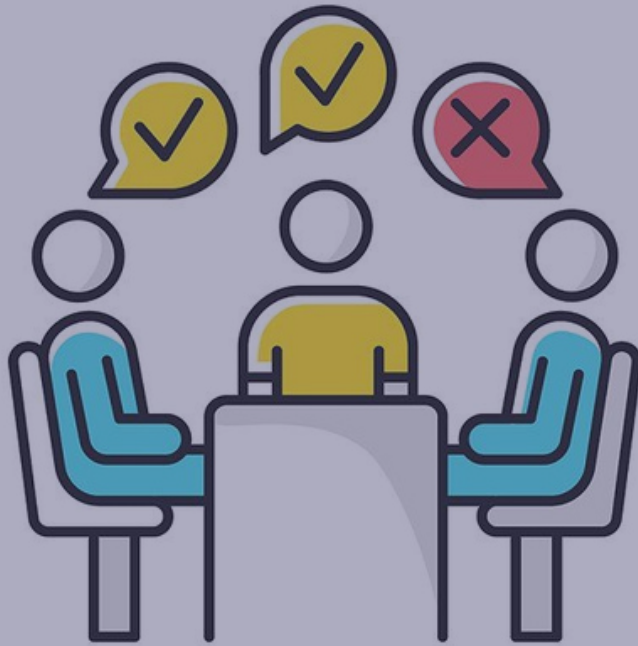


BDB Industry Poll – "Your Opinion Matters"

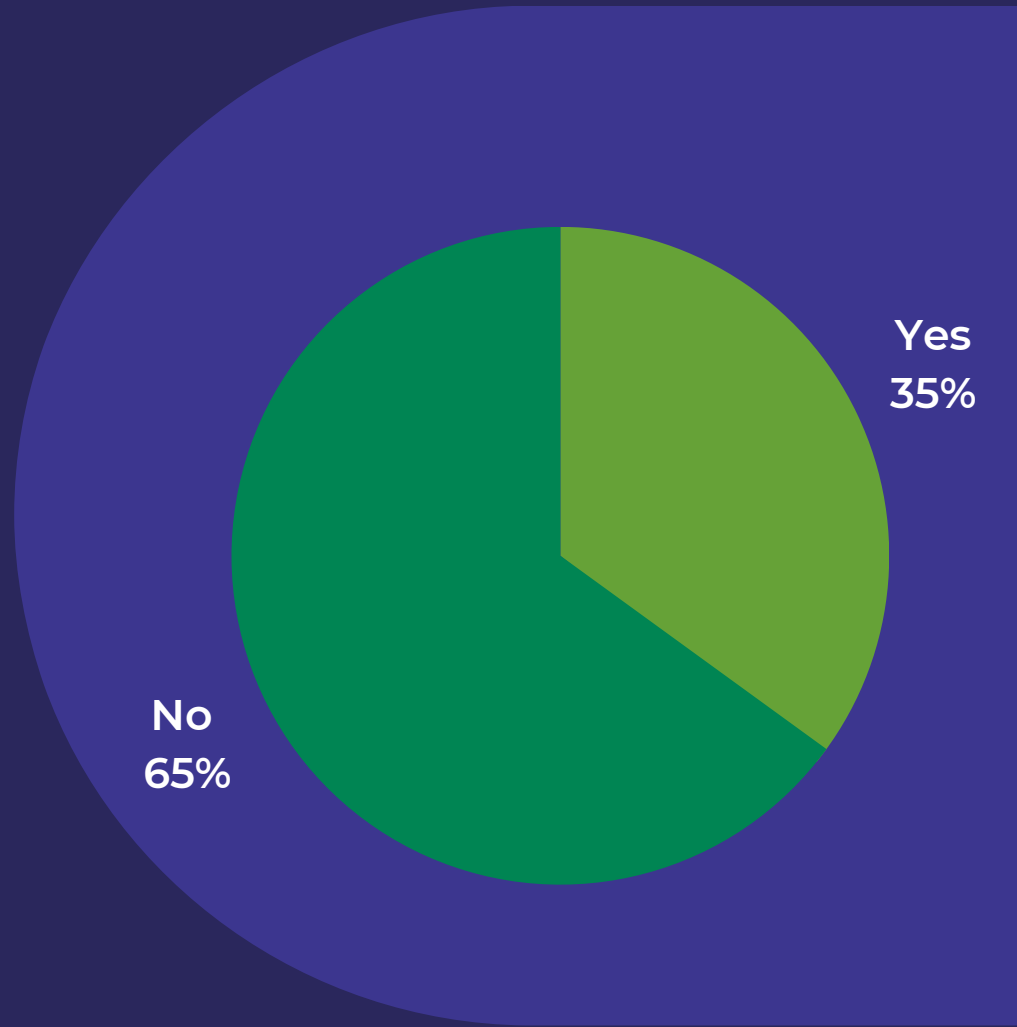
September 2023



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

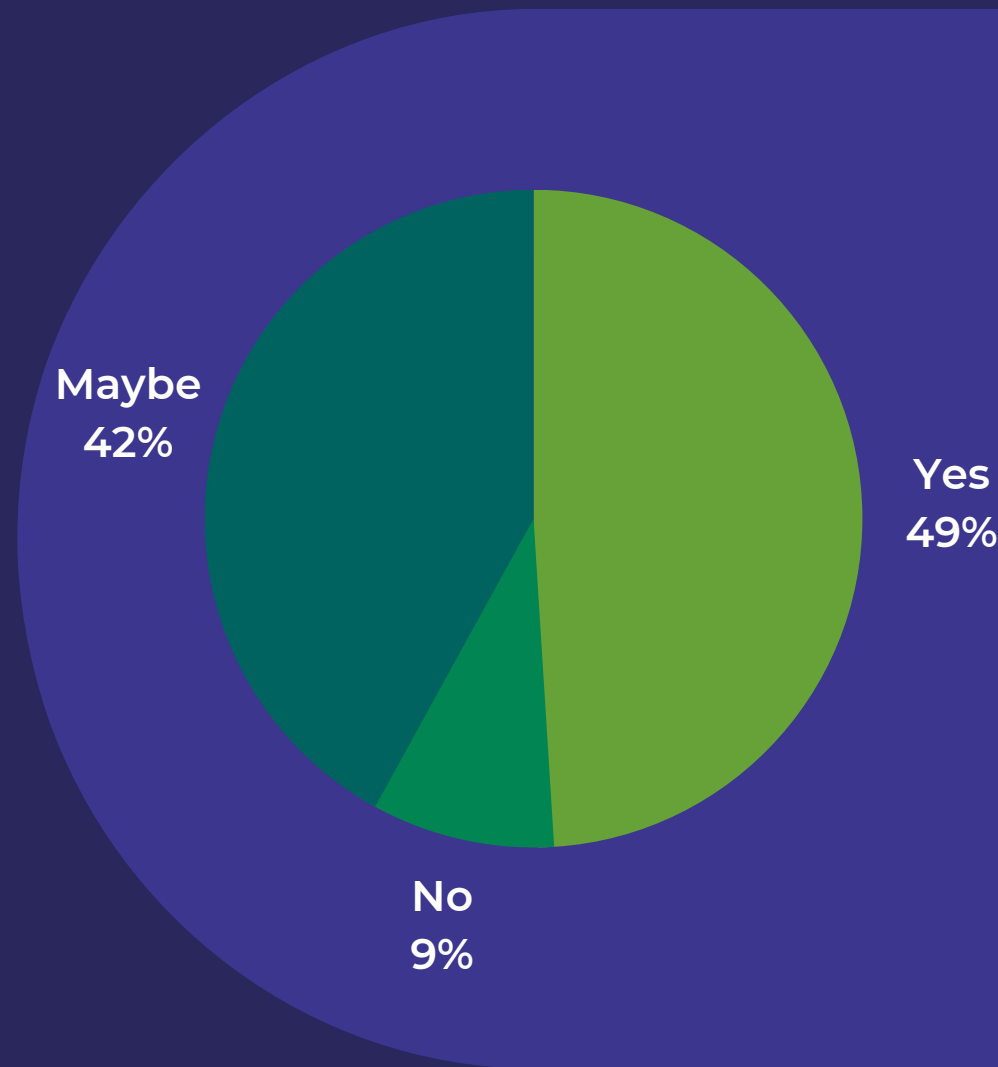
DO YOU BELIEVE THERE ARE STILL TOO MANY ISSUES IN THE GST NETWORK?

The GST may face many major challenges if registration is not completed on time. The GSTN is also coping with an auditing problem in addition to the registration issue. Given the GSTN's anticipated 70 million users, confirming and determining the accuracy of the data within it could provide significant challenges. The GST network still has too many problems, according to 35% of respondents, while 65% of respondents disagree.



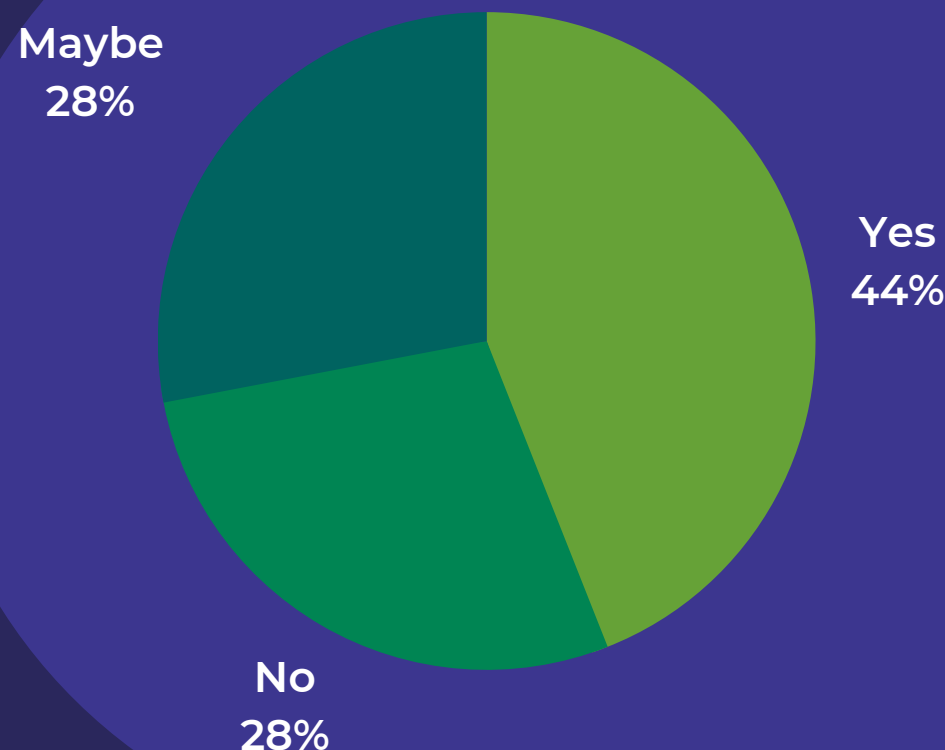
IS INDIA IN NEED OF A FISCAL INSTITUTION BUILDING THAT RESULTS IN FISCAL RESPONSIBILITY?

The increase in capital formation in both the public and private sectors in India is mostly attributable to the country's fiscal policy. In order to raise the enormous sums of money required to finance its diversity of activities, the fiscal strategy focuses a lot of emphasis on tax collection. According to 49% of respondents, India needs to develop fiscal institutions that lead to fiscal discipline, while 9% of respondents disagree and 42% aren't sure.



COULD THE G20 MEET ENSURE INDIA'S EFFORTS TO SECURE SUPPLY CHAIN OF CRITICAL MINERALS FOR THE COUNTRY?

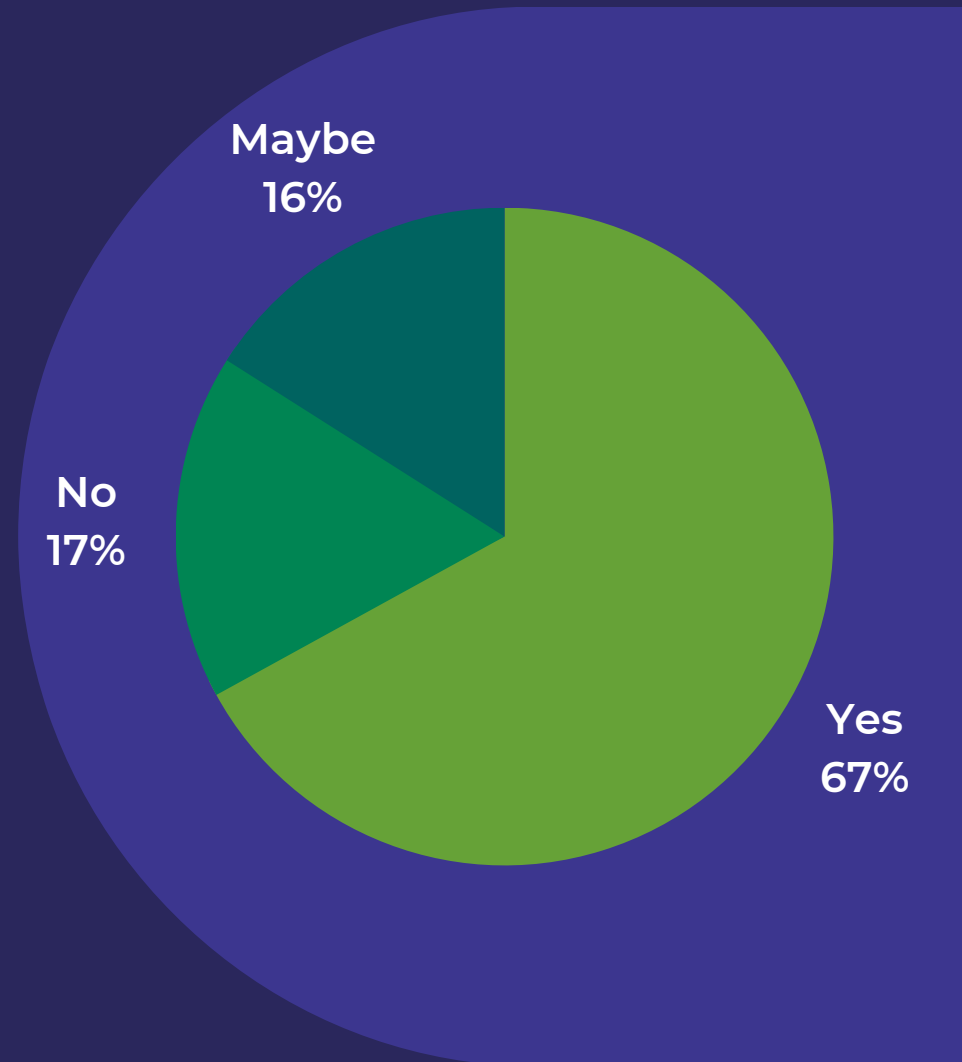
The G20 gathering might strengthen India's efforts to protect the supply networks for vital minerals. A greater understanding of the significance of essential minerals for the transition to sustainable energy was established at the G20 Leaders' Summit in New Delhi. While 28% of respondents have the opposite opinion, 44% of respondents believe that the G20 meeting will support India's attempts to guarantee the nation's supply of critical minerals. Another 28% of respondents were unsure as to whether the G20 summit will support India's efforts to protect the country's critical mineral supply chain.



DO YOU THINK AWARENESS ABOUT IMPLEMENTATION OF ESG IMPROVING IN INDIA?

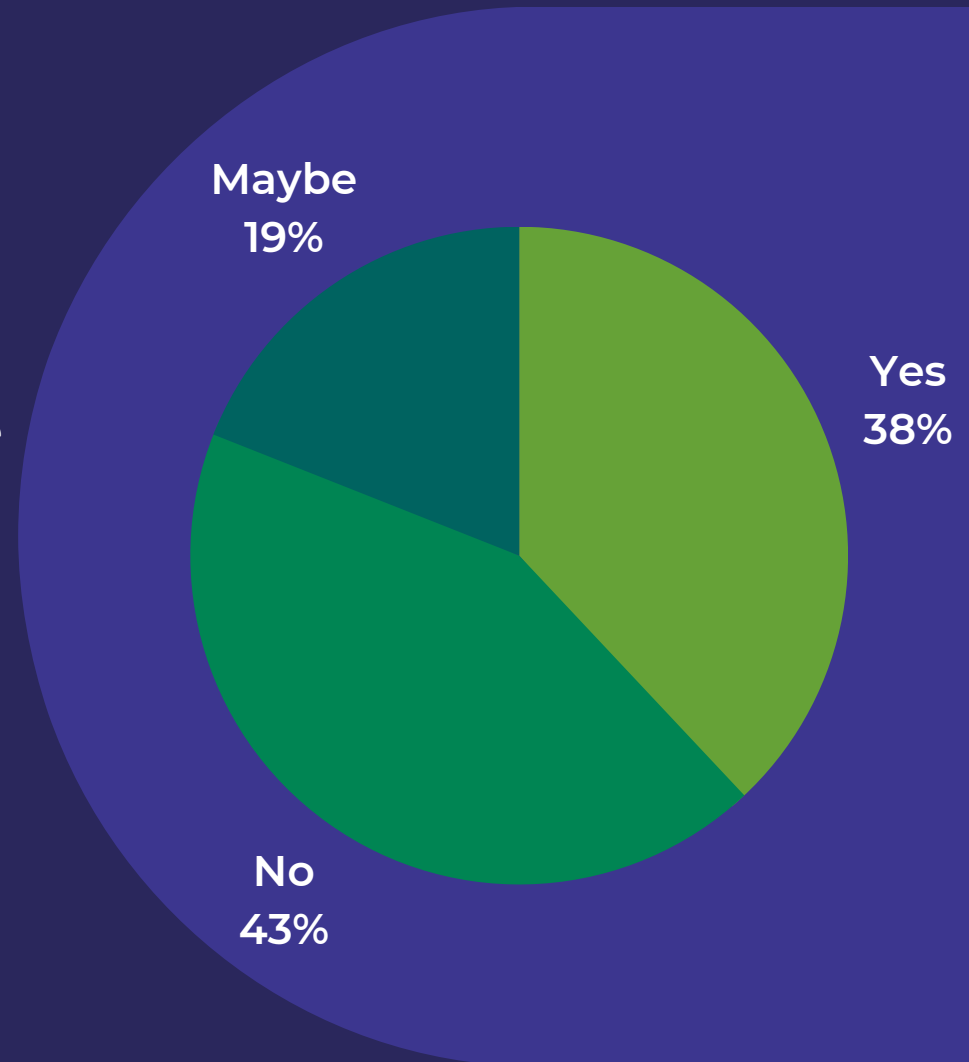
Indian firms still need to be educated on the value of ESG and how to adopt ESG practices. Businesses and investors need to learn more about ESG and be more conscious of it.

While well-known and forward-thinking corporations frequently have knowledge and experience in ESG issues, the next tiers still need to fill in a number of gaps, including board-level understanding and implementation abilities. Finding skilled ESG specialists to hire is still quite difficult. According to 67% of respondents, there has been an improvement in awareness of the application of ESG in India, whereas 17% hold the opposite opinion.



IS INDIA OVERESTIMATING INFLATION SINCE IT IS ORIENTED TOWARD FOOD AND DRINKS?

It is sometimes believed that the increase in the consumer price index's (CPI) weighting of food and beverage goods contributed to the increase in the rate of retail price inflation. 43% of respondents say India is overestimating inflation since it is geared toward food and drinks, while 38% disagree. Meanwhile, 19% of respondents need to determine which position they support.



BDB – Snapshot

Driving Business Growth - Together



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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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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

