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**Paper Market in India to grow steadily due to rising demand and government thrust, finds Netscribes**

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

**Mumbai, India – May 5, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Paper Industry in India 2011 report. Growth in education and healthy economic condition leading to increased corporate activity has increased the domestic demand for paper consumption.

The report provides a brief introduction to the paper industry including types of paper, installed capacity and domestic production, region-wise installed capacity and variety-wise consumption. The market overview includes information regarding the number of paper mills and segmentation of paper constituents. The value chain and EXIM have also been covered.

An analysis of drivers explains growth factors such as growth in education sector, increased corporate activity due to favorable economic conditions, increase in number press publications and growing packaging industry. The key challenges identified include high input costs and shortage of raw material, technological factors such as threat from internet and smart phones, and low rate of paper recycle in the country. The role of the government has been highlighted and includes the performance of the industry over the plan periods as well as the regulations and duties imposed upon the industry.

The competition section provides brief profiles of the major players in the market along with their 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](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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