

FOR IMMEDIATE RELEASE

## **Tie-ups with multi-brand outlets driving the Greeting Cards Market in India, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches Greeting Cards Market in India 2011 report covering a market which is gradually growing. It is a part of Netscribes' Consumer Goods Series reports.*

**Mumbai, India – April 13, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Greeting Cards Market in India 2011*. The market for greeting cards in India has been growing steadily as consumers are becoming more acceptable towards the new greeting card occasions. This phenomenon is providing opportunities for players to expand and launch newer varieties and brands.

The report begins with the market overview section providing the sales and growth of greeting cards market. The section also includes EXIM figures for greeting cards in India.

An analysis of the drivers explain the factors for growth of the industry including partnerships and strategic tie-ups, licensing agreements, use of electronic data interchange (EDI), increased demand for customized greeting cards and emergence of greeting card occasions. The key challenges include Easy access to internet and telecom for communicating greetings and people buying presents instead of cards. Key trends in the market have also been analyzed including diversification of greeting cards players, introduction of new range of cards, promotional activities and online greeting cards with shipping charges.

The competition section provides an overview of the competitive landscape of the market. It includes a brief profile of the major players including their business highlights, investments, expansions, financials etc. The key developments section covers the major happenings in the market

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### **About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://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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