

FOR IMMEDIATE RELEASE

Growing demand from diversified sectors is boosting the PVC market in India, finds Netscribes

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

Mumbai, India – March 28, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its PVC Market in India 2011 report. Poly Vinyl Chloride (PVC) is a part of the plastic industry and forms a sub-segment of thermoplastic. The demand for PVC in India is showing a growing trend owing to its diversified use in various sectors. However, a large portion of the demand is currently being met through imports from various countries like Taiwan, Korea, USA etc. The market in India is expected to grow at a higher rate owing to the increasing demand of PVC from various sectors like real estate, agriculture, automotive, apparel etc. The benefits that PVC offers over traditional materials are making it popular amongst use in a large number of end-user applications. Expanding infrastructure and a boosting economy will fuel growth in the overall market. Players are also ramping up their manufacturing facilities in order to tap the huge demand existent in India.

The report begins with an introduction and classification to the plastic market in India. It highlights the segment under which PVC comes and illustrates its share in the overall plastic industry. The major uses of PVC have also been highlighted in the same. This is followed by the market overview section that provides an overview to the PVC market in India and its market demand and growth on the basis of volume. Market segmentation on the basis of end-sector usage has been given. This is followed by the import and export section that provides figures for the import and export of PVC in terms of volume as well as value. The region-wise break-up of the same in terms of value has also been given.

An analysis of the drivers explains the factors for growth of the industry including growth in real estate industry, rise in micro-irrigation, PVC replacing traditional materials and demand from electrical equipments. The key challenges include rising prices of crude oil and disposal issues of waste PVC.

The competition section 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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