

FOR IMMEDIATE RELEASE

**Online travel market in India is booming and attracting PE/VC investments, finds Netscribes' report**

*Netscribes (India) Pvt. Ltd. launches a special report on Online Travel Industry covering the emerging online travel market in India as part of its Tourism Industry Series.*

**Mumbai, India – June 29, 2009** – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report – Online Travel Industry - India. The online travel industry in India has witnessed tremendous growth and is attracting large number of national and international players. Increasing internet user base, secured online payment mechanisms and entry of low-cost carriers are some of the factors driving the online travel market.

The report begins with the overview of the online travel market in India, including the market size, growth and market share of key segments. It provides overview of industry value chain and commission structure of online travel agencies. The report highlights the key trends and drivers in the online travel market and briefly analyzes the major issues/challenges hindering the industry growth. Competitive landscape identifies the major players and provides details of their revenues, market share and brief business description including financials. The report also covers the details of the private equity investments and other key developments in the industry.

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](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.

For more information please write to [info@netscribes.com](mailto:info@netscribes.com).

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