



Voice of CFO Survey

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CII CFO Survey: Part A – Global Economy

1. Is your company more or less competitive in the global economy compared to one year back ?

- A) Significantly less competitive
- B) Less competitive
- C) Same
- D) More competitive
- E) Significantly more competitive

2. What is your outlook for the global economy for the next 12 months compared to last quarter ?

- A) Very pessimistic – global GDP contraction by >3%
- B) Pessimistic – global GDP contraction between 1-3%
- C) Will not change significantly – flat growth
- D) Optimistic – global GDP expansion by 1-3%
- E) Much more optimistic – global GDP expansion by >3%

3. What future global event will be most negative from an India impact standpoint ?

4. What future global event will be most positive from an India impact standpoint ?



CII CFO Survey: Part B – Indian Economy

- 1. What is your estimate for Indian GDP growth rate for the next 12 months ?**
 - A) Less than 3%
 - B) 3-4%
 - C) 4-5%
 - D) 5-6%
 - E) 6-7%
 - F) 7-8%
 - G) Greater than 8%

- 2. What are the top 3 steps that the Government can take to boost GDP growth and confidence ?**

- 3. What is your outlook for the rupee going forward (INR/USD) in the next 12 months ?**
 - A) 45-50
 - B) 50-55
 - C) 55-60

- 4. What are the top 3 steps that the Government (incl. RBI) can take to arrest rupee depreciation ?**

- 5. What is your outlook in inflation (WPI) in the next 12 months ?**

A) >10% <input type="checkbox"/>	B) 8-10% <input type="checkbox"/>
C) 6-8% <input type="checkbox"/>	D) 4-6% <input type="checkbox"/>
E) <4% <input type="checkbox"/>	



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6. What are the top 3 steps that the Government can take to reduce inflation ?

7. What is your estimate for Corporate India's top line growth over the next 12 months ?

- A) less than 5%
- B) 5-10%
- C) 10-15%
- D) 15-20%
- E) Greater than 20%

8. What is your estimate for Corporate India's bottom line growth over the next 12 months ?

- A) Negative
- B) 0-5%
- C) 5-10%
- D) Greater than 10%

9. Give your rating

(1 = Worse than last year, 2 = Same as last year, 3 = Better than Last Year)

- A) CFO Confidence in the Indian Economy _____
- B) CFO confidence in the stability of Government's economic and fiscal policies _____
- C) CFO confidence in the stability of your specific industry related regulations _____
- D) Bureaucracy and corruption _____
- F) Job opportunities _____
- E) Security and social harmony _____
- F) FDI attractiveness _____

10. What should be the top priority for the government in order to boost FDI ?



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11. Please comment on the following measures :

Initiative	Is this a step in the right direction (Y/N)?	How will your business be impacted by this (Low/Medium/High)	What changes would you like in the initiative in its present form?
GAAR			
GST			
DTC			
New Companies Act			
Land Acquisition Bill			
IFRS implementation			
[Other initiative]			
[Other initiative]			

12. Any other suggestions that you would have for policy makers ?



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CII CFO Survey: Part C – Your Company

1. As CFO, what are the top 3 challenges facing your company?

1)	
2)	
3)	

2. On a scale of 1-10 (1=very low priority, 10=very high priority), please rate the following activities in terms of priority for your firm over the next 12 months:

- Capital Raising
- Cost Reduction
- Introducing new products/services
- Entering new markets
- Diversifying India risk by going international
- New acquisitions
- Reduce leverage
- Dispose off assets
- Reducing dividends
- Share buyback
- <Other – please mention>
- <Other – please mention>

3. Please estimate your own firm's / sector's financials for the next 12 months as compared with the last 12 months – put a tick in the column that matches your estimate

Company / Sector (choose)	Significantly lesser	Less	About the same	More	Significantly more
Topline growth					
PAT growth					
Contribution to exchequer					
Capital Expenditure					
Employment					
Inventory build up					
Dividends					
Debt issuance					
Equity Issuance					
Return on Capital Employed					
Return on Equity/ Net worth					



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4. Provide upto 3 comments / quotes that we can reproduce with your name, designation and company:

1)

2)

3)

Please enter -

Name : _____

Designation : _____

Company : _____

5. Provide upto 3 comments / quotes that we can reproduce anonymous (designation and industry to be published e.g. CFO, Mining company):

1)

2)

3)



Confederation of Indian Industry

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Kindly return the completed form / send your reply to:



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(END OF SURVEY)