

FOR IMMEDIATE RELEASE

Growing trend of dining out driving the restaurant market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Restaurant Market in India 2010 report covering a market which is growing rapidly and provides a plethora of opportunities for organized players. It is a part of Netscribes' Food and Beverages Series reports.

Mumbai, India – May 10, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report *Restaurant Market in India 2010*. The market has existed from a very long time and has been highly dominated by the unorganized players; however the share of organized players is increasing considerably with increasing trend of dining out amongst urban consumers and their growing mobility providing good expansion potential to the industry.

The report begins with the market overview section providing the size of the restaurant or the food service market in India with a brief description of the various segments that exist in the market and the penetration of the organized players in the various segments.

An analysis of the drivers explain the factors for growth of the industry including growing disposable income, favourable demographics, changing lifestyles and preferences, increasing proportion of take away food and increasing number of working women. The key challenges identified encompass cumbersome licensing, food price fluctuations, high cost of real estate and lack of skilled manpower. Key trends have also been analyzed including foreign players foraying into Indian market, brand expansion into smaller cities, Indian brands exploring the foreign market, growth in food franchising and emergence of theme-based cafes and restaurants.

The competition section provides an overview of the competitive landscape in the industry illustrating the share of organized and unorganized players and the entry route for the foreign players into the Indian market. It also includes brief profiles of major domestic companies in each segment of the organized restaurant market.

The Restaurant market report is part of Netscribes' Food and Beverage Sector series, which also includes Ready to Eat Market, Pasta Import, Wines, Bottled Water, Imported Edible Oils, Branded Chocolate, Ice Cream market, and Organic Food Market in India.

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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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