

FOR IMMEDIATE RELEASE

Growing consumers demand for products is driving the Packaging Industry in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Packaging Industry in India 2011 report covering one of the emerging sectors in India. The report is part of Netscribes' Manufacturing Industry series.

Mumbai, India – May 20, 2011 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report Packaging Industry in India 2011. The packaging industry is growing at an impressive rate. Rising income levels coupled with growth in the end user sectors is influencing the growth in the market.

The report begins with an introduction which gives a brief overview about the types of packaging (by material). This is followed by the market overview section which discusses the market size and the growth as well as market segmentation. The section also includes a portion on the flexible packaging industry, its segmented consumption both in terms of volume and value. It includes information regarding the EXIM market in value and volume terms.

An analysis of the drivers influencing the industry growth includes rising income levels, growth in the food and beverage industry, growth in the pharma industry, rise in the FMCG sector, under-penetrated market and marketing trends. The key challenges identified include lack of packaging machinery and rising paper prices.

The competition section provides a comprehensive picture about the competitive landscape of the industry. It includes brief profile of the major players which incorporates their business overview, product overview and financials.

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) 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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