

# Media & Entertainment Industry in India – PEST Framework Analysis

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## Abstracts

The Indian media and entertainment industry is one of the fastest growing sectors of the Indian economy. It has benefited from the economic growth and rising income levels in the country, and is in a crucial phase of transformation. The year 2006 was a good year for the industry and it was characterized by consolidation, realignment and growth in most segments of the industry. Further, the industry is expected to grow faster than India's GDP growth and consequently more expenditure is expected in media and entertainment.

Aruvian's R'search analyzes the Media & Entertainment Industry in India in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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