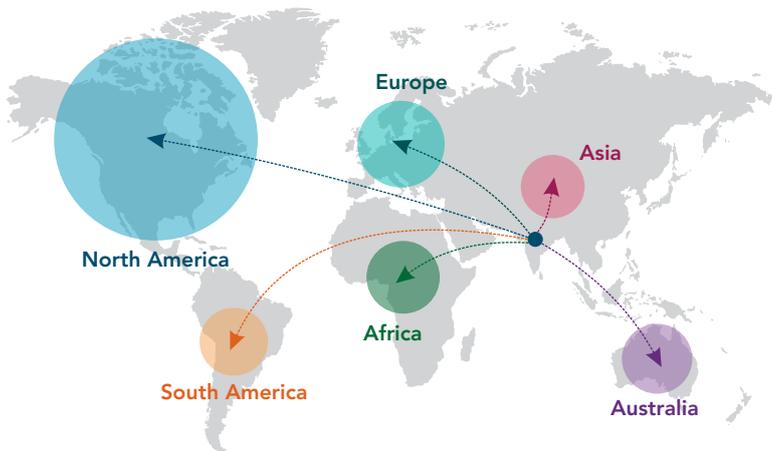


Dun & Bradstreet India Data Updates

India's Leading Exporters in the Dun & Bradstreet Data Cloud

Dun & Bradstreet Data Cloud has witnessed a significant increase in inquiries by global corporations on the **top 1500 exporters of India**. Over **125 inquiries** happen on these exporters everyday, to satisfy Third-Party Risk, Supply Chain and Compliance requirements. Dun & Bradstreet data and analytical insights help global corporations find their right business partner.

Global Interest on ~1,500 Leading Exporters



Note: This map is for illustrative purposes and does not imply the expression of any opinion on the part of D&B, concerning the legal status of any country or territory or concerning the delimitation of frontiers or boundaries.

Source: Dun & Bradstreet Data Cloud, Dun & Bradstreet Business Across Borders 2021 publication and enquired universe (Dec-2017- Feb-2021).

Dun & Bradstreet India Data Enrichment Initiatives include:

- ❑ 100% data refreshed with latest financial information i.e., 2020 and 2019
- ❑ Quarterly refresh of financials for listed companies
- ❑ Ultimate Business Owner (UBO) coverage
- ❑ Trade data of ~93% companies depicting the payment behavior pattern to suppliers/vendors
- ❑ Paydex scores of ~67% companies helping to assess a company's willingness to pay
- ❑ Corporate family linkage with ~18K branches, ~3K subsidiaries and 300+ parent companies

India's 1,500 Leading Exporters: Industry Wise Classification

The manufacturing sector constitutes **74%** of exporters, followed by wholesale & retail trade at **10%**, and IT & ITES at **8%**.



Key Highlights

- ❑ Top 5 Sub-Industry coverage
 - Chemicals 11%
 - Pharmaceuticals 9%
 - Equipment & Machinery 9%
 - Auto Ancillary 6%
 - Textiles 6%

Source: Dun & Bradstreet India Business Across Borders 2021 publication, The publication lists leading ~1500 Indian companies and profiles around 500 outstanding Indian exporters.

The most comprehensive cloud based database of Indian Companies

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Role of Exports on Firm Performance

By Dr. Arun Singh, Global Chief Economist, Dun & Bradstreet

Export performance has positively influenced the growth trajectory of nations. Hong Kong, Taiwan, Singapore, South Korea and China are examples of successful export-led growth economies. Exports are the second biggest contributor to GDP growth of many countries since it widens the market base thereby offering greater economies of scale, facilitating more rapid technological diffusion, and attracting more investments.

The same is also true at the firm level. Good export performance is linked with overall firm performance. Empirical evidence shows exports diversify revenue streams, act as a medium of transfer of technical know-how and knowledge spillovers, and more importantly allow firms to expand their market size. Unfortunately, access to markets has been one of the biggest challenges for firms in India, especially for Micro, Small and Medium Enterprises (MSMEs).

A Dun & Bradstreet survey conducted in late 2020 reveals that four out of every ten Indian MSMEs surveyed consider access to markets as a top challenge in scaling up their businesses. The major obstacle in expanding market access for MSMEs is information asymmetry. According to the Future of Business Survey, a joint initiative by Facebook, OECD and the World Bank, the biggest obstacle in selling to foreign markets for nearly one of every two Indian MSMEs surveyed was finding business partners.

As a result, only less than 1% of MSMEs in India are engaged in direct exports compared to 17% in Rapid Reformers (Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovak Republic and Slovenia). Exports offer tangible benefits to firms. For instance, Dun & Bradstreet's analysis on around 6,000 firms, consisting of both large firms and MSMEs, shows that the median CAGR (Net Sales) of exporting firms over a period of 10 years



was higher by 1.5 percentage points than non-exporting firms. Dun & Bradstreet's analysis further shows that of all the MSMEs which were engaged in exports, 31% of them grew into large firms. On the flip side, of all the MSMEs which were not engaged in exports, only 17% of them grew into large firms. In addition to influencing the percentage of MSMEs scaling up, exports also influence the time taken to grow into large firms. MSMEs engaged in exports were on average able to scale up 12 months earlier than non-exporting MSMEs. These figures underscore the cost of overlooking the problems of MSMEs' access to markets.

Business information portals can play a huge role in facilitating internationalisation of firms by mitigating the problems of information asymmetry and reducing the sunk cost of entering new markets. In a study by researchers at the Inter-American Development Bank, the authors find that the probability of a firm exporting to new markets increases by 0.07% with each additional day of time spent on a business information portal. Parallely, Dun & Bradstreet's survey reveals that over 80% of Indian MSMEs that did not use any marketing or sales intelligence tools felt access to global markets was not easy. Hence firms, especially MSMEs, should be encouraged to use business information portals to improve their access to markets.



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