

FOR IMMEDIATE RELEASE

**Internet proliferation and competitive advantage over other B2B platforms driving B2B online market, find Netscribes**

*Netscribes (India) Pvt. Ltd., launches B2B Online Market in India 2010 report covering a market which is growing rapidly. It is a part of Netscribes' Business Services Series reports.*

**Mumbai, India – November 26, 2010** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report B2B Online Market in India 2010. Business-to-business (B2B) e-commerce platforms are showing robust growth prospects in India owing to the increasing needs of companies to conduct their business globally. This phenomenon provides them exposure as well as a large base of audience to cater. All such online B2B marketplaces provide small businesses a common platform to establish their presence on the global arena, identifying prospects in terms of consumers and trading partners, sharing trading experience and interacting with each other to conduct business online. It also removes barriers of communication and time. The market in India, dominated by some organized players, is growing rapidly. Due to greater proliferation of internet technologies, more and more SMEs are joining the bandwagon of online marketing and promotion. However, this is an urban phenomenon but smaller cities are not lagging behind. Increasing efforts of players is helping smaller businesses to serve a global base of consumers and trading partners.

The report begins with the market overview section highlighting market size and growth of Online B2B market in India. It gives an overview of the market scenario in India. This is followed by a clear description of the major services that the major B2B online portals offer to business houses. It provides a descriptive overview of all the services enlightened on an online B2B marketplace.

This is followed by the section which highlights the factors of growth in the market. An analysis of such drivers include proliferation of internet, competitive advantage over other B2B platforms, cost effectiveness, movement to international markets, high adoption rates by industries and ease of information availability. The key challenges of the market have also been analyzed and they include lack of product and service differentiation and archaic forms of conducting business.

The competition section provides an overview of the competitive landscape of the market. It highlights the market share in terms of number of suppliers and also highlights the preference of online B2B marketplaces by suppliers. It includes a detailed profiling of players in the market with a detailed description of the major portals operated by them.

For more details on the content of each report and ordering information please contact:

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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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