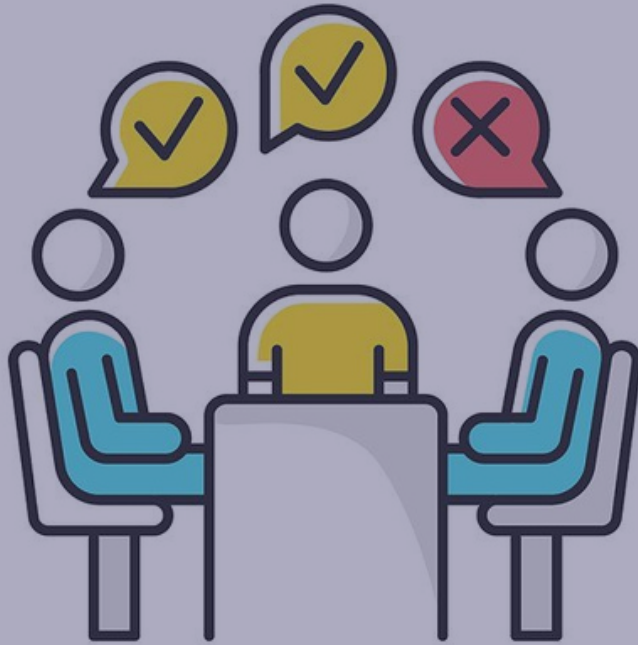


# BDB Industry Poll – "Your Opinion Matters"

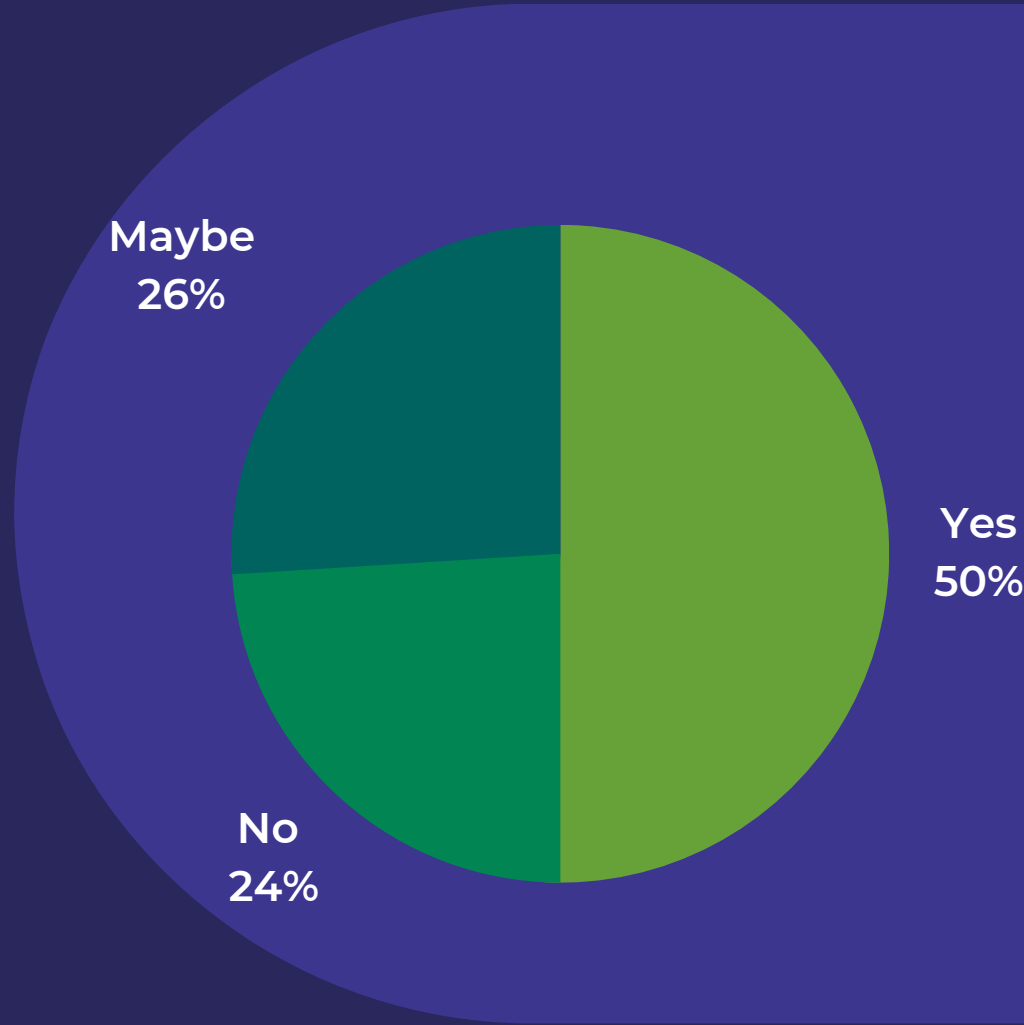
July 2023



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

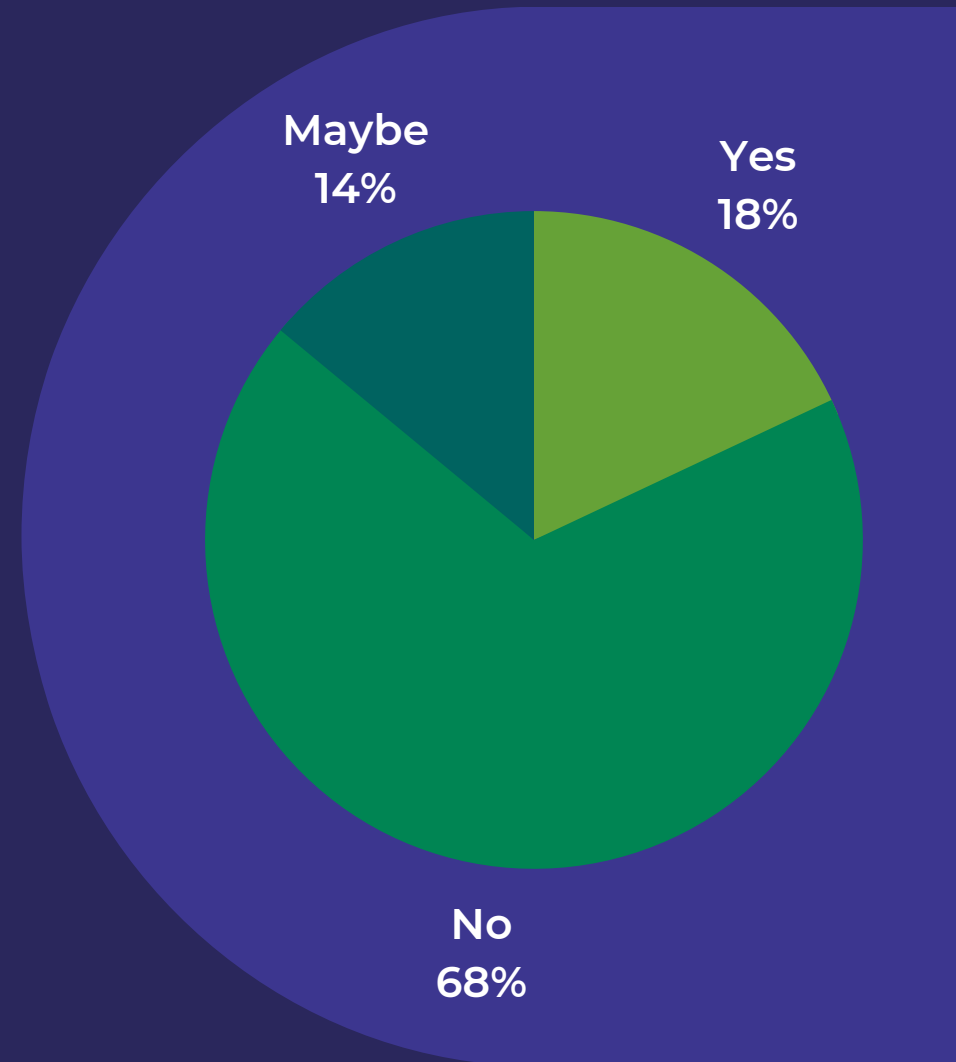
# SHOULD INDIA MOVE TOWARDS COMPLETE CONVERTIBILITY OF RUPEE ?

De-dollarization discussions, or efforts to lessen reliance on the US dollar in trade worldwide, have gained traction in recent years as interest in other currencies, such as the rupee, has grown. About 50% of the respondents agree with India moving towards complete convertibility of the rupee. There is a very close call between respondents who are sure India should not move towards full rupee convertibility and respondents who are unsure with 24% and 26% respectively.



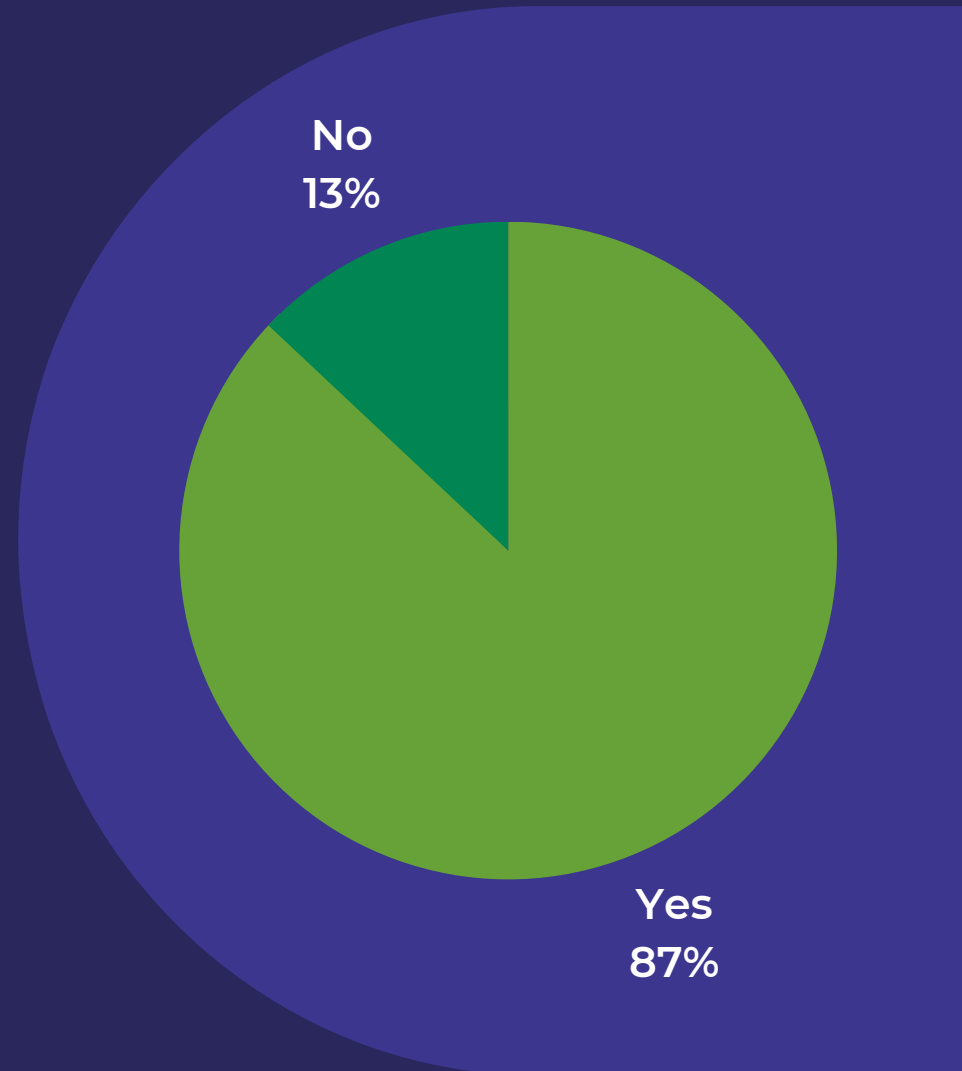
## DO YOU THINK INTERNATIONALIZATION OF THE RUPEE MAY PROVE COUNTERPRODUCTIVE ?

Increased use of the rupee in international trade is a process known as internationalisation. It entails encouraging the use of the rupee for capital account transactions first, then for other current account operations and import and export trade. All of these transactions included Indian citizens and foreigners. The percentages of respondents who say internationalising the rupee will not be detrimental to the economy, at about 68%, and those who are undecided, at 18% and 14%, respectively, are fairly close.



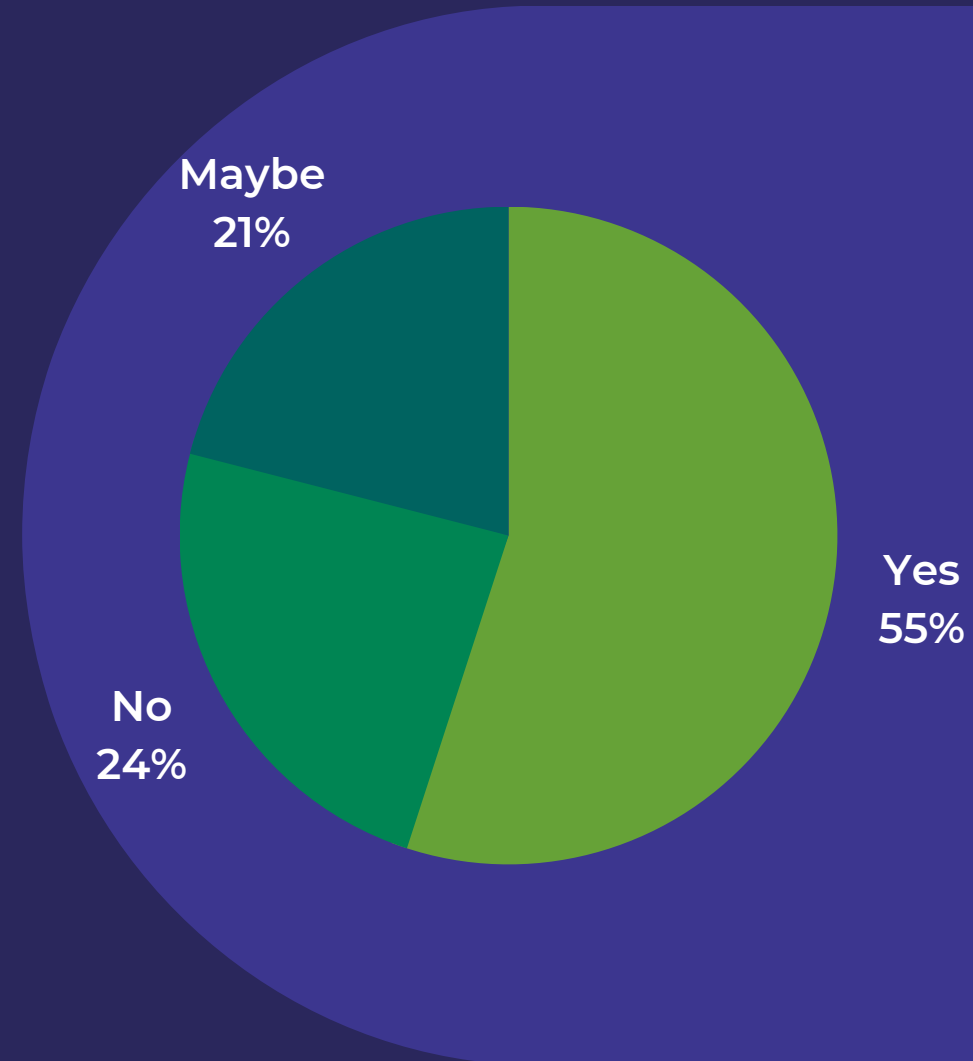
## DO YOU THINK ELON MUSK'S PROPOSAL TO BUILD AN ELECTRIC VEHICLE FACILITY IN INDIA IS GOOD NEWS GIVEN THE CURRENT EFFORT TO PERFECT EV BATTERY TECHNOLOGY ?

Tesla intends to build up to 500,000 electric vehicles a year. This tactical move intends to allow Tesla to produce EVs in India and sell them for less money. The emerging EV market in India may benefit greatly from this development. Tesla's cutting-edge approach to electric vehicles has helped to hasten the adoption of sustainable modes of transportation and fuel the shift to a greener future, now also for India. Despite this, a staggering 87% of respondents think that India now having a facility for electric vehicles is fantastic news, with only 13% disagreeing.



## DO YOU THINK INDIA'S STAND TO REJECT CALL FOR ANTI-SUBSIDY TAX ON CERTAIN CHINESE STEEL PRODUCTS IS A GOOD DECISION ?

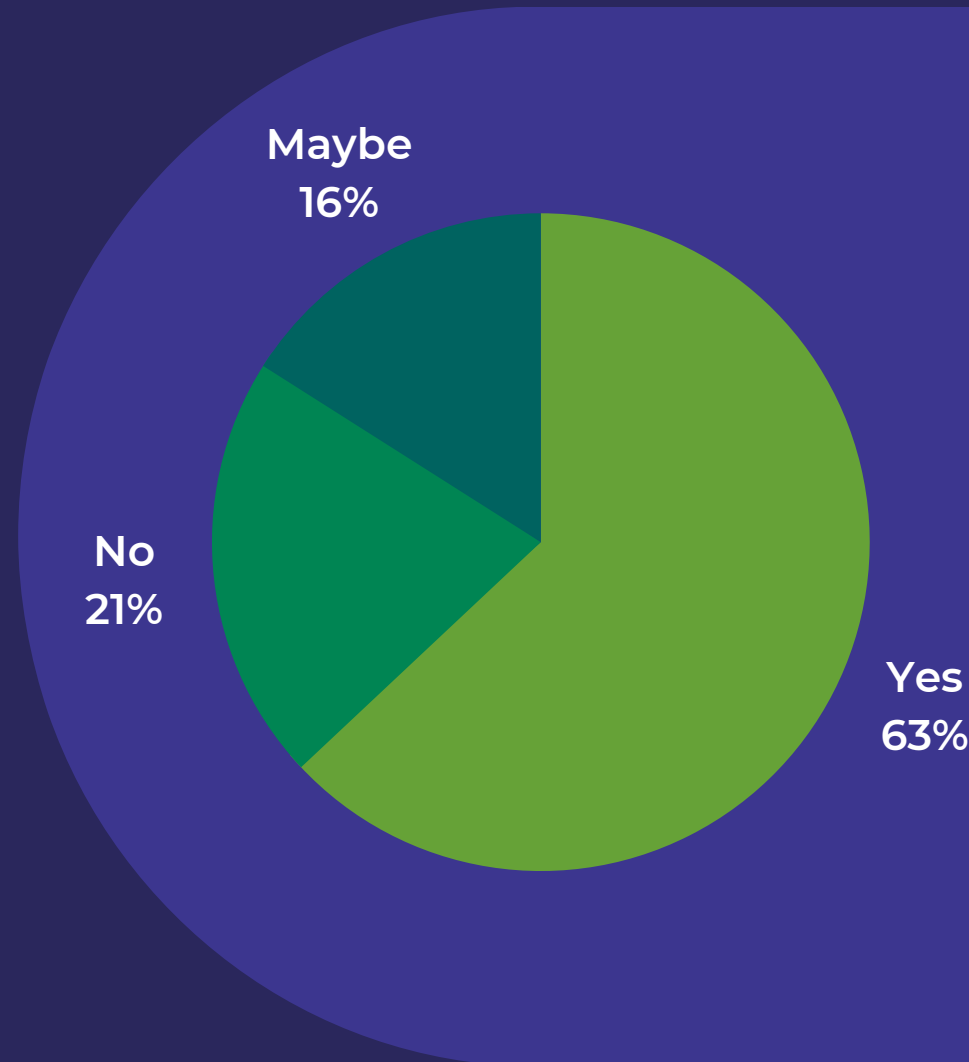
Despite advice from trade officials and pressure from regional steel producers, India will not impose countervailing tax (CVD) on some steel products imported from China. The industries in the country importing the goods are damaged by CVDs, which are additional taxes imposed on imported goods or items that are subsidised in their native country. While 24% disagree, 55% of respondents think India's decision to reject calls for anti-subsidy taxes on specific Chinese steel imports is a prudent one. 21% of people are unsure about India's stance on this issue.



## IS A MANUFACTURING-DRIVEN ECONOMY PREFERABLE TO A SERVICES-DRIVEN ONE FOR INDIA?

Many people believe that India has a growth paradigm that is "services-led." Without a question, the internet revolution and the post-liberalization period saw our information technology sector see exponential expansion.

A manufacturing-driven economy is preferred for India, according to about 63% of respondents, while 21% hold the opposite view. 16% of those polled are undecided about their position in this case.



# BDB – Snapshot

Driving Business Growth - Together



We operate & support studies across SSEA, Middle East and Africa

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!

**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



# Market Research | Business Consulting

Since 1989

## BDB India Private Limited

104, Pentagon 1, Magarpatta City, Hadapsar, Pune 411 013,  
Maharashtra  
[www.bdbipl.com](http://www.bdbipl.com)

### Phone number

+91-20-68680700

### Email address

[info@bdbipl.com](mailto:info@bdbipl.com)  
[marketingservices@bdbipl.com](mailto:marketingservices@bdbipl.com)

