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**GPS market in India is expected to grow dynamically in the near future, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches GPS Navigation and Tracking Market in India 2010 report covering a market with strong growth potential. It is a part of Netscribes' Information Technology Series reports.*

**Mumbai, India – March 12, 2010** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *GPS Navigation and Tracking Market in India 2010*. The increase in demand for tracking and navigation services from a wide spectrum of consumer segments is expected to drive the market.

The report begins with an introduction to the market stating the various segments in the market, the end users and the benefits accrued to users. This is followed by an overview of the industry indicating market size, growth and the share contributed by each segment to the market.

An analysis of the drivers explains growth factors, for each segment, such as the growth in logistics vertical, growth in radio cabs, demand from the BPO sector, increasing penetration of high end phones, entry of mapping portals, increasing sales of luxury cars and government initiatives. The key challenges identified include the lack of awareness and consumer perception, fragmented logistics sector and operational issues. The report identifies the key trends including partnerships forged by GPS device makers and automobile firms, mobile phone players providing free services and new emerging applications.

Competition section profiles major domestic and foreign players in the market. The section contains a snapshot of their corporation, operational segments and business highlights, providing an insight into the existing competitive scenario.

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**About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://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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