

FOR IMMEDIATE RELEASE

Growing industrial sector will boost the demand for IHP motors in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Motors Market in India 2011 as part of Netscribes' Power Equipment Industry report series.

Mumbai, India – January 14, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Motors Market in India 2011 report. Electric motors have shown rapid growth owing to the increased demand from industries like power, cement, steel, oil & gas, water and metal. Power Ministry has also provided a fillip to the market with increasing power generation in India. Even through this industry is impacted by increasing raw material prices, the players are rapidly increasing production to meet the growing demand amongst industries.

The report begins with an introduction of the electrical motors in India. It gives a clear differentiation between the various types of motors and provides a brief overview about the types of motors functional in India. The market overview section provides an insight into the IHP motor market and includes the market size and growth of IHP motors on the basis of volume and value. Market segmentation on the basis of types of motors is highlighted. Segmented market size and growth figures are also included to give a clear overview about the same. The type of Horse Power (HP) ratings available in the organized market with respect to the various types of IHP motors is also included. A brief overview about the Fractional Horse Power (FHP) motor market is also highlighted with market size and growth in both volume and value. It also highlights the market segmentation of the same.

An analysis of the drivers explains the factors for growth of the industry including growth in important sectors, growth in power sector and huge opportunity in replacement segment. The key challenges include increase in raw material prices and competition from unorganized players.

The competition section provides an overview of the competitive landscape in the industry along with market share of players in Low Tension (LT) and High Tension (HT) motors segment. It includes the segmentation of the market on the basis of organized and unorganized players with respect to the various types of motors in volume as well as value. It includes a brief profile of the major players in the market including their financials.

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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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