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## **Rising demand and government initiatives driving the lighting industry in India, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches Lighting Industry in India 2010 report covering a market with strong growth potential. It is a part of Netscribes' Consumer Goods series reports.*

**Mumbai, India – August 10, 2010** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Lighting Industry in India 2010*.

The report begins with an overview of the lighting industry indicating market size, growth, share of segments and share of electrical energy used by these different lights in India. It also talks about which lighting source is energy efficient and which are inefficient. The report also provides a detailed analysis of the various segments in the market including incandescent lamps, fluorescent lamps, compact fluorescent lamps and light emitting diode.

An analysis of the drivers explains growth factors such as rising household demand, government initiatives, gap in demand and supply of power, growth in automotive lighting industry, carbon trading and growth in solar photovoltaic cell. The key challenges identified include high cost of CFLs and LEDs and issues with disposal of CFLs.

Competition section provides brief profiles of domestic and foreign major players in the market. The section contains a snapshot of their corporation, financial performance and business highlights, providing an insight into the existing competitive scenario.

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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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