

FOR IMMEDIATE RELEASE

Rising incidence of heart diseases driving external defibrillator market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches its External Defibrillator Industry India Report 2011 covering one of the emerging markets in India with strong growth prospects . It is a part of Netscribes' Healthcare Series reports.

Mumbai, India – August 29, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report – External Defibrillator Market – India. The Indian defibrillator industry is growing steadily. The market is currently dominated by biphasic models which are rapidly replacing the monophasic models. The market for AEDs is also showing tremendous potential.

The report provides a snapshot of the defibrillator market. It begins with an introduction section which offers a brief description of the segments in the defibrillator market in India. The market overview section provides an insight into the market and highlights the market size and growth. Import and export figures for defibrillators, both in terms of volume and value have been provided in the next section. It also includes the regional break-up of the imports and exports.

An analysis of the drivers explains the factors for growth. These include, high rate of cardiovascular diseases, increasing number of health facilities, changing demographics, over-the-counter status for AEDs, increasing disposable income and growing awareness. The key challenges to the market are the lack of standard regulatory structure and government initiatives and weak manufacturing base.

The competition section highlights the features of the major players operating in the market. It includes a brief profile of the major domestic and foreign players in the market along with their financials.

A section providing strategic recommendations has been given at the end of the report which gives effective solutions to existing and potential for improving market share and increasing profitability.

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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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