

Smart Card Industry in India: SIM, Identity, Banking, Transport, Healthcare, Pay TV, Loyalty & PDS

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Abstracts

In Pugalur - a small village in Tamil Nadu, Swami a 55 year old farmer goes out to withdraw some money from his bank account. He takes out a smart card from his pocket and gives it to a business correspondent - a bank appointed agent who comes to the village with an electronic handheld device connected to the bank. The business correspondent takes Swami's smart card and inserts it on his hand held device facilitating withdrawal of his money, deposits and other transactions.

Smart cards have not only changed Swami's life but also the lives of millions of Indians living in remote villages who previously had no access to any kind of financial services. Be it an identity card, credit card, drivers license, health insurance card or a metro pass; 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.

In technology terms, smart cards resemble similar to "dumb" magnetic stripe cards, but with one major difference: embedded in them is a computer chip, either to process data held on the card, or to act as an access key to data that is held remotely. Smart cards are more secure than simple plastic or magnetic stripe cards and are more versatile, being able to store more data and operate multiple applications.

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 2013-2018, we expect smart cards to further percolate into a number of other sectors such as credit/debit cards, financial inclusion, public distribution, healthcare, identity management, transportation, etc. The versatile application of smart cards can

be further validated from the fact that the telecom sector, which represented the biggest application sector in 2012, accounted for more than 70% of the total market volumes. In contrast, the National Population Register, which is expected to represent the biggest application segment in 2018, is expected to account for less than 31% of the total market volumes by 2018.

IMARC's new report entitled "Smart Card Industry in India: SIM, Identity, Banking, Transport, Healthcare, Pay TV, Loyalty & PDS" 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 2018. This report aims to serve as an excellent guide for investors, researchers, consultants, marketing strategists, and all those who are planning to foray into the 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

Pay TV

Loyalty Cards

Financial Services

Credit / Debit Cards

Financial Inclusion

PAN Cards

Travel Identity

Driving License

Vehicle Registration Certificates

E-Passports

Automated Fare Collection

Metro Rail Projects

Bus Projects

Indian Railways

Healthcare

Rashtriya Swasthya Bima Yojna

Other Healthcare Applications

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 & 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, reports, books, trade journals, magazines, white papers, industry portals, government sources and access to more than 4000 paid databases.

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