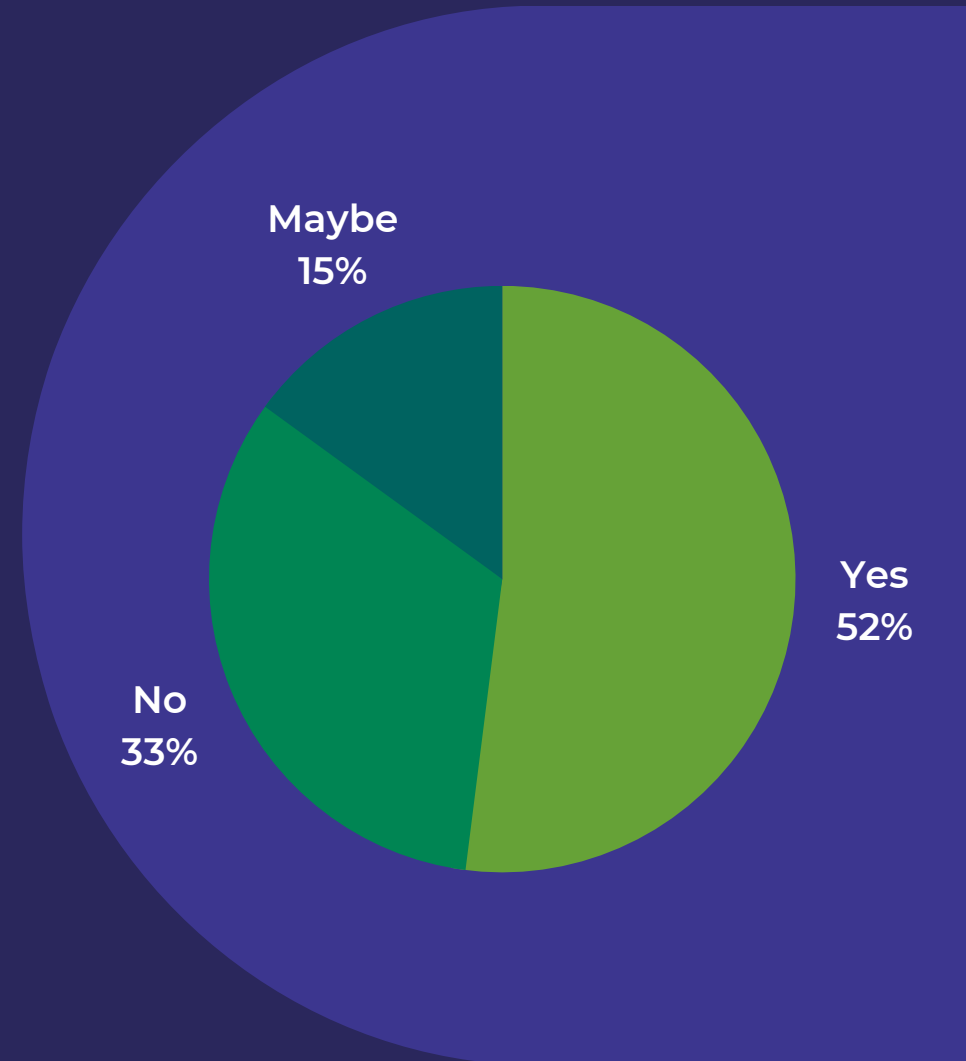
India's new international trade strategy is practical and advantageous, and it has created the conditions for exporters to raise the nation's percentage of world commerce. 58% of respondents said they thought India has the potential to grow into one of the biggest markets for international commerce and business, while 15% disagreed. About 27% of responders are unsure of the circumstances.



INFLATION REMAINS A WORRY IN THE WORLD'S FIFTH-LARGEST ECONOMY BUT, AT THE MOMENT, DO YOU THINK NO RISK IS SEEN FOR FINANCIAL SECTOR STABILITY?

Yes, it is true that concerns about inflation exist. Although the numbers are alarming, the real issue must be addressed.

We have a clear runway ahead with no major obstacles as long as we manage the currency rate. Strong demand exists for manufacturing, infrastructure, and agricultural products, and there are enormous growth prospects in digital India. Inflation is viewed as a risk to the stability of the financial system by about 52% of respondents, while 15% are unclear and 33% do not share this view.



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!

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

<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 		

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