

Indian Smart Card Market Report & Forecast: 2011-2016



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India, which has historically been lagging behind the West and other major Asian countries in the use of smart cards, is currently at the threshold of a revolution. Smart cards are not only rapidly replacing paper and magnetic stripe cards wherever they are in use but have also started penetrating into sectors that had remained untapped so far.

Till recently, the telecom sector has been the only prominent user of smart cards in the country. The picture is now undergoing a radical change. Driven by a number of public and private initiatives, the use of smart cards is getting more and more diversified. During 2011-2016, we expect smart cards to percolate into a number of other sectors such as credit/debit cards, financial inclusion, public distribution, healthcare, identity management, transportation etc.

IMARC's new report entitled "Indian Smart Card Market Report & Forecast: 2011-2016" gives a deep insight into the Indian smart cards market. The research study serves as an analytical as well as a statistical tool to understand not only the market trends, structure, drivers and restraints but also the outlook of the market till 2016. This report aims to serve as an excellent guide for investors, researchers, consultants, marketing strategists, and all those who are planning to foray into Indian smart cards market in some form or the other.

What We Have Achieved in this Report

- Comprehensive situation analysis of the Indian smart cards market and its dynamics.
- Identifying all application segments/sub-segments and quantifying their current and future market potential.
- Providing a robust long range value and volume forecast for all segments and sub-segments.
- Providing an understanding of key drivers and restraints and their impact on current and future market scenario.

Smart Card Application Segments and Sub-segments Covered in this Report

- Telecommunication
- National Population Register Project
- Public Distribution System
- Credit / Debit Cards
- Financial Inclusion
- PAN Cards
- Driving License
- Vehicle Registration Certificates
- Passports
- Metro Rail Projects
- Bus Projects
- Indian Railways
- Rashtriya Swasthya Bima Yojna

- Ex-servicemen Contributory Health Scheme

Focus of the Analysis for Each Segment and Sub-segment

- Segment/Sub-segment Overview
- Smart Card Implementation Scenario
- Historical and Future Smart Card Volume Demand
- Historical and Future Smart Card Value Demand

Research Methodology

- Initial Exploration of the Indian Smart Cards Market: Conducted primary and secondary market research to complement/enhance our current knowledge and to identify key market segments and sub-segments.
- Qualitative Market Research: Interviewed various industry stakeholders to gain a comprehensive insight into all major segments and sub segments. This included understanding key metrics and events such as smart card requirements, current and future demand, implementation timelines, success and risk factors, costs, etc.
- Quantifying the Current and Future Market Potential: Consolidated our results to quantify the value and volume potential of smart cards in each segment and sub-segment.
- Validating Our Results: Collaborated with industry stakeholders to validate our results and findings.

Information Sources

Information has been gleaned from both primary and secondary sources:

- Primary sources include industry surveys and face to face/telephone interviews with industry experts.
- Secondary sources include proprietary databases and search engines. These sources include company websites and reports, books, trade journals, magazines, white papers, industry portals, government sources and access to more than 4000 paid databases.

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