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Rising income and investments is driving the luxury car market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Luxury Car Market in India 2011 as a part of its Automobile Industry report series.

Mumbai, India – January 5, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Luxury Car Market in India 2011*. The increasing upper income group opting to drive a luxury car along with the entry of foreign players looking to invest in the domestic market is fueling the demand for luxury cars.

The report provides a brief overview of the automotive market in India, the production of passenger vehicles over years and the segmented share of the automobile market. It then elaborates on the Indian luxury car market, market size in units, luxury cars sale as a percentage of the total sales of cars and the various luxury car segments.

An analysis of drivers reveals that growth in high income households, luxury car manufacturers entering pre-owned/used car market, increasing investments in automotive sector and preferred choice of the young and affluent are helping the market grow. The key challenges identified are the affordability of luxury cars and that it pollutes the environment. The report discusses the current market trends as increase in the number of distributors across India, global companies eyeing India as manufacturing base and players diversifying offerings.

The report provides the profile and expansion plans of the players in the market. The report mentions the key developments in the sector.

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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.

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