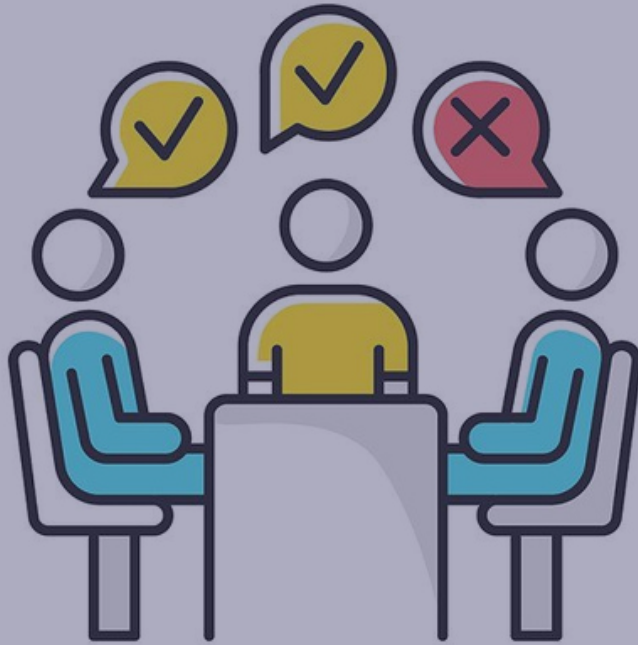


BDB Industry Poll – "Your Opinion Matters"

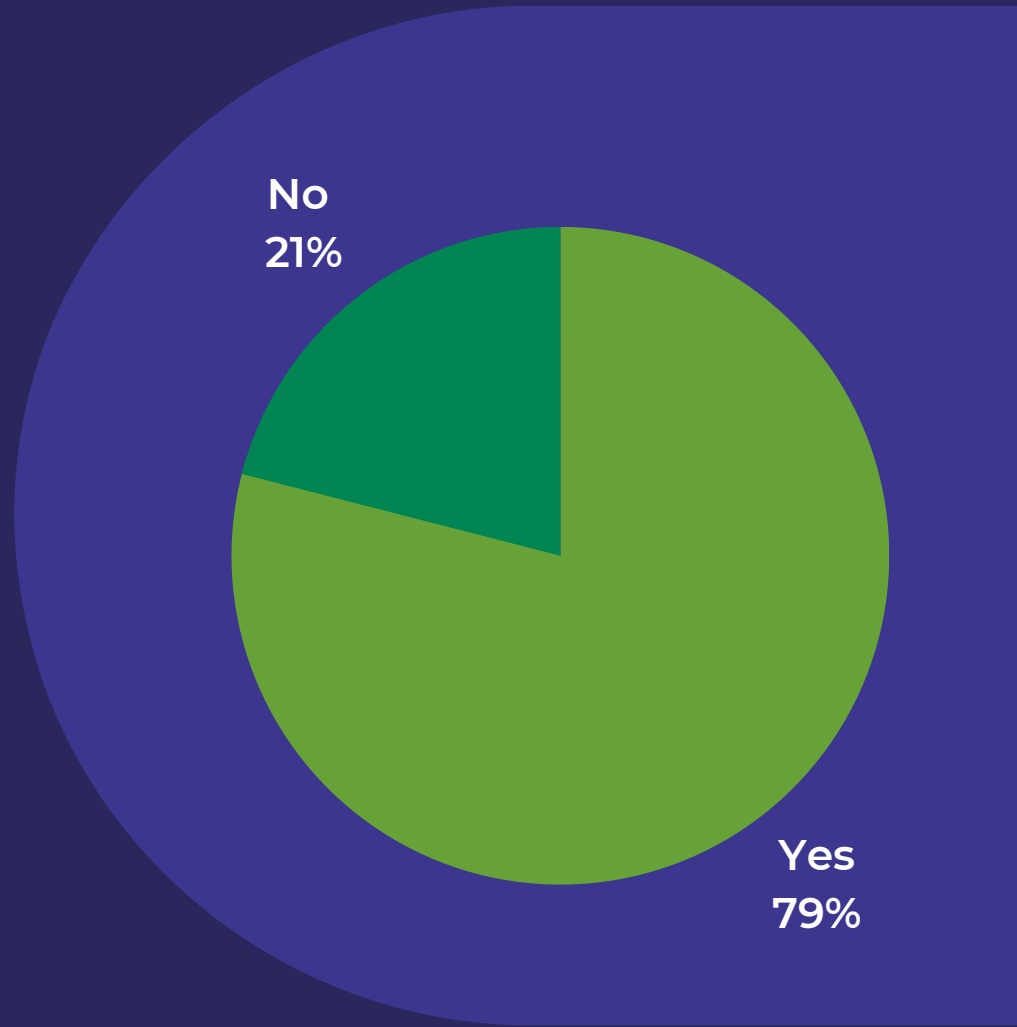
August 2023



BDB India started a monthly initiative called the BDB Industry Poll - "Your Opinion Matters" and conducted the poll for August 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.

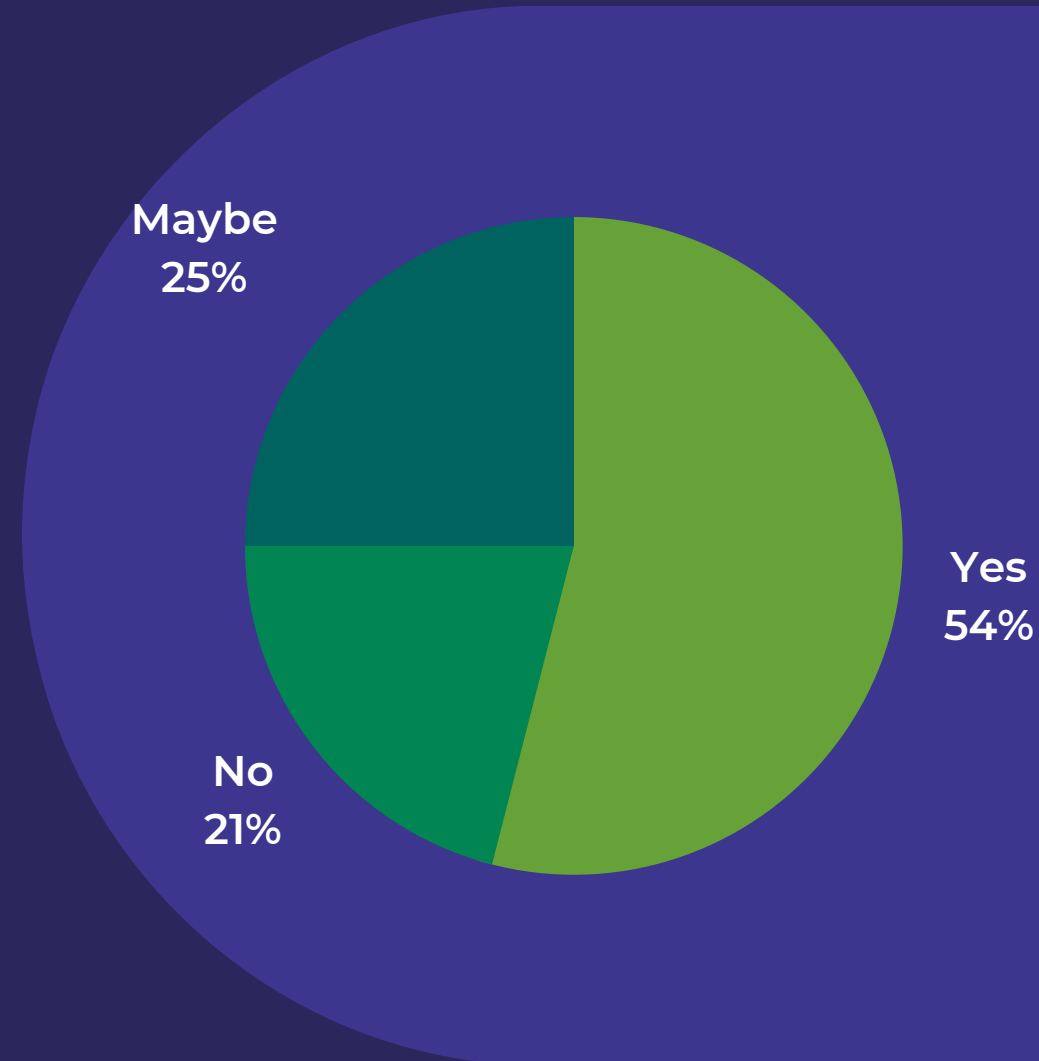
DO YOU THINK INDIA NEEDS A NEW ECONOMIC POLICY BASED ON CLEAR OBJECTIVES, PRIORITIES, HAVE A STRATEGY TO ACHIEVE TARGETS?

The National Economic Policy of 1991 sought to lower inflation rates and accumulate sufficient foreign currency reserves to boost the country's rate of economic expansion. The main goal is to give the Indian economy a new market direction and thrust it into the "globalization" sphere. 79% of respondents said that India needs a new economic strategy based on distinct priorities and objectives, as well as a plan to reach those objectives, while 21% disagreed.



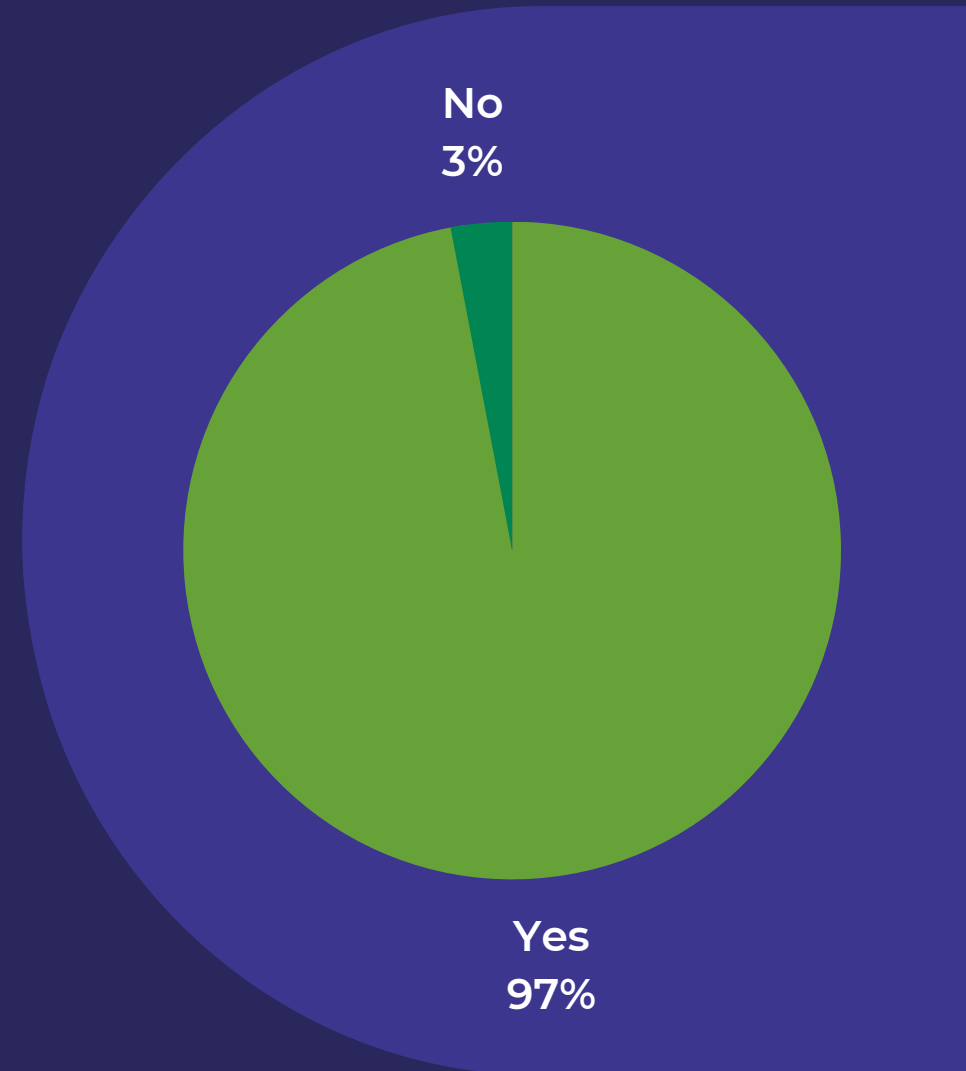
IS YOUR ORGANISATION PLANNING FOR CAPEX IN THE NEXT ONE YEAR?

A business budgets for capital expenditures (CapEx) when it invests in fixed assets with a useful life that lasts for more than one accounting period. While 21% of respondents claim their company is not planning for Capex and 25% are doubtful of the outcome, 54% of respondents indicate their organization is planning for Capex in the upcoming year.



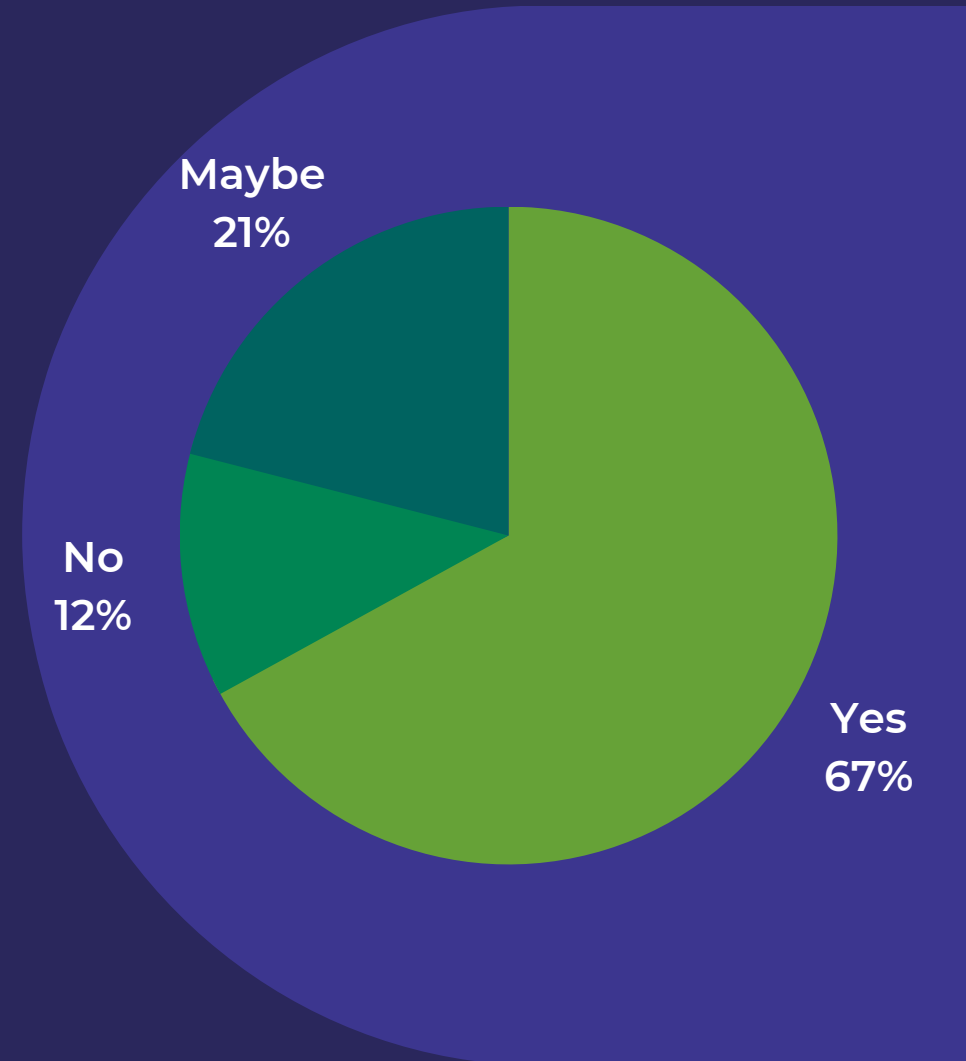
OWING TO A FALL IN INDIA'S MERCHANDISE EXPORTS, POLICY MUST FOCUS ON CREATING A CONDUCTIVE ECOSYSTEM TO BOOST EXPORTS?

India's merchandise exports are declining, thus policy must concentrate on developing an environment that would encourage exports. Due to a decline in India's merchandise exports, 97% of respondents believe that the country's export policy must concentrate on building an environment that will encourage exports, while only 3% disagree.



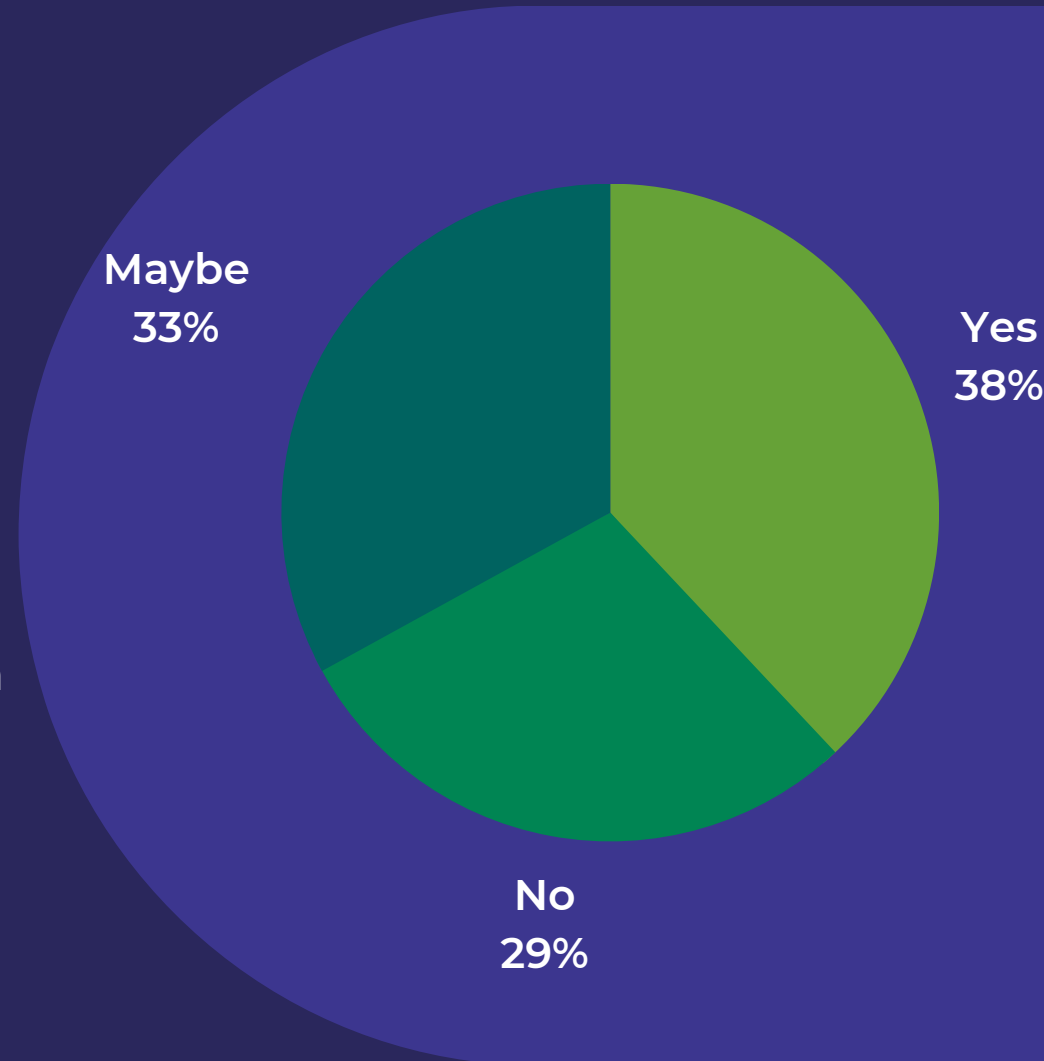
DO YOU THINK INDIA'S APPROACH TO G20 PRESIDENCY IS AN EXTENSION OF ITS DOMESTIC FOCUS ON PROGRESS AND DEVELOPMENT?

Indian democracy is characterized by development that is people-centric and takes its strength from the nation's citizens' spirit and ethos. India's inclusive stance toward the G20 presidency is a continuation of its domestic development and growth strategy, which emphasizes involving all facets of society. According to the study, 67% of participants believe that India's approach to the G20 presidency is a continuation of its domestic focus on progress and development, 12% disagree, and 21% are unclear.



DO YOU THINK INFLATION COULD UNDERMINE BROADER CONSUMPTION AND ECONOMIC GROWTH?

Urban consumers saw an increase in their food costs of over 12.3%, while consumers in rural areas saw an increase of 11%. Impacts: Impairs overall consumption and economic expansion. Despite their optimism that the current price shock is just temporary, officials are wary about ignoring the effects of a few spikes in headline inflation. Inflation might hinder increased consumer spending and economic growth, according to 38% of respondents, while 29% of respondents disagree with this notion and 33% are undecided.



BDB – Snapshot

Driving Business Growth - Together



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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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