

Respondents Industry

Industry of the 54 CEO's who responded



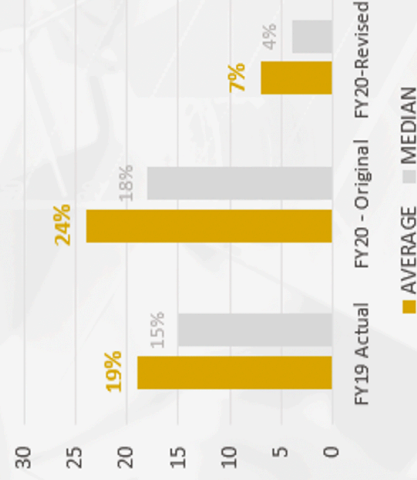
28%	Software	23%	Technology	12%	Business Services
11%	Other	9%	Financial Services	7%	Health care
5%	Telecommunications	5%	Manufacturing & Distribution		

SBI

SBI CEO Survey July 2020

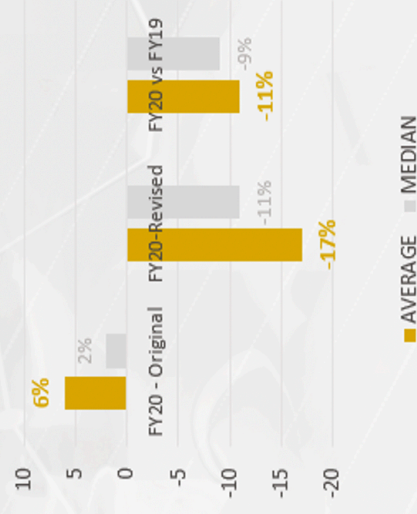
Revenue Growth Projections

On average these companies grew 19% in 2019 and were projected to grow 24% in FY20. new projections are 7% growth in 2020 post COVID



Sales and Marketing Spend

On average these companies planned to increase Sales and Marketing spend 6% in 2020, but have revised that down 17% post COVID resulting in a 11% reduction in sales and marketing spend from 2019 levels



What is your Revenue growth rate relative to your competitors

