



CASE STUDY

Conducting Budget Expectation Study for a Global Consulting Firm





Client

A Consulting Firm



Industry

Professional Services



Solution

Thought Leadership
Support



Region

APAC





OBJECTIVE AND SCOPE

The client, a global consulting firm, was conducting an expectation study from the Union Budget 2021. With the COVID-19 situation affecting the Indian economy negatively, it wanted Benori's support to understand industry leaders' perspective in terms of prospective changes and announcements in the budget that could help in the revival of the Indian economy. The study focused on areas such as:

- Outlook on India's growth and overall expectations from the budget
- The effect of government's interventions/stimulus packages during the lockdown
- Budgetary steps, that can drive the economy's growth and revival





APPROACH

We conducted online surveys with senior professionals across different industries and categories of companies. The survey contained set of questions pertaining to the economic revival, ease of doing business, and self-reliance. We collected a total of 180 responses from nine industries. Further, we conducted a few expert interviews with stakeholders from key industry associations, trade bodies, economists, and tax experts. A detailed report was prepared based on the findings.



METHODOLOGY



Secondary
Research



Primary
Research



Data
Modelling





Impact

The research helped the client in getting a view of expectations that the industry had from Union Budget 2021 and helped it in getting insights on:

- The requirements of the industry and experts from the Union Budget 2021 for the economy's revival
- The expectations from the perspective of effective stimulus, taxation and capital investment areas



Sample Output

Measures

Measures	Banking, Financial Services, and Insurance (BFSI)	Infrastructure and power	Industrial product and manufacturing	Life sciences and healthcare	Consumer product and retail	Technology	Automobile	Oil and gas	Telecommunications
Yes %	67%	58%	42%	46%	76%	45%	69%	69%	55%
PLI	22%	13%	65%	18%	19%	11%	8%	11%	17%
Atmanirbhar Bharat	11%	38%	38%	73%	65%	44%	33%	22%	17%
Targeted liquidity injection	11%	20%	13%	18%	19%	11%	8%	11%	17%
Reduction in repo and reverse repo rates	39%	6%	25%	9%	6%	-	33%	44%	33%
EMI relief or extending moratorium	33%	38%	0%	9%	13%	22%	25%	44%	33%
Forward guidance by the RBI	11%	-	25%	-	13%	22%	17%	33%	17%
Emergency Credit Line Guarantee Scheme	17%	13%	-	9%	6%	22%	25%	-	-
Other	22%	13%	-	9%	-	44%	33%	22%	-

Perceptions on Growth Outlook (2021-22)

What is your outlook on India's growth in 2021-22?

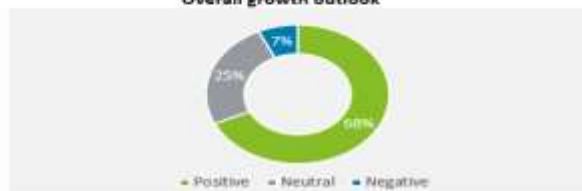
About 70% of the industry leaders are positive about India's growth in 2021-22, with CPG being most optimistic

About 70% industry leaders are optimistic about the economy's growth. However, a considerable number of leaders from the infrastructure and power (~40%), telecommunications (45%), and industrial products and manufacturing (37%) industries have a neutral outlook. Clearly, different industries are likely to experience different rebound paths until the pandemic is over.

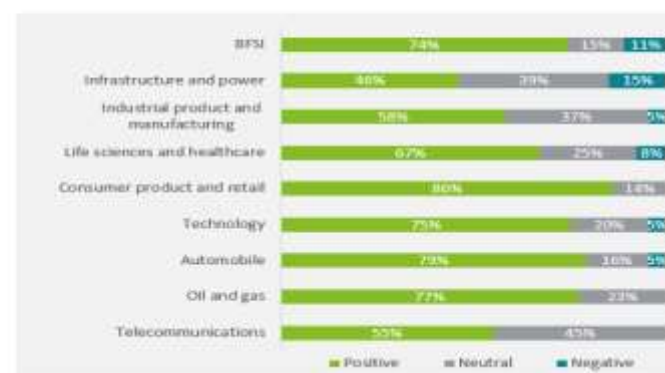
"The economy is going to grow. Estimates from the members at FICCI vary from 5-7% to 8-10%."

Secretary General at FICCI

Overall growth outlook



Outlook by industry



About us:

Benori is a trusted partner for knowledge solutions across the globe, serving clients from a wide range of industries including Professional Services, Financial Services, Consumer & Retail, Technology & Internet, Industrials & Manufacturing, and more. Our customized solutions strengthen the insights value chain of our clients, empowering them with key insights needed to drive intelligent decision-making and accelerate growth.

Headquartered in India, Benori is uniquely positioned to deliver multilingual research needs of global clients, powered by its digital agility, deep research capabilities and a highly experienced leadership team. Adopting a 360-degree approach, our team employs a combination of diverse methodologies including primary research, secondary research and data modeling, and offers detailed foresight on market trends, competitive shifts, regulatory changes and technological advancements.

Powering Growth Through Knowledge

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