

FOR IMMEDIATE RELEASE

## **Growth in agriculture and industries is boosting the demand for pumps in India, finds Netscribes**

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

**Mumbai, India – January 12, 2011** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Pumps Market in India 2011 report. The market in India is showing rapid growth owing to the growth in various sectors such as agriculture, industries and domestic, of which pumps are an integral part. Centrifugal pumps dominate the market over positive displacement pumps. Flow of technologies from overseas markets is helping manufacturers to boost the overall production. Exports in the market have been growing steadily owing to the cost effectiveness that the Indian products offer for consumers abroad. Expanding infrastructure and a boosting economy is fueling growth in the overall market.

The report begins with an introduction to pumps market indicating the types of them functional in India. The market overview section provides market size and growth on the basis of volume. Market segmentation on the basis of types is given. The size and growth of the market on the basis of value has been added along with the product segmentation. The sectoral usage of pumps has been indicated showing the growth of the market of pumps with regards to each sector. Usage of pumps within the industrial sector has also been highlighted. It also includes data regarding import and export.

An analysis of the drivers explains the factors for growth of the industry including expanding infrastructure along with urbanization, growth in important sectors, high replacement market and rising usage of Electric Arc Furnace (EAF) in steel making. The key challenges include threat from unorganized players, increase in raw material prices and low awareness amongst farmers. Key trends in the market have been analyzed which include large number of fairs and events, technology orientation and foreign companies operating in India.

The competition section provides an overview of the competitive landscape in the industry along with the domestic market and sector market segmentation of organized and unorganized players. It includes a detailed profile of the major players in the market including 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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