

FOR IMMEDIATE RELEASE

Need for an efficient online payment option to drive E-Payment Solutions market, finds Netscribes

Netscribes (India) Pvt. Ltd., launches E-Payments Solution Market in India 2011 report covering a market which is growing rapidly. It is a part of Netscribes' Business Service Series reports.

Mumbai, India – March 11, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report E-Payments Solution Market in India 2011. The market for E-payments in India is growing rapidly owing to increasing number of transactions through credit and debit cards by the earning young population. The business segment in the country is providing a fillip to this mechanism and is dominating the entire payments market currently. Growth in the middle-class and an increasingly organized retail industry will boost the consumer electronic transactions across segments. With a rise in electronification, the demand for efficient and time saving activities like e-payment tools will become the need of the hour.

The report begins with the market overview section depicting the size and growth figures of the total payments market in India along with the segmentation of electronic transactions in the retail industry on the basis of types of e-payment solutions. It further elaborates the various modes of e- payment. It also gives an insight into method of operation of the card system in India.

An analysis of the drivers further highlights the factors contributing to the growth of the market including growth in e-commerce, saving cost on printing notes, increasing internet penetration and PC users and ease of transaction. The key challenges identified encompass secure payment concern and lack of awareness & low service quality. Key trends in the market have also been analyzed including increasing use by the government, mobiles emerging as an important channel for payments and e-payments becoming a preferred mode of payment.

The competition section provides an overview of the competitive landscape of the market. It includes a brief corporate description of the major players in the market along with their offered facilities and pricing strategies. Key developments section has also been added which highlights the latest developments in the sector over a period of one year.

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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.

For more information please write to info@netscribes.com