

FOR IMMEDIATE RELEASE

Poor eye health and consumer awareness is driving the eyewear market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Eyewear Market in India 2010 report covering a market with strong growth potential. The report is part of Consumer Goods industry series.

Mumbai, India – May 10, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Eyewear Market in India 2010*. Poor eye health coupled with rise in consumer awareness is driving the growth in the eyewear market.

The report begins with an overview of the eyewear market stating the market size and growth, different segments of eyewear. It also includes the import and export levels of the various segments in the market highlighting the changes in international eyewear trade.

An analysis of the drivers explains growth factors such as poor eye health, low penetration of contact lens, rise in organized retail and increasing awareness and brand consciousness among consumers. The key challenges identified include lack of penetration in rural areas, high import duty and price difference between branded and unbranded products. The report identifies the key trends including growing partnerships between manufacturers and retailers, players providing eye testing facilities and other amenities, players diversifying product portfolio and entry of luxury eyewear brands.

Competition section provides a snapshot of the players in the market including information regarding their operational segments, business highlights and future plans, providing an insight into the existing competitive scenario.

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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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