

India Modular Switch Market by Sales Channel (Direct Sales, Sales Through Intermediaries, Online and Dual Distribution), Vertical (Residential, Industrial, Commercial) - Opportunity Analysis and Industry Forecast, 2015 - 2022

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Abstracts

Modular switches are customizable, high-capacity switches that have outpaced traditional switches in terms of design, ease of installation, operational efficiency, and appearance. These switches are available at affordable prices and are equipped with advanced technologies such as Internet connectivity, USB sockets, and childproof shutters, among others. These are safer and convenient to operate as compared to conventional switches. These switches incorporate two types of components: switches, sockets, & other accessories; and mounting plates for placing the switch. Enhanced safety measures, vibrant colors, advanced technology, smooth operation, and lower costs of maintenance are the characteristics features of modular switches.

Modular switches comply with the government regulations regarding safety in household, commercial, and industrial sectors. These switches are more expensive than non-modular switches, owing to their higher capacity and advanced safety features. The modular switch market is driven by factors such as electrical safety concerns, compliance to safety regulations, and rapid growth of the real estate industry. The market is segmented on the basis of sales channel, price level, vertical, and region. Based on sales and distribution of modular switches, the market is segmented into direct sales, sales through intermediaries, dual distribution, and reverse channel. Based on price level, the market is divided into low, medium, high, premium, and luxury levels. The low level subsegment includes modular switches priced \$5 and below, whereas modular switches priced \$6–\$10 are included in the medium level subsegment. The high level subsegment consists of modular switches in the price range of \$11–\$20, while switches in the price range of \$21–\$30 are included in the premium level

subsegment. The luxury subsegment consists of modular switches in the price range \$30 and above.

The market is segmented by vertical into residential, industrial, hospitality, healthcare, retail, IT & telecom, and others (government and educational institutions). The regional segmentation consists of North India, East India, West India, and South India.

The key players operating in the market include Havells India Limited, Legrand Group, Anchor Electricals Pvt. Ltd. (Panasonic Corporation), GM Modular, Koninklijke Philips N.V., Schneider Electric SA, Wipro Lighting, ORPAT Group, ABB Group, and KOLORS.

Key Benefits

The report includes an extensive analysis of the factors that drive and restrict the growth of Indian modular switch market.

The report provides quantitative as well as qualitative trends to help stakeholders in understanding the prevailing market scenario.

The report provides in-depth analysis of key market segments based on price level, sales channel, and verticals to understand the regional market trends.

Competitive intelligence of market highlights the business practices followed by market players operating across various geographies.

KEY MARKET SEGMENTS

The market is segmented on the basis of sales channel, price level, vertical, and region.

BY SALES CHANNEL

Direct Sales

Sales Through Intermediaries

Online Sales and Dual Distribution

BY PRICE LEVEL

Low Level (\$5 and below)

Medium Level (above \$5–\$10)

High Level (above \$10–\$20)

Premium Level (above \$20–\$30)

Luxury Level (above \$30)

BY VERTICAL

Residential

Industrial

Commercial

Hospitality

Healthcare Sector

Retail Sector

IT & Telecom Sector

Others (Government, Educational Institutions)

BY REGION

North India

East India

West India

South India

Contents

CHAPTER 1 INTRODUCTION

- 1.1 Report description
- 1.2 Key benefits
- 1.3 Key market segments
- 1.4 Research methodology
 - 1.4.1 Secondary research
 - 1.4.2 Primary research
 - 1.4.3 Analyst tools and models

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 CXO perspective

CHAPTER 3 MARKET OVERVIEW

- 3.1 Market definition and scope
- 3.2 Marketing communication and brand perception & preference
 - 3.2.1 Marketing communication techniques
 - 3.2.2 Brand perception and preference
- 3.3 Desired brands, preferred brands and need/gaps analysis
- 3.4 Key findings
 - 3.4.1 Top factors impacting the market
 - 3.4.2 Top investment pockets
 - 3.4.3 Top winning strategies
- 3.5 Competitors product analysis and value chain analysis
 - 3.5.1 Products features analysis
 - 3.5.2 Indian modular switch market: value chain analysis
- 3.6 Market share analysis, 2015 (%)
 - 3.6.1 Key players: sales offices by region
 - 3.6.2 Regional sales offices distribution, 2015 (%)
- 3.7 Drivers
 - 3.7.1 Increasing concerns towards industrial safety
 - 3.7.2 Obligatory regulations by governing bodies drive the market
 - 3.7.3 Rapid growth in real estate industry
- 3.8 Restraints
 - 3.8.1 High cost of basic components

- 3.8.2 Unorganized market
- 3.9 Opportunities
 - 3.9.1 Economic development in India
 - 3.9.2 Cost-effective production

CHAPTER 4 INDIAN MODULAR SWITCH MARKET, BY SALES CHANNEL

- 4.1 Introduction
 - 4.1.1 Market size and forecast
- 4.2 Direct sales
 - 4.2.1 Key market trends
 - 4.2.2 Key growth factors and opportunities
 - 4.2.3 Market size and forecast
- 4.3 Sales through intermediaries
 - 4.3.1 Key market trends
 - 4.3.2 Key growth factors and opportunities
 - 4.3.3 Market size and forecast
- 4.4 Online sales and dual distribution
 - 4.4.1 Key market trends
 - 4.4.2 Key growth factors and opportunities
 - 4.4.3 Market size and forecast

CHAPTER 5 INDIAN MODULAR SWITCH MARKET, BY PRICE LEVEL

- 5.1 Introduction
 - 5.1.1 Market size and forecast
- 5.2 Low level (\$5 and below)
 - 5.2.1 Key market trends
 - 5.2.2 Key growth factors and opportunities
 - 5.2.3 Market size and forecast
- 5.3 Medium level (above \$5\$10)
 - 5.3.1 Key market trends
 - 5.3.2 Key growth factors and opportunities
 - 5.3.3 Market size and forecast
- 5.4 High level (above \$10\$20)
 - 5.4.1 Key market trends
 - 5.4.2 Key growth factors and opportunities
 - 5.4.3 Market size and forecast
- 5.5 Premium Level (above \$20\$30)

- 5.5.1 Key market trends
- 5.5.2 Key growth factors and opportunities
- 5.5.3 Market size and forecast
- 5.6 Luxury level (above \$30)
 - 5.6.1 Key market trends
 - 5.6.2 Key growth factors and opportunities
 - 5.6.3 Market size and forecast

CHAPTER 6 INDIAN MODULAR SWITCH MARKET, BY VERTICAL

- 6.1 Introduction
 - 6.1.1 Market size and forecast
- 6.2 Residential sector
 - 6.2.1 Key market trends
 - 6.2.2 Key growth factors and opportunities
 - 6.2.3 Market size and forecast
- 6.3 Commercial sector
 - 6.3.1 Market size and forecast
 - 6.3.2 Hospitality
 - 6.3.2.1 Key market trends
 - 6.3.2.2 Key growth factors and opportunities
 - 6.3.2.3 Market size and forecast
 - 6.3.3 Healthcare
 - 6.3.3.1 Key market trends
 - 6.3.3.2 Key growth factors and opportunities
 - 6.3.3.3 Market size and forecast
 - 6.3.4 Retail sector
 - 6.3.4.1 Key market trends
 - 6.3.4.2 Key growth factors and opportunities
 - 6.3.4.3 Market size and forecast
 - 6.3.5 IT & Telecommunication
 - 6.3.5.1 Key market trends
 - 6.3.5.2 Key growth factors and opportunities
 - 6.3.5.3 Market size and forecast
 - 6.3.6 Others (Government and Educational Institutions)
 - 6.3.6.1 Key market trends
 - 6.3.6.2 Key growth factors and opportunities
 - 6.3.6.3 Market size and forecast
- 6.4 Industrial sector

- 6.4.1 Key market trends
- 6.4.2 Key growth factors and opportunities
- 6.4.3 Market size and forecast

CHAPTER 7 INDIAN MODULAR SWITCH MARKET, BY REGION

- 7.1 Introduction
 - 7.1.1 Market size and forecast
- 7.2 North India
 - 7.2.1 Key market trends
 - 7.2.2 Key growth factors and opportunities
 - 7.2.3 Market size and forecast
- 7.3 South India
 - 7.3.1 Key market trends
 - 7.3.2 Key growth factors and opportunities
 - 7.3.3 Market size and forecast
- 7.4 East India
 - 7.4.1 Key market trends
 - 7.4.2 Key growth factors and opportunities
 - 7.4.3 Market size and forecast
- 7.5 West India
 - 7.5.1 Key market trends
 - 7.5.2 Key growth factors and opportunities
 - 7.5.3 Market size and forecast

CHAPTER 8 COMPANY PROFILES

- 8.1 Havells India Limited
 - 8.1.1 Company overview
 - 8.1.2 Operating business segments
 - 8.1.3 Business performance
 - 8.1.4 Strategic moves and developments
 - 8.1.5 SWOT analysis
- 8.2 Anchor Electricals Pvt. Ltd. (Panasonic Corporation)
 - 8.2.1 Company overview
 - 8.2.2 Operating business segments
 - 8.2.3 Strategic moves and developments
 - 8.2.4 SWOT analysis
- 8.3 GM Modular

- 8.3.1 Company overview
- 8.3.2 Strategic moves and developments
- 8.3.3 SWOT analysis
- 8.4 Legrand Group
 - 8.4.1 Company overview
 - 8.4.2 Business performance
 - 8.4.3 Strategic moves and developments
 - 8.4.4 SWOT analysis
- 8.5 Koninklijke Philips NV
 - 8.5.1 Company overview
 - 8.5.2 Operating business segments
 - 8.5.3 Business performance
 - 8.5.4 Strategic moves and developments
 - 8.5.5 SWOT analysis
- 8.6 Schneider Electric
 - 8.6.1 Company overview
 - 8.6.2 Operating business segments
 - 8.6.3 Business performance
 - 8.6.4 Strategic moves and developments
 - 8.6.5 SWOT analysis
- 8.7 Wipro Lighting
 - 8.7.1 Company overview
 - 8.7.2 Operating business segments
 - 8.7.3 Business performance
 - 8.7.4 SWOT analysis
- 8.8 ORPAT Group
 - 8.8.1 Company overview
 - 8.8.2 Operating business segments
 - 8.8.3 SWOT analysis
- 8.9 ABB Ltd.
 - 8.9.1 Company overview
 - 8.9.2 Operating business segments
 - 8.9.3 Business performance
 - 8.9.4 Strategic moves and developments
 - 8.9.5 SWOT analysis
- 8.10 Kolors
 - 8.10.1 Company overview
 - 8.10.2 SWOT analysis

List Of Tables

LIST OF TABLES

TABLE 1 INDIAN MODULAR SWITCH MARKET REVENUE, BY GEOGRAPHY, 20152022 (\$MILLION)

TABLE 2 INDIAN MODULAR SWITCH MARKET REVENUE, BY SALES CHANNEL, 20152022 (\$MILLION)

TABLE 3 INDIAN MODULAR SWITCH MARKET, REGION-WISE REVENUE, BY DIRECT SALES, 20152022 (\$MILLION)

TABLE 4 INDIAN MODULAR SWITCH MARKET, REGION-WISE REVENUE, BY SALES THROUGH INTERMEDIARIES, 20152022 (\$MILLION)

TABLE 5 INDIAN MODULAR SWITCH MARKET, REGION-WISE REVENUE, BY ONLINE SALES AND DUAL DISTRIBUTION, 20152022 (\$MILLION)

TABLE 6 INDIAN MODULAR SWITCH MARKET REVENUE, BY PRICE LEVEL, 20152022 (\$MILLION)

TABLE 7 LOW PRICE LEVEL INDIAN MODULAR SWITCH MARKET REVENUE, BY GEOGRAPHY, 20152022 (\$MILLION)

TABLE 8 MEDIUM PRICE LEVEL INDIAN MODULAR SWITCH MARKET REVENUE, BY GEOGRAPHY, 20152022 (\$MILLION)

TABLE 9 HIGH LEVEL PRICES INDIAN MODULAR SWITCH MARKET REVENUE, BY GEOGRAPHY, 20152022 (\$MILLION)

TABLE 10 PREMIUM LEVEL PRICES INDIAN MODULAR SWITCH MARKET REVENUE, BY GEOGRAPHY, 20152022 (\$MILLION)

TABLE 11 LUXURY LEVEL PRICES INDIAN MODULAR SWITCH MARKET REVENUE, BY GEOGRAPHY, 20152022 (\$MILLION)

TABLE 12 INDIAN MODULAR SWITCH MARKET, BY VERTICAL, 20152022 (\$MILLION)

TABLE 13 INDIAN MODULAR SWITCH MARKET IN COMMERCIAL SECTOR, BY SUB-SEGMENT, 20152022 (\$MILLION)

TABLE 14 INDIAN MODULAR SWITCH MARKET IN COMMERCIAL SECTOR, BY REGION, 20152022 (\$MILLION)

TABLE 15 INDIAN MODULAR SWITCH MARKET REVENUE, BY REGION, 20152022 (\$MILLION)

TABLE 16 NORTH INDIA MODULAR SWITCH MARKET REVENUE, BY SALES CHANNEL, 20152022 (\$MILLION)

TABLE 17 NORTH INDIA MODULAR SWITCH MARKET REVENUE, BY PRICE LEVEL, 20152022 (\$MILLION)

TABLE 18 NORTH INDIA MODULAR SWITCH MARKET REVENUE, BY VERTICAL,

20152022 (\$MILLION)

TABLE 19 SOUTH INDIA MODULAR SWITCH MARKET REVENUE, BY SALES CHANNEL, 20152022 (\$MILLION)

TABLE 20 SOUTH INDIA MODULAR SWITCH MARKET REVENUE, BY PRICE LEVEL, 20152022 (\$MILLION)

TABLE 21 SOUTH INDIA MODULAR SWITCH MARKET REVENUE, BY VERTICAL, 20152022 (\$MILLION)

TABLE 22 EAST INDIA MODULAR SWITCH MARKET REVENUE, BY SALES CHANNEL, 20152022 (\$MILLION)

TABLE 23 EAST INDIA MODULAR SWITCH MARKET REVENUE, BY PRICE LEVEL, 20152022 (\$MILLION)

TABLE 24 SOUTH INDIA MODULAR SWITCH MARKET REVENUE, BY VERTICAL, 20152022 (\$MILLION)

TABLE 25 WEST INDIA MODULAR SWITCH MARKET REVENUE, BY SALES CHANNEL, 20152022 (\$MILLION)

TABLE 26 WEST INDIA MODULAR SWITCH MARKET REVENUE, BY PRICE LEVEL, 20152022 (\$MILLION)

TABLE 27 SOUTH INDIA MODULAR SWITCH MARKET REVENUE, BY VERTICAL, 20152022 (\$MILLION)

TABLE 28 HAVELLS INDIA LIMITED - COMPANY SNAPSHOT

TABLE 29 HAVELLS INDIA LIMITED - OPERATING SEGMENTS

TABLE 30 ANCHOR ELECTRICALS PVT LTD. - COMPANY SNAPSHOT

TABLE 31 ANCHOR ELECTRICALS PVT LTD.- OPERATING SEGMENTS

TABLE 32 GM MODULAR - COMPANY SNAPSHOT

TABLE 33 LEGRAND GROUP - COMPANY SNAPSHOT

TABLE 34 KONINKLIJKE PHILIPS NV - COMPANY SNAPSHOT

TABLE 35 KONINKLIJKE PHILIPS NV - OPERATING SEGMENTS

TABLE 36 SCHNEIDER ELECTRIC - COMPANY SNAPSHOT

TABLE 37 SCHNEIDER ELECTRIC - OPERATING SEGMENTS

TABLE 38 WIPRO LIGHTNING - COMPANY SNAPSHOT

TABLE 39 WIPRO LIGHTNING - OPERATING SEGMENTS

TABLE 40 ORPAT GROUP - COMPANY SNAPSHOT

TABLE 41 ORPAT GROUP - OPERATING SEGMENTS

TABLE 42 ABB LTD. - COMPANY SNAPSHOT

TABLE 43 ABB LTD. - OPERATING SEGMENTS

TABLE 44 KOLORS. - COMPANY SNAPSHOT

List Of Figures

LIST OF FIGURES

- FIG. 1 MODULAR SWITCH BRAND PREFERENCE IN INDIA, 2015 (%)
- FIG. 2 TOP FACTORS IMPACTING THE MARKET
- FIG. 3 TOP INVESTMENT POCKETS
- FIG. 4 TOP WINNING STRATEGIES IN INDIAN MODULAR SWITCHES MARKET (PERCENTAGE COMPARISON) (20122015)
- FIG. 5 INDIAN MODULAR SWITCH MARKET: VALUE CHAIN ANALYSIS
- FIG. 6 MARKET SHARE ANALYSIS, 2015 (%)
- FIG. 7 INDIAN MODULAR SWITCH MARKET: SALES OFFICES OF KEY PLAYERS, BY REGION, 2015
- FIG. 8 REGIONAL SALES OFFICES DISTRIBUTION OF KEY PLAYERS, 2015 (%)
- FIG. 9 COMPARATIVE MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET, BY SALES CHANNEL, 2015 & 2022 (%)
- FIG. 10 INDIAN MODULAR SWITCH MARKET REVENUE, BY DIRECT SALES, 2015-2022 (\$MILLION)
- FIG. 11 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET, BY DIRECT SALES, 2015 & 2022 (%)
- FIG. 12 INDIAN MODULAR SWITCH MARKET REVENUE, BY SALES THROUGH INTERMEDIARIES, 20152022 (\$MILLION)
- FIG. 13 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET, BY SALES THROUGH INTERMEDIARIES, 2015 & 2022 (%)
- FIG. 14 INDIAN MODULAR SWITCH MARKET REVENUE, BY ONLINE SALES AND DUAL DISTRIBUTION, 20152022 (\$MILLION)
- FIG. 15 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET, BY ONLINE SALES AND DUAL DISTRIBUTION, 2015 & 2022 (%)
- FIG. 16 COMPARATIVE MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET, BY PRICE LEVEL, 2015 & 2022 (%)
- FIG. 17 LOW-PRICE LEVEL INDIAN MODULAR SWITCH MARKET REVENUE, 2015-2022 (\$MILLION)
- FIG. 18 COMPARATIVE MARKET SHARE ANALYSIS OF LOW PRICE LEVEL INDIAN MODULAR SWITCH MARKET, BY GEOGRAPHY, 2015 & 2022 (%)
- FIG. 19 MEDIUM PRICE LEVEL INDIAN MODULAR SWITCH MARKET REVENUE, 20152022 (\$MILLION)
- FIG. 20 COMPARATIVE MARKET SHARE ANALYSIS OF MEDIUM PRICE LEVEL

- INDIAN MODULAR SWITCH MARKET, BY GEOGRAPHY, 2015 & 2022 (%)
- FIG. 21 HIGH PRICE LEVEL INDIAN MODULAR SWITCH MARKET REVENUE, 2015-2022 (\$MILLION)
- FIG. 22 COMPARATIVE MARKET SHARE ANALYSIS OF HIGH PRICE LEVEL INDIAN MODULAR SWITCH MARKET, BY GEOGRAPHY, 2015 & 2022 (%)
- FIG. 23 PREMIUM PRICE LEVEL INDIAN MODULAR SWITCH MARKET REVENUE, 2015-2022 (\$MILLION)
- FIG. 24 COMPARATIVE MARKET SHARE ANALYSIS OF PREMIUM PRICE LEVEL INDIAN MODULAR SWITCH MARKET, BY GEOGRAPHY, 2015 & 2022 (%)
- FIG. 25 LUXURY PRICE LEVEL INDIAN MODULAR SWITCH MARKET REVENUE, 2015-2022 (\$MILLION)
- FIG. 26 COMPARATIVE MARKET SHARE ANALYSIS OF LUXURY PRICE LEVEL INDIAN MODULAR SWITCH MARKET, BY GEOGRAPHY, 2015 & 2022 (%)
- FIG. 27 COMPARATIVE MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET, BY VERTICAL, 2015 & 2022 (%)
- FIG. 28 INDIAN MODULAR SWITCH MARKET IN RESIDENTIAL SECTOR, 2015-2022 (\$MILLION)
- FIG. 29 INDIAN MODULAR SWITCH MARKET IN RESIDENTIAL SECTOR, BY REGION, 2015-2022 (\$MILLION)
- FIG. 30 COMPARATIVE MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET IN RESIDENTIAL SECTOR, BY REGION, 2015 & 2022 (%)
- FIG. 31 INDIAN MODULAR SWITCH MARKET IN COMMERCIAL SECTOR, 2015-2022 (\$MILLION)
- FIG. 32 COMPARATIVE MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET IN COMMERCIAL SECTOR, BY SUB-SEGMENT, 2015 & 2022 (%)
- FIG. 33 COMPARATIVE MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET IN COMMERCIAL SECTOR, BY REGION, 2015 & 2022 (%)
- FIG. 34 INDIAN MODULAR SWITCH MARKET IN HOSPITALITY, 2015-2022 (\$MILLION)
- FIG. 35 INDIAN MODULAR SWITCH MARKET IN HEALTHCARE, 2015-2022 (\$MILLION)
- FIG. 36 INDIAN MODULAR SWITCH MARKET IN RETAIL SECTOR, 2015-2022 (\$MILLION)
- FIG. 37 INDIAN MODULAR SWITCH MARKET IN IT & TELECOMMUNICATION, 2015-2022 (\$MILLION)
- FIG. 38 INDIAN MODULAR SWITCH MARKET IN OTHER SECTORS, 2015-2022 (\$MILLION)
- FIG. 39 INDIAN MODULAR SWITCH MARKET IN INDUSTRIAL SECTOR, 2015-2022 (\$MILLION)

FIG. 40 INDIAN MODULAR SWITCH MARKET IN INDUSTRIAL SECTOR, BY REGION, 2015-2022 (\$MILLION)

FIG. 41 COMPARATIVE MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET IN INDUSTRIAL SECTOR, BY REGION, 2015 & 2022 (%)

FIG. 42 COMPARATIVE MARKET SHARE ANALYSIS OF INDIAN MODULAR SWITCH MARKET, BY REGION, 2015 & 2022 (%)

FIG. 43 NORTH INDIA MODULAR SWITCH MARKET REVENUE, 2015-2022 (\$MILLION)

FIG. 44 COMPARATIVE MARKET SHARE ANALYSIS OF NORTH INDIA MODULAR SWITCH MARKET, BY SALES CHANNEL, 2015 & 2022 (%)

FIG. 45 COMPARATIVE MARKET SHARE ANALYSIS OF NORTH INDIA MODULAR SWITCH MARKET, BY PRICE LEVEL, 2015 & 2022 (%)

FIG. 46 COMPARATIVE MARKET SHARE ANALYSIS OF NORTH INDIA MODULAR SWITCH MARKET, BY VERTICAL, 2015 & 2022 (%)

FIG. 47 SOUTH INDIA MODULAR SWITCH MARKET REVENUE, 2015-2022 (\$MILLION)

FIG. 48 COMPARATIVE MARKET SHARE ANALYSIS OF SOUTH INDIA MODULAR SWITCH MARKET, BY SALES CHANNEL, 2015 & 2022 (%)

FIG. 49 COMPARATIVE MARKET SHARE ANALYSIS OF SOUTH INDIA MODULAR SWITCH MARKET, BY PRICE LEVEL, 2015 & 2022 (%)

FIG. 50 COMPARATIVE MARKET SHARE ANALYSIS OF SOUTH INDIA MODULAR SWITCH MARKET, BY VERTICAL, 2015 & 2022 (%)

FIG. 51 EAST INDIA MODULAR SWITCH MARKET REVENUE, 2015-2022 (\$MILLION)

FIG. 52 COMPARATIVE MARKET SHARE ANALYSIS OF SOUTH INDIA MODULAR SWITCH MARKET, BY SALES CHANNEL, 2015 & 2022 (%)

FIG. 53 COMPARATIVE MARKET SHARE ANALYSIS OF EAST INDIA MODULAR SWITCH MARKET, BY PRICE LEVEL, 2015 & 2022 (%)

FIG. 54 COMPARATIVE MARKET SHARE ANALYSIS OF EAST INDIA MODULAR SWITCH MARKET, BY VERTICAL, 2015 & 2022 (%)

FIG. 55 EAST INDIA MODULAR SWITCH MARKET REVENUE, 2015-2022 (\$MILLION)

FIG. 56 COMPARATIVE MARKET SHARE ANALYSIS OF WEST INDIA MODULAR SWITCH MARKET, BY SALES CHANNEL, 2015 & 2022 (%)

FIG. 57 COMPARATIVE MARKET SHARE ANALYSIS OF WEST INDIA MODULAR SWITCH MARKET, BY PRICE LEVEL, 2015 & 2022 (%)

FIG. 58 COMPARATIVE MARKET SHARE ANALYSIS OF WEST INDIA MODULAR SWITCH MARKET, BY VERTICAL, 2015 & 2022 (%)

FIG. 59 HAVELLS INDIA LIMITED: REVENUE GENERATED, 2013-2015 (\$MILLION)

FIG. 60 HAVELLS INDIA LIMITED: REVENUE BY SEGMENT, 2015 (\$MILLION)

FIG. 61 HAVELLS INDIA LIMITED - SWOT ANALYSIS

- FIG. 62 ANCHOR ELECTRICALS PVT LTD. - SWOT ANALYSIS
- FIG. 63 GM MODULAR - SWOT ANALYSIS
- FIG. 64 LEGRAND GROUP: REVENUE, 2013-2015 (\$MILLION)
- FIG. 65 LEGRAND GROUP: REVENUE BY GEOGRAPHY, 2015 (%)
- FIG. 66 LEGRAND GROUP - SWOT ANALYSIS
- FIG. 67 KONINKLIJKE PHILIPS NV: REVENUE, 2013-2015 (\$MILLION)
- FIG. 68 KONINKLIJKE PHILIPS NV: REVENUE BY SEGMENT, 2015 (%)
- FIG. 69 KONINKLIJKE PHILIPS NV: REVENUE OF BY OPERATING SEGMENT, 2015 (%)
- FIG. 70 KONINKLIJKE PHILIPS N.V. - SWOT ANALYSIS
- FIG. 71 SCHNEIDER ELECTRIC: REVENUE GENERATED, 2013-2015 (\$MILLION)
- FIG. 72 SCHNEIDER ELECTRIC: REVENUE BY BUSINESS SEGMENTS, 2015 (%)
- FIG. 73 SCHNEIDER ELECTRIC: REVENUE BY GEOGRAPHY, 2015 (%)
- FIG. 74 SWOT ANALYSIS - SCHNEIDER ELECTRIC
- FIG. 75 WIPRO LIMITED: REVENUE GENERATED, 2013-2015 (\$MILLION)
- FIG. 76 WIPRO LIMITED: REVENUE BY BUSINESS SEGMENTS, 2015 (%)
- FIG. 77 WIPRO LIMITED: REVENUE BY GEOGRAPHY, 2015 (%)
- FIG. 78 WIPRO LIGHTNING - SWOT ANALYSIS
- FIG. 79 ORPAT GROUP - SWOT ANALYSIS
- FIG. 80 ABB LTD.: REVENUE GENERATED, 2013-2015 (\$MILLION)
- FIG. 81 ABB LTD.: REVENUE BY BUSINESS SEGMENTS, 2015 (%)
- FIG. 82 ABB LTD.: REVENUE BY GEOGRAPHY, 2015 (%)
- FIG. 83 ABB LTD. - SWOT ANALYSIS
- FIG. 84 KOLORS. - SWOT ANALYSIS

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