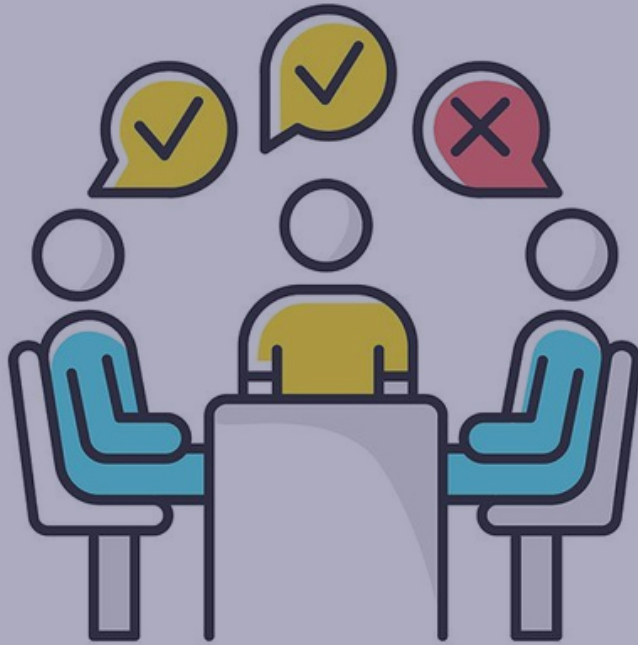


BDB Industry Poll – "Your Opinion Matters"

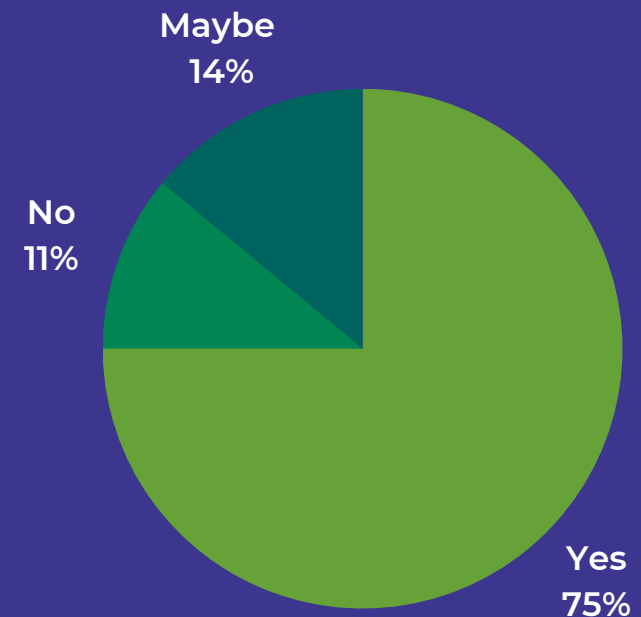
June 2023



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

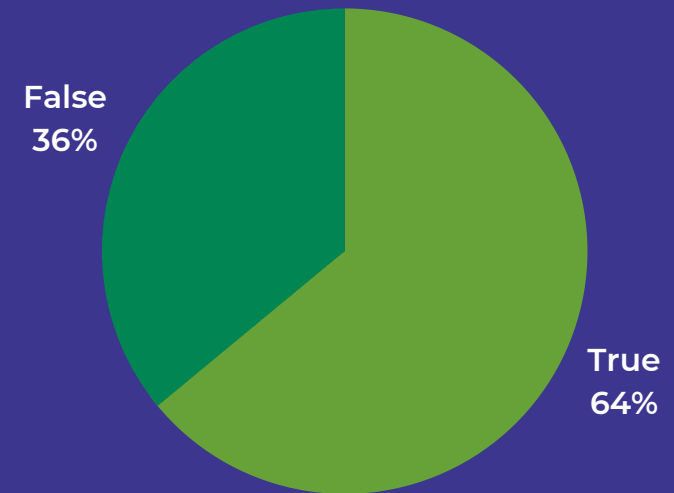
ARE PRODUCTION-LINKED INCENTIVES FOR MANUFACTURING EFFECTIVE?

PLI is a programme of the central government that offers financial incentives to domestic businesses in order to boost the production and sales of particular goods made in the nation. By giving businesses financial incentives, the PLI scheme has been successful in boosting domestic production. It is considered a means of encouraging businesses to boost production and support economic expansion. A major section of the respondents (75%) believe that production link initiatives are effective for manufacturing while 11% believe otherwise and 14% are on the fence about the opinion.



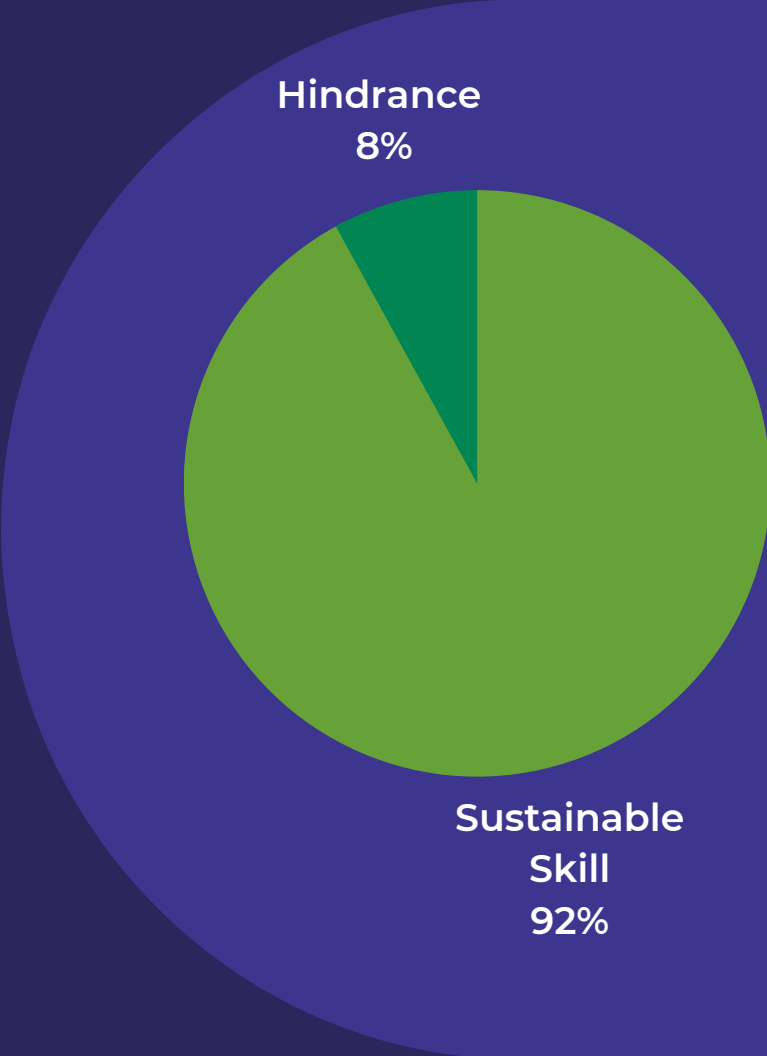
INDIA AS MOST POPULOUS CAN BE MORE BOON THAN BANE?

Being the most populous nation, India comes with both benefits and drawbacks—opportunities and obligations. About 64% of respondents believe that being the most populous is a good thing considering the event leading to the growth of the nation, while 36% believe that the population explosion is a concern.



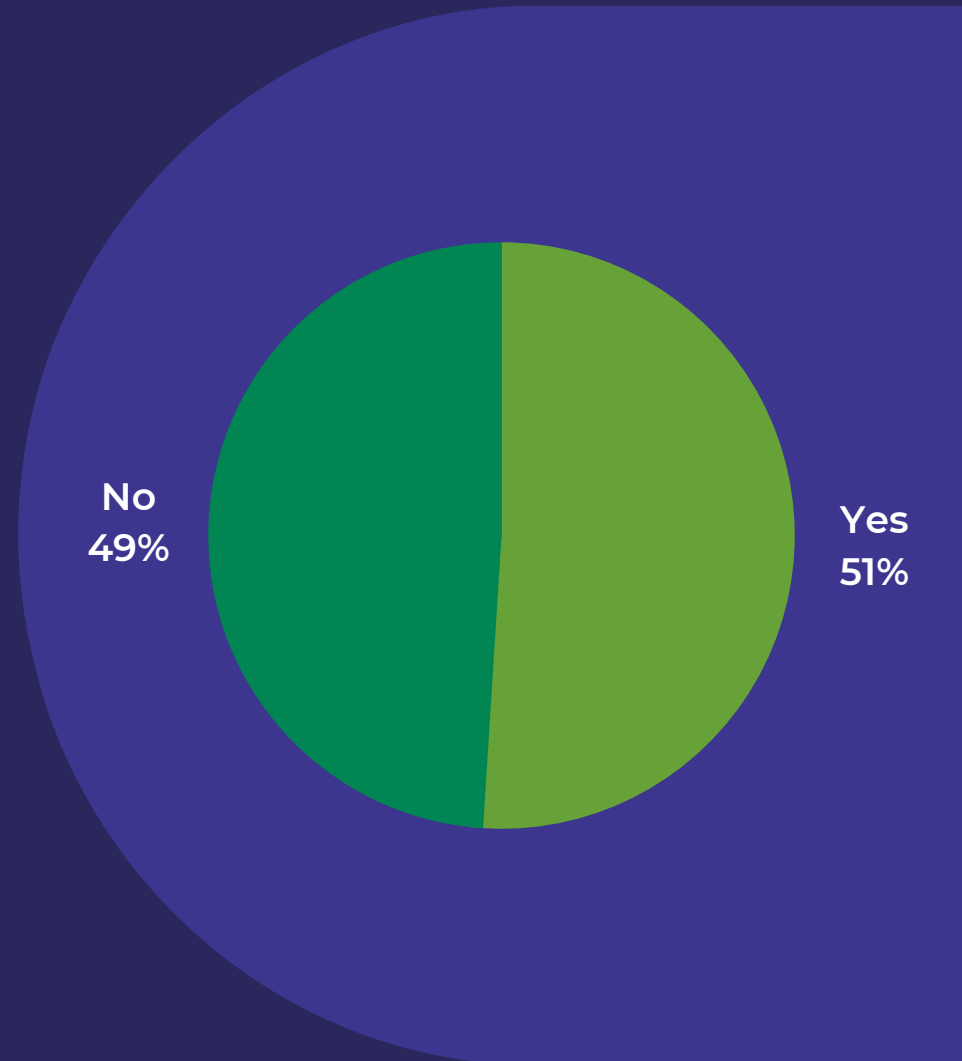
WILL BIG INNOVATION IN THE AUTOMOTIVE SECTOR BE DRIVEN BY SUSTAINABLE SKILLING, OR WILL IT BE A HINDRANCE?

Organisations must concentrate on developing reskilling and upskilling programmes that fit with a dynamic environment in the rapidly changing auto sector. The value chain flexibility of today's auto firms allows them to adapt their strategy and R&D priorities to meet market needs. Only 8% of the respondents appear to be opposed to the significant innovation in the automobile industry that is being driven by sustainable skilling, while a staggering 92% of respondents think that sustainable skilling might provide India with a substantial boost.



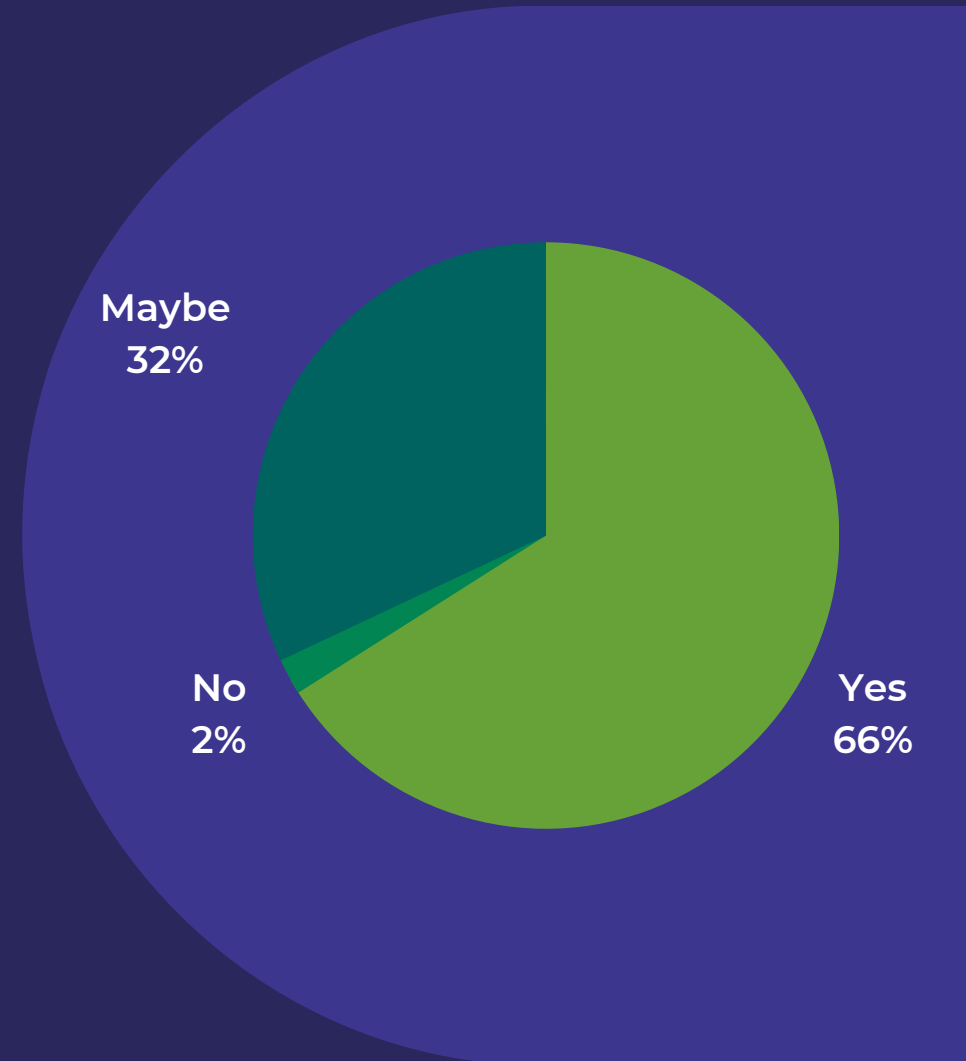
CAN CARBON CREDITS ENSURE FARMERS DON'T PAY THE PRICE?

Carbon credits can offer the crucial transitional funding. Agreements for upfront carbon financing may be used to help risk-averse farmers in difficult situations by providing much-needed initial funding. When it comes to Indian agriculture, this idea is still in its infancy. Therefore, around 51% of respondents think carbon emissions can prevent farmers from paying the price, while the remaining 49% have a contrary opinion.



DO YOU THINK AI-POWERED AUTOMATION CAN BOOST EMPLOYEE PRODUCTIVITY?

Employers are empowered by AI-driven automation to harvest data, compare it to objectives, evaluate staff productivity, and come up with solutions. Additionally, preconceptions that typically accompany human evaluations are eliminated by technology. Taking into account those factors, 66% of respondents feel AI-powered automation can increase staff productivity, while 32% aren't sure. Only 2% of respondents disagreed, saying AI-powered automation cannot increase worker productivity.



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

