

FOR IMMEDIATE RELEASE

Frequent power outages and projected power shortage spurring sales of backup devices in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches its Power Backup report covering generators, UPS and inverters in India. Each product segment is covered in terms of estimated market size, sub-segments and competition. The report is part of Netscribes' Power Industry report series.

Mumbai, India – March 5, 2009 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Power Backup in India report. The power backup market in India is lucrative and fast growing primarily due to chronic power shortage. Further, India is fast becoming an export manufacturing hub for generators and inverters providing additional incentives for investment.

The report begins with an overview that includes estimated size, and description of market segments based on product and end-user base. Analysis of generator segment suggests that stationary generators, which are largely used in industrial and large commercial locations, are driving generator sales. In UPS segment the sub-5 KVA segment is the largest due to its popularity in SME and SOHO setups. Further, India is fast becoming an export hub for generators and inverters with high growth rates since 2004.

Increasing power deficit, demand from telecom operators and an expanding desktop user base indicates strong growth prospects for this industry. Industry faces challenges from increasing cost of raw materials like battery and packaging materials, competition from the unorganized sector and lack of consumer awareness. The competitive landscape distinguishes the share of organized and unorganized sector in each product segment, identifies the major players in the market and market shares.

The Power Backup report is part of Netscribes' Power Industry series, which also includes Power Sector and alternative energy sources like Nuclear Power, Wind Power, and Solar Power 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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