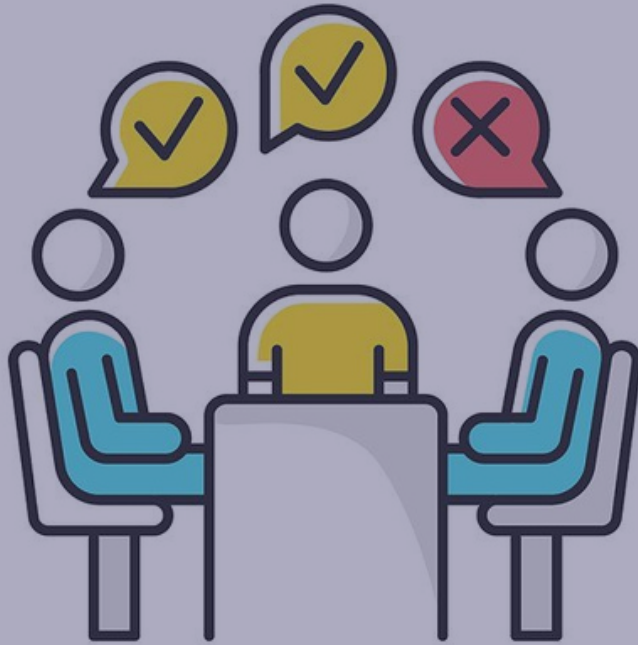


# BDB Industry Poll – "Your Opinion Matters"

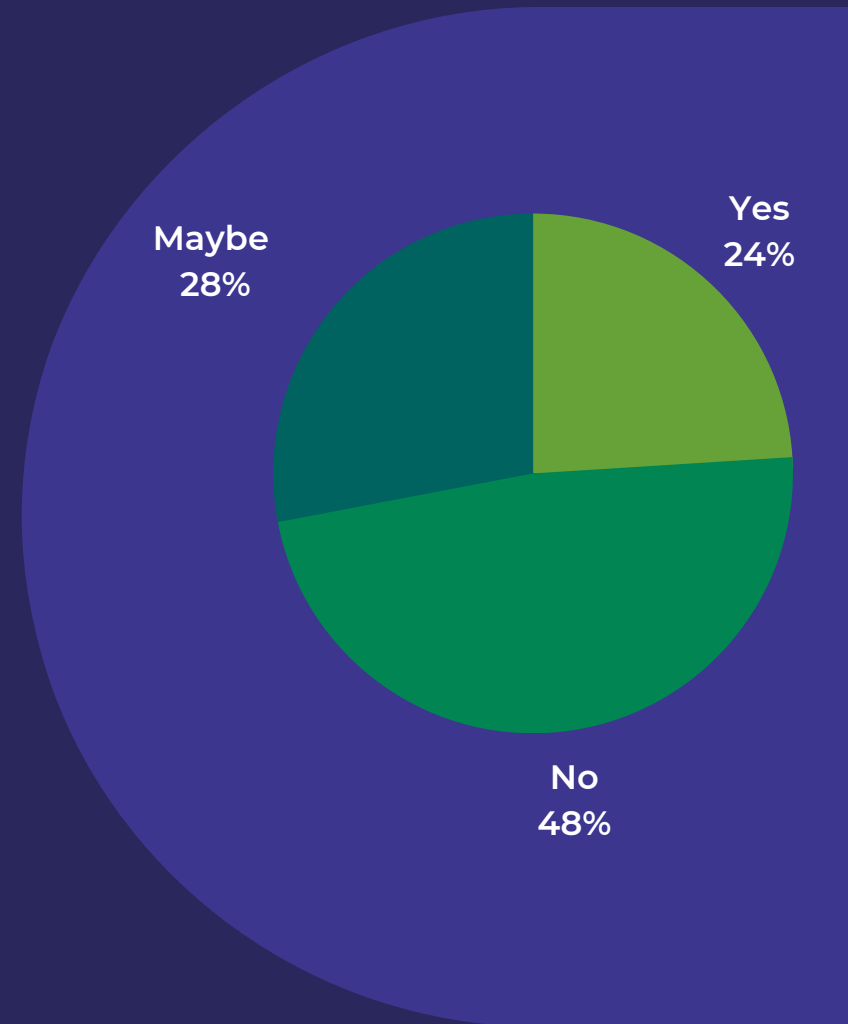
May 2023



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

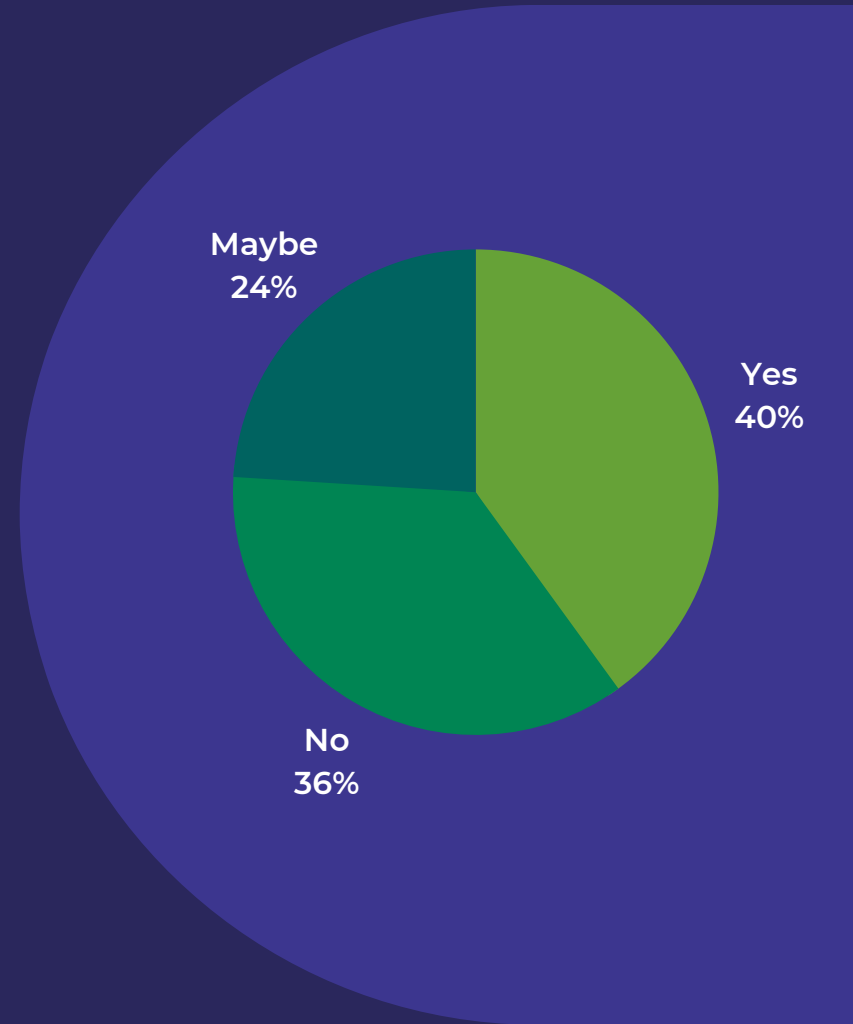
## CAN CHANGES IN ANTI-MONEY LAUNDERING LAW IMPACT FOREIGN INVESTMENTS?

Regarding the latest announcement from the Finance Ministry on broadening the scope of anti-money laundering regulations, CAs are demanding more information. They think that this action may potentially make it more difficult to facilitate foreign investment and corporate operations. About 24% agree that Anti-money laundering law can impact foreign investments while a massive 48% of the respondents do not believe so. About 28% are not very sure of either of the outcome in this situation.



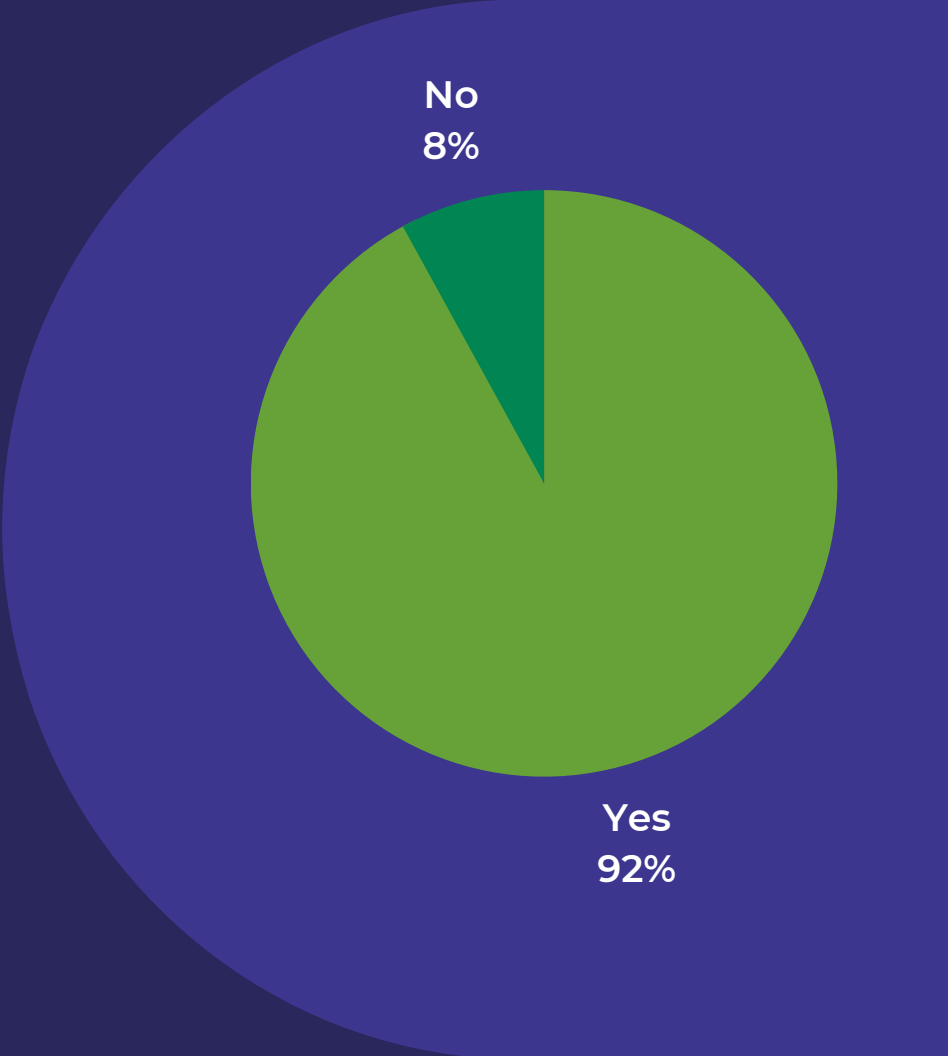
# THE EVOLUTION OF THE ULTRA-MODERN TECHNOLOGY CLAIMS TO SOLVE GROWING PROBLEMS, BUT IN THE PROCESS, IT HAS CREATED AN UNPRECEDENTED SERIES OF CRISIS, DO YOU AGREE?

Any evolution in technology or any segment will bring about changes in all forms. Technological evolution has made lives easier but also comes with its own set of warnings. About 40% of respondents believe that ultra-modern technology solves problems but has created a series of crises in the process of growth. There is 36% of the respondents do not believe so while 24% on the other hand are on the fence with their opinion in this situation.



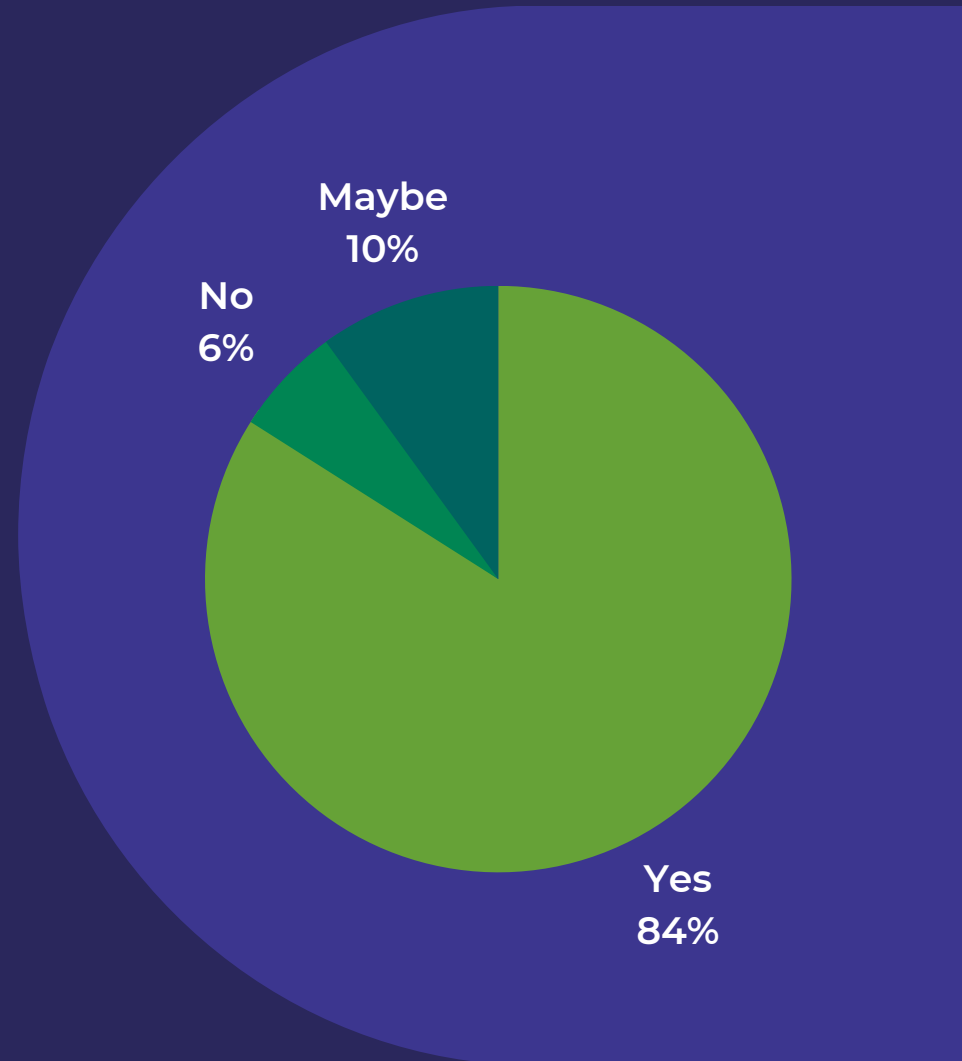
# DO YOU THINK INDIA MUST NOT RELY ON A FEW LARGE MARKETS, BUT OPT FOR INTEGRATION WITH GLOBAL VALUE CHAINS?

India must take action to make use of its sizable consumer market, labour force, and enact investor-friendly government regulations if it hopes to profit from the current GVC revolution. If they are effective, India may be able to reduce its growing trade imbalance and expand the job market, which would result in better salaries. A major chunk of the respondents, 92% believe that India must not rely on a few large markets but take on the integration with Global value chains while merely 8% do not agree with the same.



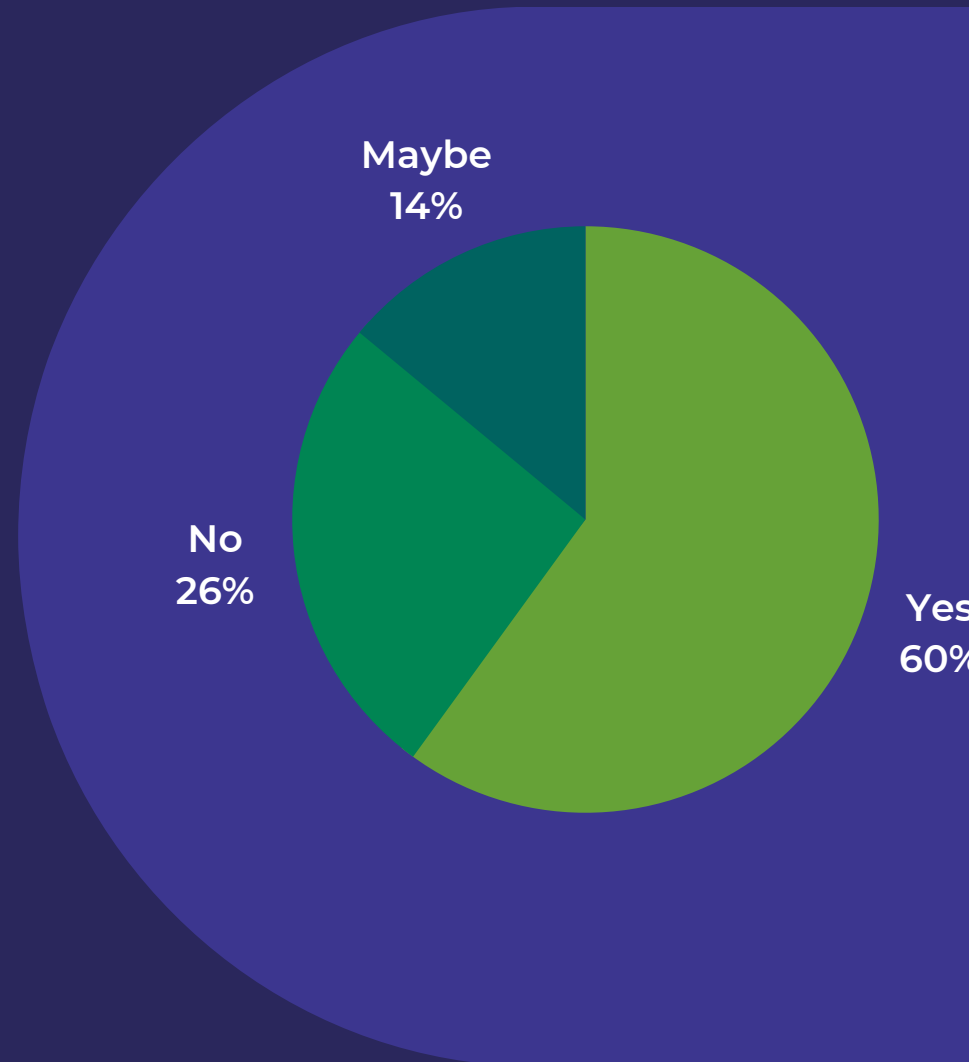
## CAN INDIA'S DIGITAL GAP BE BRIDGED BETWEEN TECH USE AND TECH SKILLS?

A government programme called "Digital India" seeks to make India into a knowledge-based society and economy. Although the effort has significantly increased access to digital technologies, there is still a huge gap between the country's technology usage and the required tech skills. About 84% of the respondents believe that India's digital gap can be bridged between tech use and tech skills while only 6% of the respondents do not agree with the statement. A meagre 10% of the respondents are not sure of which way can the gap between tech use and tech skills be bridged.



## CAN INDIA'S VULNERABILITY TO GLOBAL SHOCKS REDUCE IN FY24?

India's susceptibility to global shocks is anticipated to decline in FY24 as the Current Account Deficit (CAD) decreases despite difficult external financing conditions. The largest short-term external burden for India is CAD, which has an impact on the exchange rate and market confidence. About 60% of the respondents agree that India's vulnerability to global shocks will reduce in FY2024 while 26% of the respondents do not agree with the statement. Meanwhile 14% of the respondents are unsure of what the outcome may look like for India in FY2024.



# 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



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