

FOR IMMEDIATE RELEASE

Changing perceptions of the youth to boost the sales of car accessories in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Car Accessories Market in India 2011 as part of Netscribes' Automobile Industry report series.

Mumbai, India – January 28, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its *Car Accessories Market in India 2011* report. Car Accessories market is considered to be evolving rapidly owing to the changing perceptions and preferences of the youth in India. The market is set to get a fillip from the growing automobile sector wherein large number of organized players are coming up with technology oriented products and accessories. Strong demand has been observed from small car owners. The growing urban class is providing huge opportunities for players to launch newer accessories suited to their needs. Although the interior car accessories are more popular in India, the consumption of exterior car accessories is also rising. The organized players in the market face strong challenge from the unorganized players present in large numbers in India.

The report begins with an introduction to the car accessories market in India with respect to types of accessories available. It highlights the parameters on which the accessories are differentiated in India. The market overview section provides an insight into the car accessories market and includes the market size and growth. The share of expenditure on the car vis-à-vis accessories is also highlighted. A description of the latest car accessories popular in India has been added.

An analysis of the drivers explains the factors for growth of the industry including development of automobile sector, used car market, favourable demographics, growing youth and increasing traffic problem. The key challenges include higher cost of accessories and competition from unorganized players.

The competition section provides an overview of the competitive landscape in the industry along with role of the organized and unorganized players in the market with respect to the channels adopted for sales. It includes a brief profile of the major domestic and foreign players in the market including their financials.

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About Netscribes (India) Pvt. Ltd.

Netscribes (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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