

FOR IMMEDIATE RELEASE

Rising income coupled with urbanization to boost the food retail market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Food Retail 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 – 28 October, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Food Retail Market in India 2010 report covering an industry which is expected to witness strong growth. Food accounts for the largest share of consumer spending paving the way for more players to venture into the retail space. Furthermore, the proposed opening of foreign direct investment in multi-brand retail sector, worth at least INR 2.4 tr in 2011, will allure many foreign players to enter the market.

The report begins with an introduction to the Indian retail space and includes the overall market size and growth, retail penetration level and the segmentation in the market. This is followed by information regarding the growth in the retail landscape over time as well as the various formats across which consumers purchase food from shops, and the supply chain of food retailing. The Indian food retail market has been analyzed and includes the size and growth of the market, traditional and modern retail share of various segments as well as the consumer spending across segments.

An analysis of the drivers explain the factors for growth of the industry including increasing income and urban population, better options and ranges, growing population of working women, FDI inflow and increasing use of plastic money. The key challenges identified are the huge unorganized market, supply chain, rising costs and hurdles of taxes and licenses.

Trends in the market include online grocery shopping new entrants tying-up with global retailers, focus on tier II & lower cities/ towns, inorganic route for market entry, increased share of goods under private labels and self-service retail outlets.

The competition section provides brief profiles of the major players in the food retail market and includes information regarding the various store formats, existing presence and expansion plans of various companies.

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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