

FOR IMMEDIATE RELEASE

Increasing food grain requirements is boosting the fertilizer consumption in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Fertilizers Market in India 2010 as part of Netscribes' Agriculture Industry report series.

Mumbai, India – October 29, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Fertilizers Market in India 2010 report. Increasing food grain requirements and large amount of subsidies by government is boosting the overall production capacities in this market thereby providing lucrative opportunities for players. The sector is highly regulated in India and with launch of newer policies by the government; the overall consumption of fertilizers is increasing.

The report begins with an introduction to the fertilizer market indicating the types of fertilizers in India. The market overview section provides details about the consumption levels of fertilizers in terms of nutrients and the segmentation of the nutrients widely used in India for crop production. The production level of such fertilizers in nutrient terms has been indicated along with the import figures of the nutrients. This is followed by the description of the kinds of fertilizer products used in India with the existent nutrients. Their production and consumption levels have been highlighted.

An analysis of the drivers explain the factors for growth of the industry including large subsidies, lack of sufficient usage of fertilizers, growing investments in the fertilizer industry and increasing food grain production. The key challenges identified include price hike of natural gas, unavailability of raw materials and volatile international prices and growing use of micro irrigation systems. The major government bodies regulating this sector have been described with their key roles, activities and functions. Policies of government in form of the new Nutrient based Subsidy Policy (NBS) have been included. The key incentives provided by the government have been analyzed with the key initiatives that the government has taken to boost the overall sector. Key trends identified in the market have been highlighted including water soluble fertilizers, investments from technology providers & players and increasing joint ventures.

The competition section provides an overview of the competitive landscape in the industry illustrating the share of players in terms of Urea production capacities. It also includes a detailed profile of the major players in the market including their financials. The key developments in the sector over the past year have been highlighted.

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

Gagan Uppal

Tel: +91 22 4098 7530

Email: gagan.uppal@netscribes.com

Gaurav Kumar

Tel: +91 33 4064 6214

Email: gaurav.kumar@netscribes.com

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