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## **Demand for mobility and attractive pricing to increase netbook sales in India, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches Netbook Market in India 2011 report covering a market with strong growth potential. It is a part of Netscribes' Information Technology Industry Series.*

**Mumbai, India – January 18, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Netbook Market in India 2011*. Personal computer market is expected to grow as the economy is recovering from the recession. The newest addition to this consumer product group is notebooks and netbooks. Requirements for greater mobility along with the demand for low cost personal computer are expected to develop the netbook market in India

The report begins with an introduction to the different types of personal computers available in the Indian market. It then provides a brief introduction to personal computers including desktops, notebooks and netbooks. This is followed by the market size and growth figures for the desktop and laptops market in India as well as the market segmentation. It further explains the strategy being followed by different players to boost sales in India.

An analysis of drivers explain factors contributing to the growth of netbook market including growing SMB, development of cloud computing, introduction of 3G, demand from upper and middle income group and opportunity in tier II and tier III city. An analysis of challenges include development of iPad and tablet PC, and limited acceptability.

The various trends in the market have also been highlighted and include convergence of mobile and PC, netbook as lifestyle PC and netbook as a first buy option.

Competition section includes a comparative study based on the features and pricing of netbooks provided by different players. It also provides brief profiles of major domestic and foreign players in the market. The section contains a snapshot of their corporation, financial performance and expansion plans, providing an insight into the existing competitive scenario.

For more details on the content of each report and ordering information please contact:

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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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