

# India Ahead

A quarterly snapshot of India's economic and business outlook

October-December | Q3 FY12-13

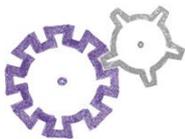


## Unlocking the potential for growth through process efficiency

At this juncture when the Indian economy is trekking through a phase of slow growth, business leaders are increasingly realising that growth may not always be exogenous. It does come from endogenous factors as well and certainly process improvement tops the list of priorities for the forthcoming months.

In our quarterly survey covering medium to large privately held businesses (PHBs) and a small proportion of small to medium listed companies, a striking majority of 39% respondents chose business process efficiency over investment in technology, acquisitions, geographical diversification and succession planning. The survey results, as below, clearly establish that Indian businesses are set to introspect and raise their productivity through improvement in internal systems ...

### When considering the future growth of your business, what is most important to you?



**39%**

Improving processes to enhance efficiency



**20%**

Investing in R&D or technology



**19%**

Expanding into new geographies



**17%**

Making a strategic acquisition



**5%**

Having the right successor

“As organisations prepare for scale and profitable growth, they need to increasingly delegate management yet run the business in an orderly manner around their value systems, prepare for better quality and speed of information for decision making and above all, retain control. All of these come from institutionalising a robust process framework.”

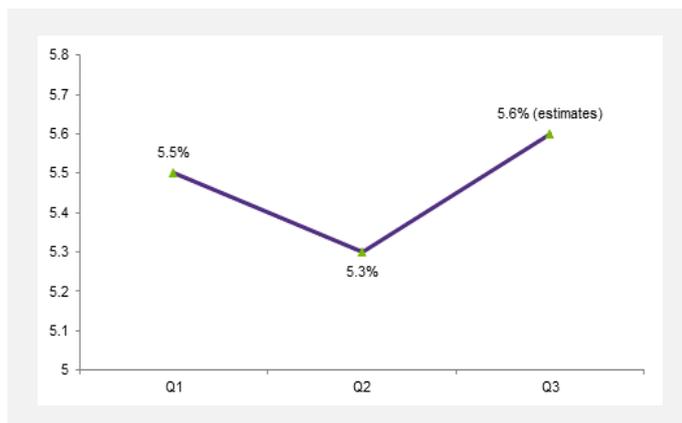
**Lav Goyal**

Partner and Practice Leader – Business Risk Services  
Grant Thornton India LLP



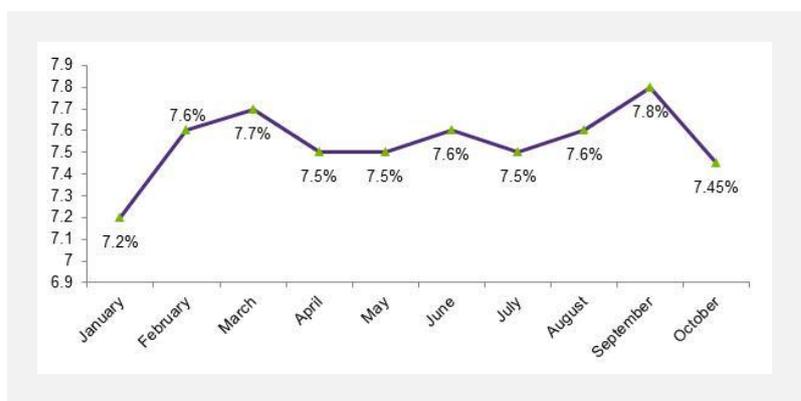
## Key economic indicators

### Gross Domestic Product (GDP) at factor cost for FY2012-13:



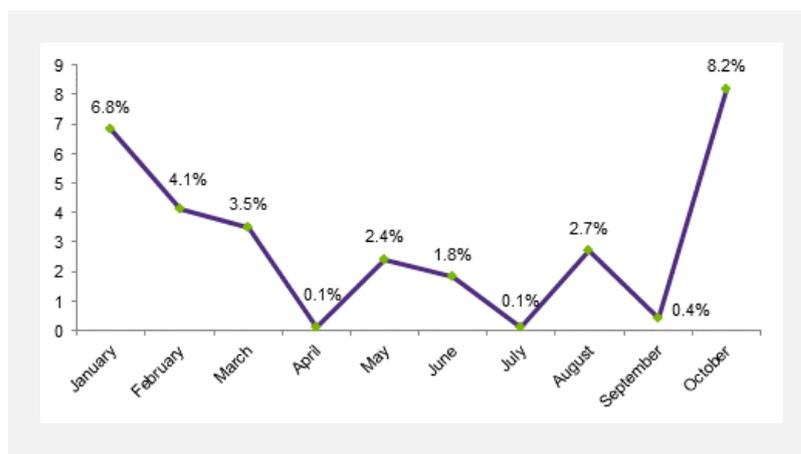
Source: Reserve Bank of India (RBI) & Central Statistics Office (CSO)

### Wholesale Price Index (WPI) for 2012:



Source: RBI

### Index of Industrial Production (IIP) for 2012:



Source: CSO

**About IndiaAhead report:** This quarterly report by Grant Thornton India LLP draws on survey results from Grant Thornton International Business Report (IBR), which is an international survey of the opinions of medium to large privately held businesses (PHBs) and of a small proportion of small to medium listed companies.

**About IBR:** The Grant Thornton International Business Report (IBR) provides insight into the views and expectations of over 11,000 businesses per year across 39 economies. This unique survey draws upon 19 years of trend data for most European participants and nine years for many non-European economies.

For more details, please write to us at [contact@in.gt.com](mailto:contact@in.gt.com)