

Performance in 2023

India Survey Average



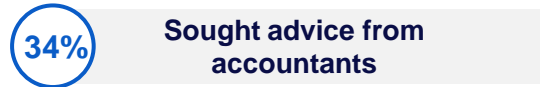
Top Positive Factor
Good staff

Top Negative Factor
Increasing costs

Most detrimental costs



Managing costs and cashflows



Outlook for 2024



Local Economy
80%
 expect local economy to grow

Overseas Sales
34%
 expect revenue from overseas sales to grow strongly

Innovation
44%
 will introduce a new product, service or process

Access to finance

68% Sought external finance in 2023

42% Easy or very easy to access to finance in 2023

40% Sought external finance from banks in 2023

81% Will or may seek external finance in 2024

43% Easy or very easy to access to finance in 2024

67% Seek external finance for business growth in 2024

Recommendations for businesses

Identify and invest in technologies to manage cost and analyse financial performance

Seek advice from consultants to increase financial returns and address technical issues

Retain good staff and upskill them to support expansion.