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## **Agricultural equipments market in India has huge untapped potential, finds Netscribes**

*Netscribes (India) Pvt. Ltd. launches Agricultural Equipments Market in India 2010 report covering a market with strong growth potential. The report is a special feature from Netscribes.*

**Mumbai, India – August 10, 2010** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Agricultural Equipments Market in India 2010*. The increasing credit amount for farmers ascertained by the government and rising productivity resulting from using farm machinery is encouraging farmers to opt for farm equipments.

The report begins with an overview of the agriculture market in India. This is followed by an introduction to the value chain and major products in the agricultural equipment market including the market size and share of different farm equipments. It further elaborates on the usage of power tillers and tractors, sales of the same and the penetration of agricultural equipments. It includes the regional distribution of the tractor market and highlights the major reasons for growth in each region.

An analysis of the drivers explains growth factors improved availability of credit, focusing on productivity through modern farm equipments, lower penetration of farm equipments, emergence of contract farming and migration of rural labor to urban areas while the challenges faced by the market are fragmentation of land and high cost of equipments and cheap imports.

The report also discusses the steps taken by government towards developing the agricultural sector, including the government initiatives which shall assist the farm equipment manufacturers. It also enlists the various investments and exits in the equipments sector.

Competition section provides brief profiles of major players in the market. The section contains a snapshot of their corporation, financial performance, business highlights and their product portfolio, providing an insight into the existing competitive scenario.

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### **About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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