

FOR IMMEDIATE RELEASE

Rising income, fashion awareness and organized retail driving the kidswear market, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Kidswear Market in India 2010 report covering one of the emerging markets in India with strong growth prospects. This report is a part of Netscribes' Consumer Goods Industry Series.

Mumbai, India – July 13, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Kidswear Market in India 2010 report covering an industry which is expected to witness strong growth. The growth in organized retail coupled with fashion consciousness among kids and rise in discretionary income is expected to increase the demand for branded kids wear. The kids wear sector in India is witnessing the entry of international players and increasing number of adult apparel players are launching apparels for kids to capitalize on the rising growth opportunities in the market.

The report provides a brief overview of the market including the estimated market size and growth rate. An analysis of drivers reveals that favourable demographics, growth in organized retail, rise in discretionary income, emergence of kids as an independent consumers and changing fashion trends is driving growth in this sector. The key challenges identified are competition from unorganized sector, rise in prices of raw materials, import of cheaper machinery and absence of global export subsidies.

The report discusses the current market trends as entry of international players into the market, adult apparel brands launching kids wear, players tying up with the entertainment fraternity, private equity investments and fashion designers focusing on kids wear. The report profiles players and includes information regarding their business and expansion plans. The report also includes the key developments in the sector.

For more details on the content of each report and ordering information please contact:

Gagan Uppal

Tel: +91-96191-00122

Email: gagan.uppal@netscribes.com

Gaurav Kumar

Tel: +91-98303-09715

Email: gaurav.kumar@netscribes.com

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.

For more information please write to info@netscribes.com