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Increase in exports and variety of flowers grown driving the floriculture in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Floriculture Market in India 2010 report covering one of the emerging markets in India with strong growth prospects. This report is a part of Netscribes' Consumer Goods Industry Series.

Mumbai, India – August 23, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Floriculture Market in India 2010 report covering an industry which is declared as the sunrise industry by the Government. Increase in demand from international markets coupled with adoption of scientific modes of cultivation, which is increasing the varieties of flowers grown in India, is primarily responsible for the rise in floriculture market.

The report provides a brief overview of the market including the estimated market size, growth rate, production of cut flowers and loose flowers in 2007-08 and 2008-09. The market overview section also talks about the export and import market, the opportunities in the global market and covers region-wise distribution of floriculture industry. An analysis of drivers reveals that scientific methods of flower cultivation, favorable agro-climatic conditions, social and religious events, international events and associations, growing demand from the youth population are some of the factors positively impacting the floriculture market. The key challenges identified are lack of support infrastructure, high duties in the European Union, and dearth of basic inputs.

The report discusses the current market trends as players are acquiring companies in Ethiopia, setting up auction centres, PE investments and acquisitions, entry of corporate houses, players increasing their service offerings and rapid development of flower retail chains. The report provides the profile, financials of the players in the market.

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

Gaurav Kumar

Tel: +91-98303-09715

Email: gaurav.kumar@netscribes.com

Gagan Uppal

Tel: +91-96191-00122

Email: gagan.uppal@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.

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