

FOR IMMEDIATE RELEASE

Indian film entertainment market shows immense growth potential, according to Netscribes' report

Netscribes (India) Pvt. Ltd. launches its Film Entertainment Market - India report as part of its Entertainment & Media Industry series.

Mumbai, India – January 13, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report – Film Entertainment Market in India. With more than 1000 films releasing and 3.2 bn ticket sold in a year, the film entertainment market in India shows immense growth potential. The market is growing at a fast pace with the entry of corporates and global production houses.

The report provides a snapshot of the film entertainment market in India, including a market overview that provides the market size & growth and market share of the segments. A detailed segments overview and geographic overview of the market is also provided. The drivers explain the factors influencing growth of the industry including growth in multiplexes, government initiatives, entry of global players and growing home video segment. The key challenges identified include piracy and low success rate. Key trends like emerging models in film distribution, new financing models and increase in animation films are discussed at length in a separate section. Competitive landscape provides details of major players in the value chain and their investments. Profiles of the major players and key developments in the industry are provided.

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

Natasha Mehta, CFA

Tel: +65-9651-6382

Email: natasha.mehta@netscribes.com

Gagan Uppal

Tel: +91-98364-71499

Email: gagan.uppal@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