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BDB India Private Limited

Business Growth through Market Research

Expanding Businesses

-----SINCE-----

1989

Market Research
Business Consulting

AN INTRODUCTION

In a large and developing economy the pattern of production and consumption changes rapidly. Here, the ability to quickly respond to these changes determines the success of a business enterprise. The marketplace is the interface between product and consumer. All market and customer driven business enterprises therefore tailor their strategy, based on the marketplace.

As India's leading Market Research and Growth Strategy development company, BDB has a history of serving its esteemed clientele for quarter of a century now, providing them world class management inputs for spectacular success in the global marketplace.

Although we respect relevant foreign technology, we believe in our own education, training and wisdom, to analyze businesses and markets. We believe in the energy of youth. We also believe in the innovation and creativity of youth, even if it has to be tempered with the maturity and experience of age.

Today, intelligent and sustained hard work has set us apart. We have had the privilege of working for leading organizations who have trusted us again and again - many of which are among the largest business houses of India and the World. We have participated in setting up new businesses and in expanding existing ones. We have assisted in identifying new opportunity areas and in evaluating their short, medium and long term commercial potential.

We have been involved in domestic markets as well as in international markets; in industrial as well as in non industrial markets. Our analysis has helped structure new organizations and restructure old ones. BDB now has the unique distinction of being the first Indian Market Research company to receive an ISO 20252:2006 certification.

BDB's enduring success is due entirely to our valued clients and well wishers, for their unflinching faith in our professionalism, ethics, dedication and in our scrupulous adherence to detail. We have constituted a fine team, whose talent and honesty of purpose is beyond compare. And we are here to stay.

Welcome to BDB. We look forward to working with you.

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1

HISTORY

Today, BDB is India's leading Market Research and Growth Strategy development company.

Today, BDB is India's leading Market Research and Growth Strategy development company with a growing international footprint.

When BDB was founded in 1989, the company was a specialized market research facility, exclusively for Industrial or B-to-B markets. Starting up in the industrialized region of Pune, Maharashtra, BDB brought every modern tool of market analysis and research to the doorstep of the engineering and process industry.

The early 1990s were a time of industrial liberalization in India and the need for cutting edge market research was never greater. With

unwavering devotion to the science of market research, BDB began to build specialization across industries. By the end of that decade BDB had built an enviable portfolio of specialization in almost 15 industry verticals.

That decade was also one of export awakening in India and many ambitious Indian business enterprises were obtaining ISO certification. Customer satisfaction measurement was an inseparable part of the exercise and BDB developed one of the finest analytical packages for customer satisfaction measurement and analysis. Ever since, BDB has been the undisputed leader in the



BDB has brought every modern tool of market analysis and research to the doorstep of industry.

Industrial customer satisfaction measurement space.

BDB Q-SAMM® is a trademark registered division of the Company, exclusive to the science of customer satisfaction measurement and monitoring.

As new clients continued to seek BDB's services, the Company developed market research expertise in pharmaceuticals, healthcare, construction machinery and agriculture sectors.

BDB remained steadfast in ensuring that market research remained an applied science and each market research output resulted in a new and innovative strategy for our clients' significant growth in the

marketplace. By 2005, BDB was widely recognized as a specialized provider of failsafe strategies for growth of businesses through incisive research and analysis. BDB has developed a brand new model of offering market research and consultancy expertise in 15 independent industry segments where it's specific industry knowledge and research experience brought dramatic value to clients.


Today, in the second decade of this century, BDB has more than 26 Business Research Divisions, a specialized International Advisory Cell, a team of highly talented research professionals and a growing list of customers.



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VISION & MISSION

BDB shall stay steadfast on the path of providing industry with thorough and accurate analysis of complex business situations and continue to develop ingenious road maps for rapid growth and enduring success in the global marketplace.



Change is inevitable. The present market scenario is going to change in the next 5 years. BDB is change ready to continue to understand market trends that will shape the Industry in the future and move swiftly to prepare for what is to come.

In many ways, the current global economic turmoil has presented an excellent peep hole into business enterprises because their response to this circumstance reveals their tenacity, flexibility and responsiveness to a crisis.

In this context, many know that Indian industry and commerce directly serve a customer base of over a billion Indians and indirectly millions more. Besides, not only does India have vast natural resources, it is

also largely insulated from the after-shocks of the global economic turmoil. To top it all, there is the yawning and growing demand gap for virtually everything. Put these together, and everyone agrees that Indian businesses will flourish, albeit after a small period of numbness.

BDB shall stay steadfast on the path of providing industry with thorough and accurate analysis of complex business situations and continue to develop ingenious road maps for rapid growth and enduring success in the global marketplace.



BUSINESS

INDUSTRIAL

- Electrical Power
- General Engineering
- Industrial Machinery & Machine Tools
- Process Equipment
- Hydraulics & Fluid Handling
- Industrial Chemicals
- Construction Equipment
- Water & Effluent Treatment
- Plastics & Composites
- Industrial Automation

AGRICULTURAL



HEALTHCARE



CONSUMER GOODS



- 
- Automotive
 - Building Management Services
 - Electronics & Telecommunications
 - Industrial Consumables
 - Renewable Energy
 - Metallurgical
 - Textile Machinery
 - Oil & Gas
 - Marine



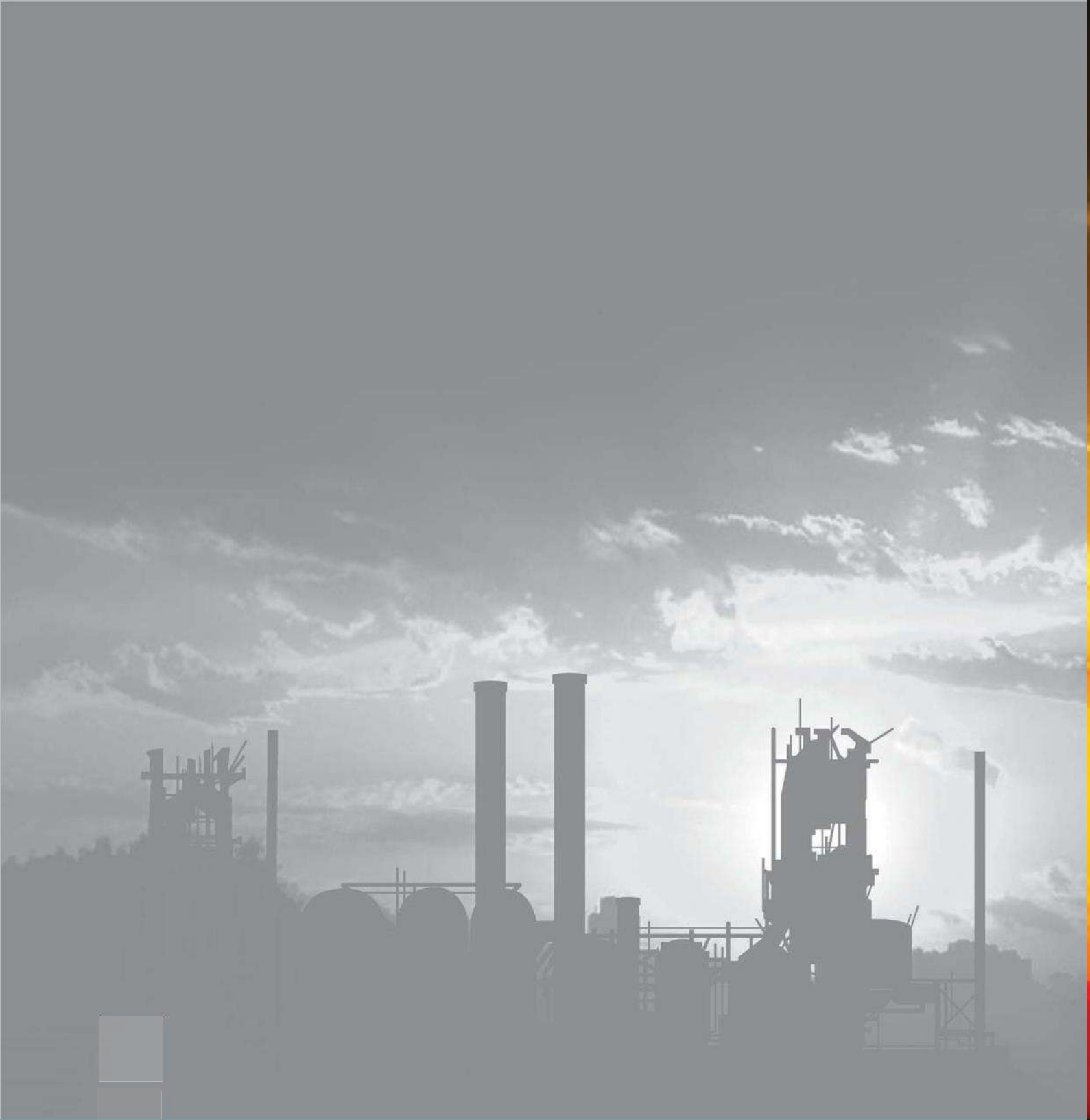
BDB DIRECT®
DIRECT MARKETING



INTERNATIONAL



BDB Q - SAMM®





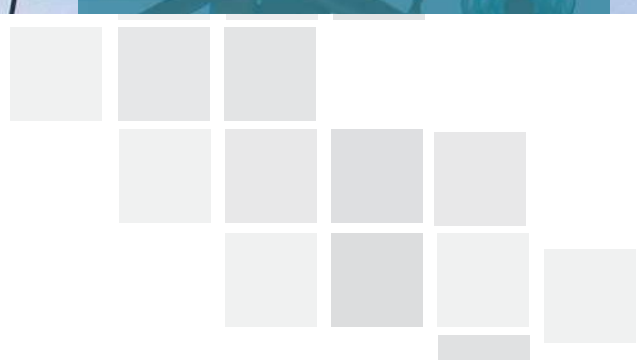
INDUSTRIAL

MARKET RESEARCH

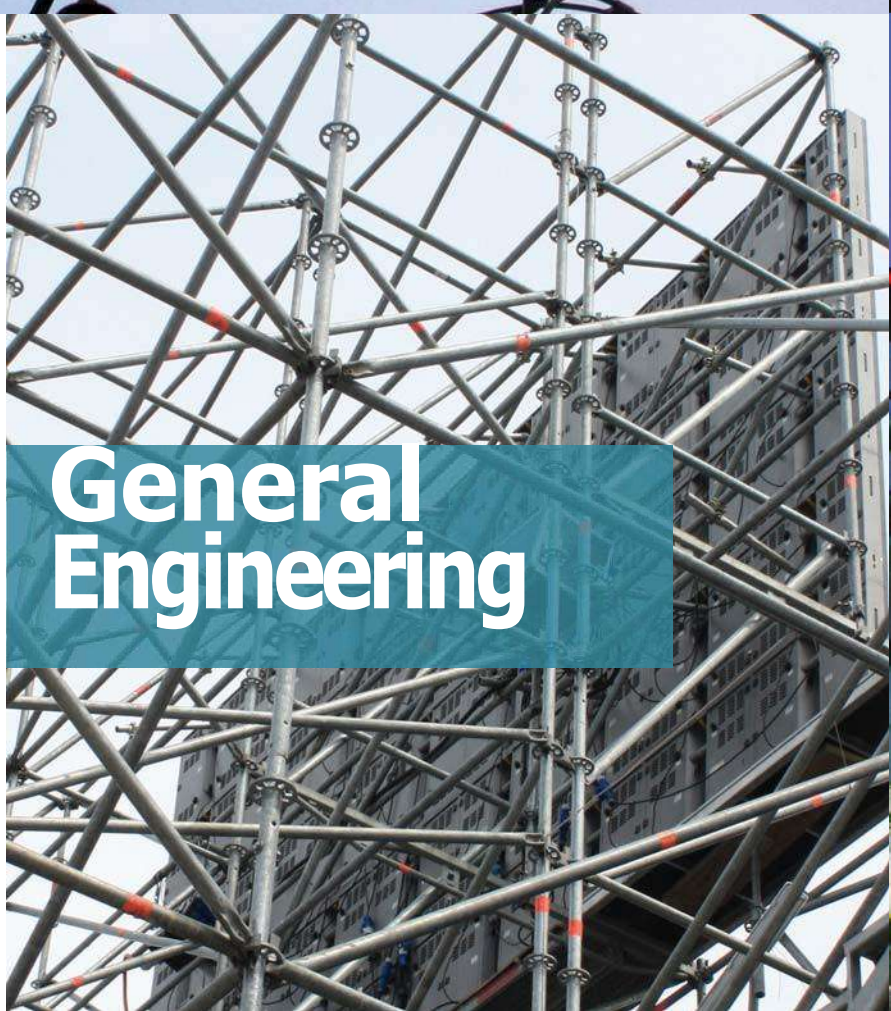


Electrical Power

BDB's capability to analyze the electrical industry has remained unchallenged for years. BDB's experience includes consulting services in power generation, transmission and distribution for virtually every product or equipment : transformers, power cables, LT & HT switchgear, LT & HT motors, flame proof motors, lightning arrestors, energy meters distributed automation products, turbo gensets, overhead conductors, lighting products, ring main units and modular switches - just to name a few.



Analysis of industrial growth and its impact on the consumption of products like steel, welding consumables, construction materials etc., are important research areas that BDB has accomplished over a span of many years for several clients.



General Engineering

A photograph of an industrial facility at dusk. On the left, there is a large, complex structure with a domed top and various pipes and walkways. A tall, thin tree stands in front of it. On the right, a tall, dark smokestack rises into the sky. The overall scene is dimly lit, with some lights visible on the industrial structures.

Industrial Machinery & Machine Tools

Machine Tools have applications in several sectors like energy equipment manufacturing, automotive, consumer durables, dies & moulds, earthmoving equipment, farm equipment, plastic processing (injection, blow moulding and stretch moulding), aerospace, shipping and many others. BDB's familiarity with every application sector is the reason that the Machine Tool manufacturing industry has trusted us to research their markets threadbare and devise new methods of growing.

A photograph of an industrial facility at night. The scene is dominated by large, complex structures with many pipes, walkways, and platforms. The facility is brightly lit with numerous spotlights, creating a high-contrast scene against the dark sky. The structures appear to be part of a large-scale manufacturing or processing plant.

Process Equipment

The process industry markets have been one of the oldest areas of expertise for BDB and large and successful companies in India and abroad have used BDB's services for decades to research their markets. Whether it is instrumentation, controls, fluid systems, pumps and valves, boilers, super heaters, pressure vessels and heat exchangers, decanters, large and complex process equipment, columns, towers, material handling systems in the process industry or anything else - just call BDB.



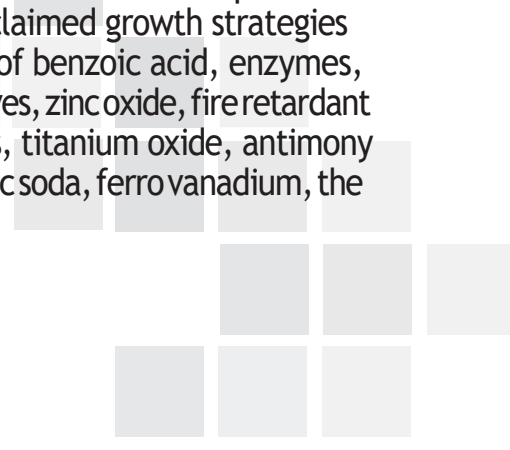
Hydraulics & Fluid Handling

Hydraulic and pneumatic equipment find applications in factory environments, infrastructure, marine, construction equipment and aerospace. Fluid handling systems include valves and pumps, used in process engineering applications.



Industrial Chemicals

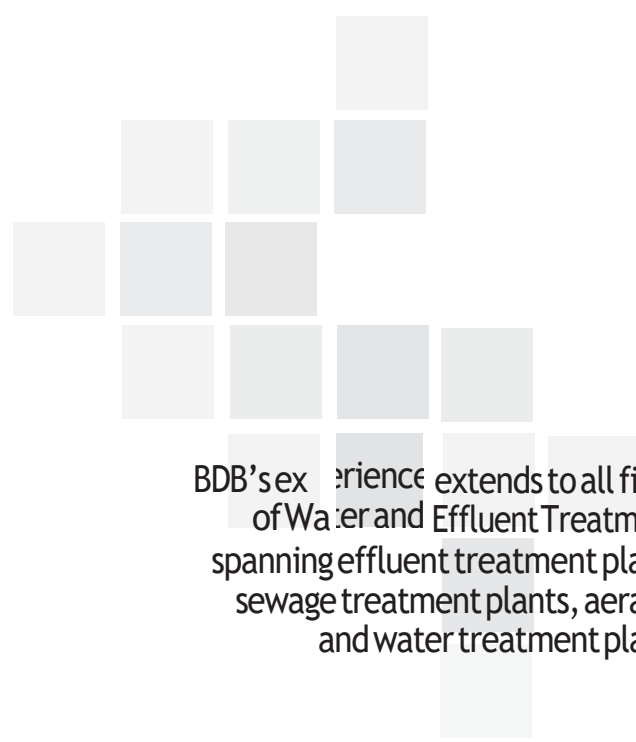
BDB's formidable presence in this sector has been recognized by leading members of the industry. Studies in this sector include consulting assignments in the field of industrial chemicals like those used in textiles, sugar, leather, paper and printing. BDB has also carried out studies for essential oils, oleoresins and additives for food and specialty chemicals used in cement, pesticides, fertilizers, pigments and polymers. BDB has developed universally acclaimed growth strategies for producers of benzoic acid, enzymes, starch derivatives, zinc oxide, fire retardant masterbatches, titanium oxide, antimony trioxide, caustic soda, ferro vanadium, the list is endless.





Construction Equipment


BDB specializes in developing cutting edge growth strategy for the construction machinery sector which includes equipment like backhoe loaders and cranes, dumpers, tippers, mining equipment, conveyors, compressors and engines. The most successful Indian and global manufacturers of construction machinery and equipment are on BDB's client list.



BDB's experience extends to all fields of Water and Effluent Treatment, spanning effluent treatment plants, sewage treatment plants, aerators and water treatment plants.

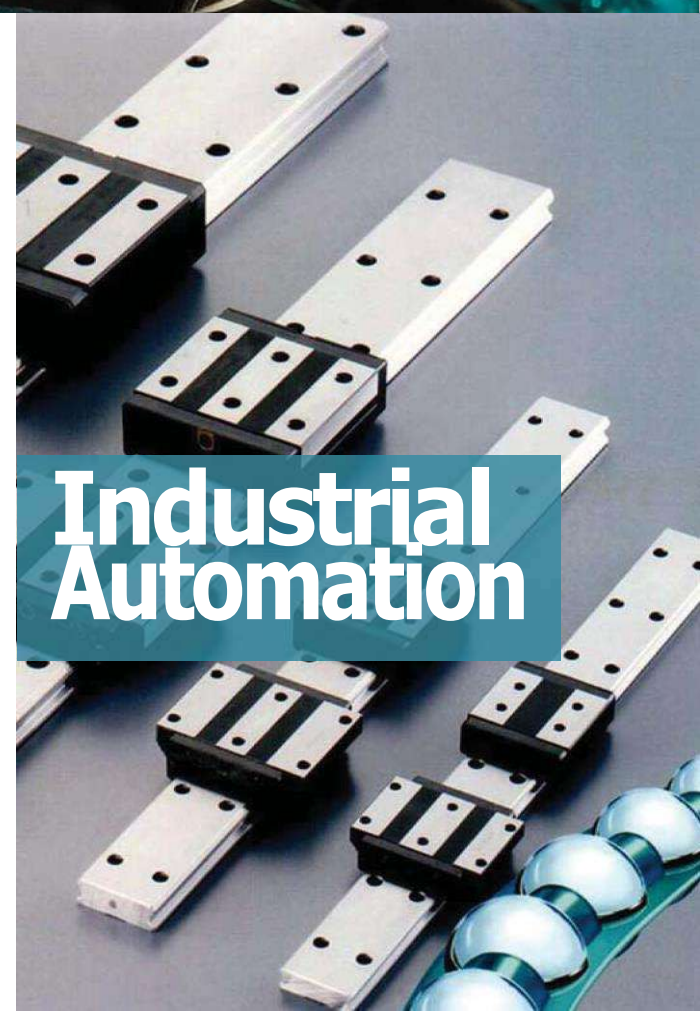


Water and Effluent Treatment



Plastics & Composites

Studies related to engineering plastics and commodity plastics are BDB's strengths. Plastic moulding equipment like injection, blow moulding, extrusion lines, fiber glass as raw material, composite products made out of SMC, DMC, additives like masterbatches, fire retardant masterbatches etc., have been researched by BDB.




Industrial automation has been one of our oldest areas of expertise. Factory automation, process automation, products like linear motion products, robotics, flow control measurement products etc are extensively studied and analyzed.

Industrial Automation



Automotive

BDB's unparalleled experience in the automobile sector includes consulting assignments in every field of motorized vehicles, be it regular two wheelers or passenger cars, light commercial vehicles, heavy vehicles, special purpose vehicles or even off highway equipment like excavators. Incisive and in-depth analysis of the automotive aftermarket is also BDB's exceptional strength.



BDB's wide experience in the Building Management Services includes electro mechanical and plumbing solutions, lighting solutions as well as security & fire solutions.



Building Management Services



Electronics & Telecommunications

Electronic components find application in factory automation, power sector, process automation and building automation. High-end telecom products that are used in switching stations as well as cabling and telecom towers are also analyzed by BDB.



Industrial Consumables



Industrial Consumables are broadly categorized into products like welding consumables, additives, paints etc. BDB has been researching these markets for years now.

A large offshore wind farm with many white wind turbines stretching across a blue sea under a clear sky.

Renewable Energy

BDB truly understands the growing potential in wind & solar industries. BDB's experience in wind turbines, generators, blades, electronic gear boxes and solar-thermal component applications is remarkable.

A decorative graphic consisting of several light gray squares of varying sizes arranged in a cluster.

BDB's wide experience in the metallurgical industry spans ores, minerals, mines, extraction and utilization of ferrous and non ferrous metals and alloys. BDB's very impressive client list includes integrated steel plants, alloy steel plants, strip mills, copper extractors and converters, sophisticated investment casting producers, cold rolled steel makers, re rollers, aluminium foil makers, steel pipe and seamless tube companies, large fabricators and many more.

A close-up view of a steel-making process, showing bright orange molten metal being poured from a ladle into a mold, with sparks flying around.

Metallurgical

Spinning, weaving, finishing and integrated mills have all repeatedly chosen BDB to research their markets for them. From cotton to polyester, from staple fibre to finished products, BDB has been researching these markets for years now. BDB has analyzed trends in the textile industry for different types of cloth, consumables, as well as textile machinery and its components. BDB has also been consulted for analyzing the markets of spindles, card clothing, processing machines, PSF, denim, dyes & dye intermediates, enzymes and numerous other textile industry subjects.



Textile Machinery



Oil and Gas

Oil and gas industry has grown into one of the major sectors of Indian industry. There are several Indian and multinational companies operating in this field offering products and services in the fields of Seismographic technology. BDB has carried out numerous studies for upstream, midstream and downstream areas in the Oil & Gas industry, including those for complex equipment and services that find specific applications even in deep-sea drilling.

Indian Shipyards are getting their due prominence in the global shipping industry. India's emerging ship building capability now includes designing and building merchant ships, vessels for oil and gas, for defense and even cruise ships for tourism. This industry also has very well networked consultants, designers, specifiers and inspection agencies. BDB has developed excellent research capability to carry out complex research assignments spanning the entire range of equipment to automation in the shipbuilding sector. BDB has carried out studies related to ship recycling Industry in India and is familiar with all the small, medium and large shipyards in the country.



Marine



AGRICULTURAL MARKET RESEARCH

A red tractor with a front loader is parked in a field of tall grass. The tractor is facing right, and its front loader is raised. The background shows a line of trees under a cloudy sky.

Farm equipment & implements

Indian markets for farm equipment and implements are one of the most exciting and BDB has successfully executed very demanding consulting assignments in the field of sprinklers, pump sets, tractors, greenhouses, threshers, tillers and sprayers. Some of the world's biggest farm equipment producers have trusted BDB to develop an India market entry strategy for them.

A decorative graphic consisting of a grid of squares of varying shades of gray, arranged in a pattern that tapers to the right.

BDB offers proficient solutions in the Micro Irrigation sector.

Our services include a wide array of studies on Pre and Post Harvesting Equipment, Micro Irrigation Implements, Drip & Sprinkler Systems, etc.

A wide shot of a green field with a micro irrigation system. Several nozzles are visible, spraying water onto the grass. In the background, there is a line of trees and a cloudy sky.

Micro Irrigation



Agrochemicals & Fertilizers

BDB has developed marketing strategies by researching the fields of soluble fertilizers, micro nutrients, phosphatic fertilizers and fungicides. BDB's familiarity with the markets of drip irrigation systems, soil conservation, plant applications and scores of other agriculture related inputs is legendary. For hard working market research outputs directly from the farmlands, all experts trust BDB.







HEALTH CARE MARKET RESEARCH

BDB has designed and conducted customized Healthcare Market Research studies for many of its clients. BDB specializes in studies related to Clinical Laboratory Equipment, Pathology Equipment, Surgical Products, Imaging Equipment, Medical Devices, Medical Equipment, Hospital Equipment and Furniture, Equipment for Radiology and Microbiology etc. Large hospitals have also trusted BDB to evaluate their functioning to find ways of improving patient care and recovery.



CONSUMER GOODS MARKET RESEARCH

Consumer durable manufacturers have time and again trusted BDB's talented researchers to develop a clever and failsafe strategy to expand their markets and enlarge their market shares in an extremely competitive marketplace. For many years, BDB has been researching the markets of refrigerators, washing machines, fans, car air purifiers, window & split air conditioners, paints, furniture, watches, locks & latches, door closures, laminates, wooden flooring, light fittings, modular switches, cutlery, knives & scissors and even ventilation products for intelligent buildings.

Identifying and studying the preferences, attitudes and behavior of consumers in a competitive economy is the prime objective of BDB's Consumer Goods Market Research. White Goods, Brown Goods, Kitchen Equipment, Building Management Products & Services, Air-conditioning Equipment, Consumer Durables, Home Decorating & Architectural Products, Interior Designing Products, Stationery products and Personal Healthcare Products are the main areas of the research and studies (qualitative and quantitative).



INTERNATIONAL MARKET RESEARCH

BDB's International Market Research assists in identifying, evaluating and comparing potential foreign market opportunities and developing a marketing plan. Advising on Market Entry Strategies, Location Identification and Distributor & Partner Identification is BDB's prime expertise.

BDB has developed strategies to enter several overseas markets, including Middle East, SAARC region, South East Asia, Europe, Australia, Africa and China.

BDB's clients in South East Asia, Far East, the Middle East, Europe and the US have also engaged BDB to evaluate the Indian opportunity before making investments.





BDB DIRECT® DIRECT MARKETING

Increased Reach, Brand Building and creating brand awareness are the most important areas of study and research under BDB Direct Marketing division.

Brand Propagation and Lead Generation are most effectively achieved through BDB's Direct Marketing techniques.





BDB Q-SAMM®

Customer Satisfaction Measurement and Monitoring Division

BDB Q-SAMM® works with client companies to measure the satisfaction level of their customers with their products and services. Satisfaction is measured on both absolute and relative basis.

A "Satisfaction Index" works as a strategic tool to design incisive customer oriented strategies, to generate more satisfied customers and consequently more business.

Other services of this division include measurement of Vendor Satisfaction, Employee Satisfaction, Internal Customer Satisfaction, Customer Loyalty, Brand Image and Corporate Communication Effectiveness.



4

EXPERTISE

BDB's strength lies in weaving different aspects of business into a winning fabric.

It has been our relentless endeavor to enlarge the role of conventional market research to full-fledged Business Research and we have been rewarded for our effort. Over the years, BDB's client base has expanded to cover companies in all sectors of commerce.

In order to provide integrated management solutions to our clients, all our activities have to be closely inter dependent. BDB therefore has a loosely constituted

system of divisionalisation that allows for freedom of thought while ensuring functional focus. Our divisionalisation has been a product of client need. This segregation has been made keeping in mind the specific needs of each of the activities. Extensive field investigation with advanced analytical techniques are routinely deployed to evolve an accurate quantitative and qualitative analysis. Experience from several successful projects are simulated for similar situations.



BDB's strength lies in weaving different aspects of business into a winning fabric.

Customer Delight Cell has been an experiment of our company which aims at providing upgraded reports as frequently as the customer desires, at a fraction of the original cost. Not only this, we also offer to renew or upgrade any research that a client may have carried out in the past ten years.



5

CLIENTS

Geography has never limited BDB.

BDB boasts an admirable Client List of almost three decades. BDB has researched for clients in the 'Industrial World'. From Engineering to Industrial Chemicals. From micro instruments to light, medium and heavy plant, equipment and machinery. From products to systems. Qualitatively and quantitatively.

BDB has had the opportunity of working with clients producing consumer durables as well. BDB has researched entire businesses for an unending array of products; from small value home products to top end commercial products

and services. Even soft analysis like Ad Impact measurement and such.

BDB has served discerning clients in the Automotive Sector. Not only for vehicles that are already on the road, but futuristic vehicles of visionary clients!

BDB has researched the vast Auto Components business, including the even bigger Aftermarkets.

Renowned MNCs, domestic companies large and small, and niche players have all utilized BDB's exceptional research capabilities time again.



BDB also has clients with specific interests in rural markets. Companies in the Agriculture, Pharmaceutical and Healthcare Sectors. Spread all over the country, they range from specialized single product companies to those with multiple product mix. From Fertilizer manufacturers to Animal Feed producers. Harvesting machinery producers to tractor makers.

A very impressive list of Corporates have retained us to measure and monitor their Customer Satisfaction Levels using **BDB Q-SAMM®**.

Geography has never limited BDB. BDB's global clients include large and established American, European, South East and Far East Asian Companies, who have praised BDB's honest and forthright research effort.

All this accumulated expertise of BDB is now at your disposal.



6

OUR TEAM

BDB believes in empowered executives. Intellectual growth is also an important aspect of our executive expectation.

OUR PEOPLE - OUR TEAM

BDB has a team of young and dedicated qualified men and women, who support each others' strengths to deliver the best professional output to clients.

This team comprises graduates in engineering, science, statistics or commerce, many of whom have completed their post graduation in management sciences. BDB also has recognized statisticians to provide analytical backup.

KC Mani, the Managing Director of the company has had around 25 years of brilliant experience in market research and strategy. Apart from actively participating in every assignment, his expertise and counsel is available to each member of the company.

Our company believes in empowered executives. Intellectual growth is also an important aspect of our executive expectation. Freedom to express their professional talent is abundant.



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