

FOR IMMEDIATE RELEASE

Changing urban lifestyles and paucity of time driving the RTE market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Ready To Eat Market in India 2010 report covering a market which has been growing steadily with major potential for future growth. It is a part of Netscribes' Food and Beverages Series reports.

Mumbai, India – March 22, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Ready To Eat Market in India 2010*. The industry is at a nascent stage but with changing consumer preferences, the market shows good expansion potential with strong opportunities for the players in this industry.

The report begins with an introduction to the ready to eat (RTE) market and covers the different segments. This is followed by market overview indicating the size and historical growth of the market.

An analysis of the drivers explain the factors for growth of the industry including the target consumer base for RTE is expanding, organized retail displays advantages in driving RTE sales, cold chains development, and government initiatives. The key challenges identified encompass consumer's behavior and perceptions, and inefficient logistics and infrastructure. Key trends have also been analyzed including focus on export market, lack of significant product differentiation and use of 'retort technology'.

The competition section provides an overview of the competitive landscape including brief profiles of key domestic and foreign players in RTE market.

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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