

Plastics Industry in India- Swot Analysis

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Abstracts

The plastic industry in India has made significant achievements since its modest but promising beginning by commencing production of polystyrene in 1957. Plastic industry in India symbolizes a promising industry and at the same time helps in creating new employment opportunities for the people of India.

A large investment in telecom, ports, roads, power, and railways, has ensured that this sector continues to grow at more than 10% p.a., for several years to come. The focus on plasticulture in the agricultural sector – envisaged coverage of 17 mn hectares under micro-irrigation schemes, will further boost the prospects of the plastics industry. Overall turnover of the plastic processing industry – which currently stands at USD 17.5 Billion, is expected to touch USD 20.3 Billion in 2012 and further USD 27 Billion by 2015.

SCOPE OF THE REPORT

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

REASONS TO BUY

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

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