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## **Growth in private schooling in urban areas to boost school uniform market in India, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches a report on the Branded School Uniform Market in India 2011 as part of Netscribes' Consumer Goods Industry report series.*

**Mumbai, India – March 7, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Branded School Uniform Market in India 2011 report. The market is dominated by localized and unorganized players, however, the organized section of the market is looking to increase their reach and offer better quality products to lure the end consumers. Moreover, with rise in urbanization and growing incomes of households, school going population is rising providing opportunities for players to utilize. Players in the market are also using the lucrative organized sales channels and are tying up with retail giants and schools directly to sell them their products.

The report begins with the market overview section which provides an insight into the market and highlights the size and growth. It also offers information regarding the market segmentation.

An analysis of the drivers explains the factors for growth of the industry including growing private school market, growth in organized retail, government initiatives and existence of inferior quality unbranded material. The key challenges include huge unorganized market and escalating input costs. Key trends in the market have been highlighted which include apparel retail giants introducing school uniform brands, use of sophisticated technology and players tying up with schools.

The competition section provides an overview of the competitive landscape in the industry and includes a brief profile of the major domestic players in the market along with their financials.

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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