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India Home Automation Market by Product Type (Lighting, Security And Safety, HVAC, Entertainment, and Others), Technology (Wired, and Wireless), and End-User (Residential, Commercial, and Hospitality): Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The India home automation market was valued at $1,790.9 million in 2018, and is expected to reach at $13,574.1 million by 2026, growing at a CAGR of 29.8% during the forecast period 2019-2026. The India home automation market is currently in its initial stage; however, it is expected to grow at a considerable rate in the future. This is attributed to rapid technological advancements in Internet of Things and artificial intelligence.

Home automation, also known as smart home, is an automation system that offers access to control appliances and devices such as lights, fan, alarm system, heating & cooling systems, and electrical outlets with a smartphone. In addition, this system can be used for sprinkler systems and other remotely controllable networks. In this system, the primary focus is on home security, surveillance, and safety, including smart lock systems for doors & windows, smoke detectors, fire alarms, surveillance cameras, and other sensors. The key components of home automation consist of classic control unit and user-friendly app interface, which controls other smart appliances and devices via a tablet or smartphone.

The need for energy-efficient solutions and rise in demand for safety & security for homes are the major factors that are expected to boost the demand for home automation in India. In addition, rise in disposable income in India and increase in

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government initiatives for development of smart cities are anticipated to significantly contribute toward the growth of the India home automation market during the forecast period. Although the installation cost is high, benefits offered by these highly energy-efficient systems such as enhanced safety & security and low energy consumption, propel the growth of the market. However, wireless connectivity issues in some areas and lack of standardization of smart home devices hamper the growth of the home automation market in India.

On the contrary, introduction of various plans and automation modules by key market players to cater to the increase in customer demands is anticipated to provide lucrative opportunities for the market. For example, in June 2018, Harman International launched a video distribution solution specially designed for hospitality automation in hotels and corporate applications. Similarly, Johnson Controls developed a new version of the SMART Equipment Control Firmware in March 2019. Its features include continuous reset single zone control, which offers energy savings and precise control of space comfort.

The India home automation market is segmented on the basis of product, technology, and end user. By product, the market is segregated into lighting, security & safety, HVAC, entertainment, and others. The lighting segment is further divided into relays, dimmers, switches, and others. Security & safety is sub segmented into bells, locks, security cameras, and others. The HVAC segment is further classified into thermostats, sensors, control valves, and others. Entertainment is subdivided into home theater system, audio, volume & multimedia controls, and others. The others segment includes wall panels, ceiling plates, fans, and wires. Depending on technology, the market is bifurcated into wired and wireless. By end user, it is fragmented into residential, commercial, and hospitality.

COMPETITION ANALYSIS

The key players operating in the market include key companies profiled in the report include Fueblabs, Larsen & Toubro, Schneider, Johnson Controls, Harman International, Home Brain, PERT, Silvan Innovation, Oakter, and Elan Home Systems.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and dynamics in the India home automation market.

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In-depth analysis is conducted by constructing market estimations for the key segments between 2018 and 2026.

Extensive analysis of the market is conducted by following key product positioning and monitoring of the top competitors within the market framework.

A comprehensive analysis of all the regions is provided to determine the prevailing opportunities.

The key market players within the market are profiled in this report and their strategies are analyzed thoroughly, which help to understand the competitive outlook of the industry.

INDIA HOME AUTOMATION MARKET SEGMENTS

BY PRODUCT TYPE

- Lighting
  - Relays
  - Dimmers
  - Switches
  - Others
- Security and safety
  - Bells
  - Locks
  - Security cameras
  - Others
- HVAC

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- Thermostats
- Sensors
- Control Valves
- Others

- Entertainment
  - Home Theater System
  - Audio, Volume and Multimedia Controls
  - Others
- Others

BY TECHNOLOGY

- Wired
- Wireless

BY END-USER

- Residential
- Commercial
- Hospitality

KEY PLAYERS

- Elan home systems

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Fueblabs

Harman International

Home brain

Johnson Controls

Larsen & Toubro

Oakter

PERT

Schneider

Silvan Innovation

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Contents

CHAPTER 1: INTRODUCTION

1.1. Report description
1.2. Key benefits for stakeholders
1.3. Key market segments
1.4. Key market players
1.5. Research methodology
  1.5.1. Secondary research
  1.5.2. Primary research
  1.5.3. Analyst tools & models

CHAPTER 2: EXECUTIVE SUMMARY

2.1. CXO perspective

CHAPTER 3: MARKET OVERVIEW

3.1. Market definition and scope
3.2. Key findings
  3.2.1. Top investment pockets
  3.2.2. Top winning strategies
3.3. Demographics of the presence of smart home
3.4. Porter's five forces analysis
3.5. Market dynamics
  3.5.1. Drivers
    3.5.1.1. Cost-effectiveness of home automation systems
    3.5.1.2. Surge in popularity of Internet of Things (IoT) for smart homes
    3.5.1.3. Rise in demand for energy-efficient solutions
    3.5.1.4. Rise in need for safety & security for homes
  3.5.2. Restraints
    3.5.2.1. Limited connectivity and bandwidth issue
    3.5.2.2. Lack of standardization and long replacement cycles
  3.5.3. Opportunities
    3.5.3.1. Technical innovations
    3.5.3.2. Urban renewal and planning programs by the Government of India
3.6. List and overview of distributors and electrical commissioning agents

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CHAPTER 4: INDIA HOME AUTOMATION MARKET, BY TYPE

4.1. Market overview
4.1.1. Market size and forecast, by type
4.2. Lighting
4.2.1. Key market trends, growth factors, and opportunities
4.2.2. Market size and forecast
4.2.2.1. Relay
4.2.2.1.1. Market size and forecast
4.2.2.2. Dimmers
4.2.2.2.1. Market size and forecast
4.2.2.3. Switches
4.2.2.3.1. Market size and forecast
4.2.2.4. Others
4.2.2.4.1. Market size and forecast
4.3. Security & safety
4.3.1. Key market trends, growth factors, and opportunities
4.3.2. Market size and forecast
4.3.2.1. Bells
4.3.2.1.1. Market size and forecast
4.3.2.2. Locks
4.3.2.2.1. Market size and forecast
4.3.2.3. Security cameras
4.3.2.3.1. Market size and forecast
4.3.2.4. Others
4.3.2.4.1. Market size and forecast
4.4. HVAC
4.4.1. Key market trends, growth factors, and opportunities
4.4.2. Market size and forecast
4.4.2.1. Thermostats
4.4.2.1.1. Market size and forecast
4.4.2.2. Sensors
4.4.2.2.1. Market size and forecast
4.4.2.3. Control valves
4.4.2.3.1. Market size and forecast
4.4.2.4. Others
4.4.2.4.1. Market size and forecast
4.5. Entertainment
4.5.1. Key market trends, growth factors, and opportunities

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4.5.2. Market size and forecast
4.5.2.1. Home theater system
4.5.2.1.1. Market size and forecast
4.5.2.2. Audio, volume, and multimedia controls
4.5.2.2.1. Market size and forecast
4.5.2.3. Others
4.5.2.3.1. Market size and forecast
4.6. Others
4.6.1. Key market trends, growth factors, and opportunities
4.6.2. Market size and forecast

CHAPTER 5: INDIA HOME AUTOMATION MARKET, BY TECHNOLOGY

5.1. Market overview
5.1.1. Market size and forecast, by technology
5.2. Wired
5.2.1. Key market trends, growth factors, and opportunities
5.2.2. Market size and forecast
5.3. Wireless
5.3.1. Key market trends, growth factors, and opportunities
5.3.2. Market size and forecast

CHAPTER 6: INDIA HOME AUTOMATION MARKET, BY END USER

6.1. Market overview
6.1.1. Market size and forecast, by end user
6.2. Residential
6.2.1. Key market trends, growth factors, and opportunities
6.2.2. Market size and forecast
6.3. Commercial
6.3.1. Key market trends, growth factors, and opportunities
6.3.2. Market size and forecast
6.4. Hospitality
6.4.1. Key market trends, growth factors, and opportunities
6.4.2. Market size and forecast

CHAPTER 7: COMPANY PROFILES

7.1. FUEB LABS

+44 20 8123 2220
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7.1.1. Company overview
7.1.2. Key Executives
7.1.3. Company snapshot
7.1.4. Product Categories
7.1.5. Product portfolio
7.2. HARMAN INTERNATIONAL INDUSTRIES INCORPORATED
7.2.1. Company overview
7.2.2. Key Executives
7.2.3. Company snapshot
7.2.4. Operating business segments
7.2.5. Product portfolio
7.2.6. Business performance
7.2.8. Key strategic moves and developments
7.3. HOME BRAIN
7.3.1. Company overview
7.3.2. Company snapshot
7.3.3. Product portfolio
7.4. JOHNSON CONTROLS INTERNATIONAL PLC
7.4.1. Company overview
7.4.2. Key Executives
7.4.3. Company snapshot
7.4.4. Operating business segments
7.4.5. Product portfolio
7.4.6. R&D Expenditure
7.4.7. Business performance
7.4.8. Key strategic moves and developments
7.5. LARSEN & TOUBRO LIMITED
7.5.1. Company overview
7.5.2. Key Executives
7.5.3. Company snapshot
7.5.4. Operating business segments
7.5.5. Product portfolio
7.5.6. R&D Expenditure
7.5.7. Business performance
7.6. NORTEK SECURITY & CONTROL LLC (“NSC”)
7.6.1. Company overview
7.6.2. Key Executives
7.6.3. Company snapshot
7.6.4. Product portfolio

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7.6.5. Key strategic moves and developments
7.7. OAKTER HOME AUTOMATION
7.7.1. Company overview
7.7.2. Company snapshot
7.7.3. Product portfolio
7.8. PERT INFOCONSULTING PVT. LTD.
7.8.1. Company overview
7.8.2. Key Executives
7.8.3. Company snapshot
7.8.4. Product portfolio
7.9. SCHNEIDER ELECTRIC SE
7.9.1. Company overview
7.9.2. Key Executives
7.9.3. Company snapshot
7.9.4. Operating business segments
7.9.5. Product portfolio
7.9.6. R&D Expenditure
7.9.7. Business performance
7.9.8. Key strategic moves and developments
7.10. SILVAN INNOVATION LABS PVT. LTD.
7.10.1. Company overview
7.10.2. Key Executives
7.10.3. Company snapshot
7.10.4. Product portfolio

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info@marketpublishers.com

List Of Tables

LIST OF TABLES

TABLE 01. DEMOGRAPHICS
TABLE 02. LIST AND OVERVIEW OF DISTRIBUTORS
TABLE 03. LIST AND OVERVIEW OF ELECTRICAL COMMISSIONING AGENTS
TABLE 04. INDIA HOME AUTOMATION MARKETREVENUE, BY TYPE, 2018–2026 ($MILLION)
TABLE 05. INDIA HOME AUTOMATION MARKET VOLUME, BY TYPE, 2018–2026 ((THOUSAND UNIT)
TABLE 06. INDIA HOME LIGHTING AUTOMATION MARKET REVENUE, BY SUBTYPE, 2018–2026 (MILLION)
TABLE 07. INDIA HOME LIGHTING AUTOMATION MARKET VOLUME, BY SUBTYPE, 2018–2026 (MILLION)
TABLE 08. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET REVENUE, BY SUBTYPE, 2018–2026 (MILLION)
TABLE 09. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET VOLUME, BY SUBTYPE, 2018–2026 ((THOUSAND UNIT)
TABLE 10. INDIA HOME HVAC AUTOMATION MARKET REVENUE, BY SUBTYPE, 2018–2026 (MILLION)
TABLE 11. INDIA HOME HVAC AUTOMATION MARKET VOLUME, BY SUBTYPE, 2018–2026 ((THOUSAND UNIT)
TABLE 12. INDIA HOME ENTERTAINMENT AUTOMATION MARKET REVENUE, BY SUBTYPE, 2018–2026 (MILLION)
TABLE 13. INDIA HOME ENTERTAINMENT AUTOMATION MARKET VOLUME, BY SUBTYPE, 2018–2026 ((THOUSAND UNIT)
TABLE 14. INDIA HOME AUTOMATION MARKETREVENUE, BY TECHNOLOGY, 2018–2026 ($MILLION)
TABLE 15. INDIA HOME AUTOMATION MARKET VOLUME, BY TECHNOLOGY, 2018–2026 ((THOUSAND UNIT)
TABLE 16. INDIA HOME AUTOMATION MARKET REVENUE, BY END USER, 2018–2026 ($MILLION)
TABLE 17. INDIA HOME AUTOMATION MARKET VOLUME, BY END USER, 2018–2026 ((THOUSAND UNIT)
TABLE 18. KEY EXECUTIVES
TABLE 19. FUEB LABS: COMPANY SNAPSHOT
TABLE 20. FUEB LABS: PRODUCT CATEGORIES
TABLE 21. FUEB LABS: PRODUCT PORTFOLIO

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TABLE 22. KEY EXECUTIVES
TABLE 23. COMPANY SNAPSHOT
TABLE 24. HARMAN INTERNATIONAL: OPERATING SEGMENTS
TABLE 25. HARMAN INTERNATIONAL: PRODUCT PORTFOLIO
TABLE 26. HOME BRAIN: COMPANY SNAPSHOT
TABLE 27. HOME BRAIN: PRODUCT PORTFOLIO
TABLE 28. KEY EXECUTIVES
TABLE 29. JOHNSON CONTROLS: COMPANY SNAPSHOT
TABLE 30. JOHNSON CONTROLS: OPERATING SEGMENTS
TABLE 31. JOHNSON CONTROLS: PRODUCT PORTFOLIO
TABLE 32. KEY EXECUTIVES
TABLE 33. LARSEN & TOUBRO: COMPANY SNAPSHOT
TABLE 34. LARSEN & TOUBRO: OPERATING SEGMENTS
TABLE 35. LARSEN & TOUBRO: PRODUCT PORTFOLIO
TABLE 36. KEY EXECUTIVES
TABLE 37. NSC: COMPANY SNAPSHOT
TABLE 38. NSC: PRODUCT PORTFOLIO
TABLE 39. OAKTER: COMPANY SNAPSHOT
TABLE 40. OAKTER: PRODUCT PORTFOLIO
TABLE 41. KEY EXECUTIVES
TABLE 42. PERT: COMPANY SNAPSHOT
TABLE 43. PERT: PRODUCT PORTFOLIO
TABLE 44. KEY EXECUTIVES
TABLE 45. SCHNEIDER ELECTRIC: COMPANY SNAPSHOT
TABLE 46. SCHNEIDER ELECTRIC: OPERATING SEGMENTS
TABLE 47. SCHNEIDER ELECTRIC: PRODUCT PORTFOLIO
TABLE 48. KEY EXECUTIVES
TABLE 49. SILVAN INNOVATION LABS: COMPANY SNAPSHOT
TABLE 50. SILVAN INNOVATION LABS: PRODUCT PORTFOLIO

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info@marketpublishers.com

List Of Figures

LIST OF FIGURES

FIGURE 01. INDIA HOME AUTOMATION MARKET, 2018–2026
FIGURE 02. INDIA HOME AUTOMATION MARKET: KEY PLAYERS
FIGURE 03. TOP INVESTMENT POCKETS
FIGURE 04. TOP WINNING STRATEGIES, BY YEAR, 2017–2019*
FIGURE 05. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2017–2019*
FIGURE 06. TOP WINNING STRATEGIES, BY COMPANY, 2017–2019*
FIGURE 07. MODERATE-TO-HIGH BARGAINING POWER OF SUPPLIERS
FIGURE 08. MODERATE-TO-HIGH BARGAINING POWER OF BUYERS
FIGURE 09. MODERATE THREAT OF SUBSTITUTES
FIGURE 10. MODERATE THREAT OF NEW ENTRANTS
FIGURE 11. MODERATE COMPETITIVE RIVALRY
FIGURE 12. INDIA HOME AUTOMATION MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES
FIGURE 13. INDIA HOME AUTOMATION MARKET REVENUE, BY TYPE, 2018–2026 ($MILLION)
FIGURE 14. INDIA HOME AUTOMATION MARKET VOLUME, BY TYPE, 2018–2026 (THOUSAND UNIT)
FIGURE 15. INDIA HOME LIGHTING AUTOMATION MARKET REVENUE FOR RELAY, 2018–2026 (MILLION)
FIGURE 16. INDIA HOME LIGHTING AUTOMATION MARKET VOLUME FOR RELAY, 2018–2026 ((THOUSAND UNIT)
FIGURE 17. INDIA HOME LIGHTING AUTOMATION MARKET REVENUE FOR DIMMERS, 2018–2026 (MILLION)
FIGURE 18. INDIA HOME LIGHTING AUTOMATION MARKET VOLUME FOR DIMMERS, 2018–2026 ((THOUSAND UNIT)
FIGURE 19. INDIA HOME LIGHTING AUTOMATION MARKET REVENUE, BY SWITCHES, 2018–2026 (MILLION)
FIGURE 20. INDIA HOME LIGHTING AUTOMATION MARKET VOLUME, BY SWITCHES, 2018–2026 ((THOUSAND UNIT)
FIGURE 21. INDIA HOME LIGHTING AUTOMATION MARKET REVENUE, BY OTHERS, 2018–2026 (MILLION)
FIGURE 22. INDIA HOME LIGHTING AUTOMATION MARKET VOLUME, BY OTHERS, 2018–2026 ((THOUSAND UNIT)
FIGURE 23. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET REVENUE, BY BELLS, 2018–2026 (MILLION)

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FIGURE 24. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET VOLUME, BY BELLS, 2018–2026 ((THOUSAND UNIT)
FIGURE 25. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET REVENUE, BY LOCKS, 2018–2026 (MILLION)
FIGURE 26. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET VOLUME, BY LOCKS, 2018–2026 ((THOUSAND UNIT)
FIGURE 27. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET REVENUE, BY SECURITY CAMERAS, 2018–2026 (MILLION)
FIGURE 28. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET VOLUME, BY SECURITY CAMERAS, 2018–2026 ((THOUSAND UNIT)
FIGURE 29. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET REVENUE, BY OTHERS, 2018–2026 (MILLION)
FIGURE 30. INDIA HOME SECURITY & SAFETY AUTOMATION MARKET VOLUME, BY OTHERS, 2018–2026 ((THOUSAND UNIT)
FIGURE 31. INDIA HOME HVAC AUTOMATION MARKET REVENUE, BY THERMOSTATS, 2018–2026 (MILLION)
FIGURE 32. INDIA HOME HVAC AUTOMATION MARKET VOLUME, BY THERMOSTATS, 2018–2026 ((THOUSAND UNIT)
FIGURE 33. INDIA HOME HVAC AUTOMATION MARKET REVENUE, BY SENSORS, 2018–2026 (MILLION)
FIGURE 34. INDIA HOME HVAC AUTOMATION MARKET VOLUME, BY SENSORS, 2018–2026 ((THOUSAND UNIT)
FIGURE 35. INDIA HOME HVAC AUTOMATION MARKET REVENUE, BY CONTROL VALVES, 2018–2026 (MILLION)
FIGURE 36. INDIA HOME HVAC AUTOMATION MARKET VOLUME, BY CONTROL VALVES, 2018–2026 ((THOUSAND UNIT)
FIGURE 37. INDIA HOME HVAC AUTOMATION MARKET REVENUE, BY OTHERS, 2018–2026 (MILLION)
FIGURE 38. INDIA HOME HVAC AUTOMATION MARKET VOLUME, BY OTHERS, 2018–2026 ((THOUSAND UNIT)
FIGURE 39. INDIA HOME ENTERTAINMENT AUTOMATION MARKET REVENUE FOR HOME THEATER SYSTEM, 2018–2026 (MILLION)
FIGURE 40. INDIA HOME ENTERTAINMENT AUTOMATION MARKET VOLUME, BY HOME THEATER SYSTEM, 2018–2026 ((THOUSAND UNIT)
FIGURE 41. INDIA HOME ENTERTAINMENT AUTOMATION MARKET REVENUE, BY AUDIO, VOLUME AND MULTIMEDIA CONTROLS, 2018–2026 (MILLION)
FIGURE 42. INDIA HOME ENTERTAINMENT AUTOMATION MARKET VOLUME, BY AUDIO,VOLUME AND MULTIMEDIA CONTROL, 2018–2026 ((THOUSAND UNIT)
FIGURE 43. INDIA HOME ENTERTAINMENT AUTOMATION MARKET REVENUE, BY

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OTHERS, 2018–2026 (MILLION)
FIGURE 44. INDIA HOME ENTERTAINMENT AUTOMATION MARKET VOLUME, BY OTHERS, 2018–2026 ((THOUSAND UNIT)
FIGURE 45. INDIA HOME OTHERS AUTOMATION MARKET REVENUE, BY OTHERS, 2018–2026 (MILLION)
FIGURE 46. INDIA HOME OTHERS AUTOMATION MARKET REVENUE, BY OTHERS, 2018–2026 (THOUSAND UNITS)
FIGURE 47. INDIA HOME AUTOMATION MARKET REVENUE, BY TECHNOLOGY, 2018–2026 ($MILLION)
FIGURE 48. INDIA HOME AUTOMATION MARKET VOLUME, BY TECHNOLOGY, 2018–2026 ((THOUSAND UNIT)
FIGURE 49. INDIA HOME AUTOMATION MARKET REVENUE, BY WIRED, 2018–2026 (MILLION)
FIGURE 50. INDIA HOME AUTOMATION MARKET VOLUME, BY WIRED, 2018–2026 ((THOUSAND UNIT)
FIGURE 51. INDIA HOME AUTOMATION MARKET REVENUE, BY WIRELESS, 2018–2026 (MILLION)
FIGURE 52. INDIA HOME AUTOMATION MARKET VOLUME, BY WIRELESS, 2018–2026 ((THOUSAND UNIT)
FIGURE 53. INDIA HOME AUTOMATION MARKET REVENUE, BY END USER, 2018–2026 ($MILLION)
FIGURE 54. INDIA HOME AUTOMATION MARKET VOLUME, BY END USER, 2018–2026 ((THOUSAND UNIT)
FIGURE 55. INDIA HOME AUTOMATION MARKET REVENUE, BY RESIDENTIAL, 2018–2026 (MILLION)
FIGURE 56. INDIA HOME AUTOMATION MARKET VOLUME, BY RESIDENTIAL, 2018–2026 ((THOUSAND UNIT)
FIGURE 57. INDIA HOME AUTOMATION MARKET REVENUE, BY COMMERCIAL, 2018–2026 (MILLION)
FIGURE 58. INDIA HOME AUTOMATION MARKET VOLUME, BY COMMERCIAL, 2018–2026 ((THOUSAND UNIT)
FIGURE 59. INDIA HOME AUTOMATION MARKET REVENUE, BY HOSPITALITY, 2018–2026 (MILLION)
FIGURE 60. INDIA HOME AUTOMATION MARKET VOLUME, BY HOSPITALITY, 2018–2026 ((THOUSAND UNIT)
FIGURE 61. HARMAN INTERNATIONAL: REVENUE, 2016–2018 ($MILLION)
FIGURE 62. R&D EXPENDITURE, 2016–2018 ($MILLION)
FIGURE 63. JOHNSON CONTROLS: REVENUE, 2016–2018 ($MILLION)
FIGURE 64. JOHNSON CONTROLS: REVENUE SHARE BY SEGMENT, 2018 (%)

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FIGURE 65. JOHNSON CONTROLS: REVENUE SHARE BY REGION, 2018 (%)
FIGURE 66. R&D EXPENDITURE, 2016–2018 ($MILLION)
FIGURE 67. LARSEN & TOUBRO: REVENUE, 2017–2019 ($MILLION)
FIGURE 68. LARSEN & TOUBRO: REVENUE SHARE BY SEGMENT, 2019 (%)
FIGURE 69. LARSEN & TOUBRO: REVENUE SHARE BY REGION, 2019 (%)
FIGURE 70. R&D EXPENDITURE, 2016–2018 ($MILLION)
FIGURE 71. SCHNEIDER ELECTRIC: REVENUE, 2016–2018 ($MILLION)
FIGURE 72. SCHNEIDER ELECTRIC: REVENUE SHARE BY SEGMENT, 2018 (%)
FIGURE 73. SCHNEIDER ELECTRIC: REVENUE SHARE BY REGION, 2018 (%)

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