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Demand for power backup products is increasing in India, according to Netscribes' report

Netscribes (India) Pvt. Ltd. updates Power Backup Market - India report. The report is part of its Power Industry series.

Mumbai, India – February 25, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of an updated report on Power Backup market in India. The increase in power deficit has made power backup crucial for business continuity of Indian corporates.

The report begins with an introduction to the power backup market covering the segmentation of market based on end-user and product. The overview section covers the market size and growth rates of each segment namely generators, UPS and inverters. It also includes figures for the share of various sub-segments, the price of products in these segments and the export and import figures for each segment.

An analysis of the drivers explains factors contributing to the growth of the power backup market based chronic power deficit and widening supply-demand gap, demand from the telecom sector and growth in desktop user base. The key challenges discussed are increasing cost of raw materials, competition from the unorganised sector and the lack of consumer awareness.

Competition section provides the details of major players including their sales, market share and revenues. The profiles of major players are also provided along with private equity investments and key developments in the industry.

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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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