

# India Reverse Logistics Market Analysis

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## Abstracts

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Reverse logistics has been an important issue among industries in the past few years. While it was viewed in the past as a secondary operation to the new product side of business, it has now moved to the forefront as a strategic and integral part of the quest to increase customer satisfaction. This has meant that the responsibility of producers now goes beyond the production and distribution to the responsibility of the end of product life cycle. Being aware of the importance and benefits of focusing on reverse logistics, companies are now looking at it with renewed interest. They are now trying to incorporate it as part of their supply chain, either as fully home grown processes, or partially or fully outsourced ones. Against this background it is important to understand how the process works and the different ways or models that are being followed besides the activities that are involved.

India is seen as one of the most promising and dynamic reverse logistics markets in the world. The increasing customer demands for better aftermarket services, awareness of their consumer rights and the growth of the e-business channel are few factors which are leading adoption of reverse logistics practices in supply chain process. While reverse logistics practices in recent times have been seen as environmentally friendly and adding more weight to corporate social responsibilities, increased competition and customer demand has made manufacturers and retailers to look at aspects like warranty, service and returns with more concern.

In India, reverse logistics is seen as a sunrise sector within logistics. Since it is an industry that is still evolving, there is excitement and interest over the sizable business opportunity but wariness regarding the high execution risk. There is also the awareness and acknowledgement of the fact that within Indian conditions reverse logistics can be a very tedious and specialized job given the vast geography and presence of various sub

market landscape.

“India Reverse Logistics Market Analysis” research study by Kuick Research comprehensive insight on following issues related to emergence of reverse logistics in India:

Introduction to Reverse Logistics

Reverse Logistics Models & Channels

India Reverse Logistics Market Landscape

Reverse Logistics Application by Sectors in India

India Reverse Logistics Operating Model

Role of Technology in Reverse Logistics

Competitive Landscape

## Contents

### **1. INTRODUCTION TO REVERSE LOGISTICS**

- 1.1 Overview of Logistics Sector & Reverse Logistics
- 1.2 Forward and Reverse Logistics Comparison
- 1.3 Need of Reverse Logistics
- 1.4 Significance of Reverse Logistics

### **2. REVERSE LOGISTICS MODELS, BENEFITS & CHANNELS**

- 2.1 Models
- 2.2 Associated Services & Benefits
- 2.3 Distribution Channel

### **3. INDIA REVERSE LOGISTICS MARKET LANDSCAPE**

- 3.1 Reverse Logistics Market in India
- 3.2 Reverse Logistics Demand Sectors
- 3.3 Market & Industry Outlook

### **4. REVERSE LOGISTICS APPLICATION BY SECTORS IN INDIA**

- 4.1 Retail & Consumer Goods
- 4.2 Automobile
- 4.3 Electronics
- 4.4 Industry Goods
- 4.5 Pharmaceuticals

### **5. INDIA REVERSE LOGISTICS OPERATING MODEL**

- 5.1 National Level Operation
- 5.2 Regional Level
- 5.3 State Level

### **6. INDIA REVERSE LOGISTICS MARKET DYNAMICS**

- 6.1 Drivers
- 6.2 Challenges

### 6.3 Key issues

## **7. ROLE OF TECHNOLOGY IN REVERSE LOGISTICS**

### 7.1 Benefits of Technology Adoption

### 7.2 Relevant Technologies

## **8. COMPETITIVE LANDSCAPE**

### 8.1 Agility Logistics

### 8.2 Darcl Logistics

### 8.3 DHL Logistics

### 8.4 FedEx Express Transportation and Supply Chain Services

### 8.5 Future Supply Chain Solutions

### 8.6 Gati - Kintetsu Express

### 8.7 Reverse Logistics Company

### 8.8 Safexpress

### 8.9 Total Logistics

### 8.10 UPS SCS

## List Of Figures

### LIST OF FIGURES

Figure 1-1: Forward and Reverse Logistics Processes

Figure 1-2: Elements of Forward and Reverse Logistics

Figure 2-1: Basic Reverse Logistics Model

Figure 2-2: Channels of Reverse Logistics

Figure 3-1: India Reverse Logistics Market (US\$ Billion), 2013-2018

Figure 3-2: India Reverse Logistics Market by Sector (%), 2013 & 2018

Figure 3-3: India Reverse Logistics Market by Sector (US\$ Billion), 2013 & 2018

Figure 4-1: Retail Sector Reverse Logistics- Product and Information Flow

Figure 4-2: India Reverse Logistics Market for Retail Segment (US\$ Billion), 2013 & 2018

Figure 4-3: E-Retail Sector Loss Due to Goods Returns by Consumer (US\$ Million), 2013-2018

Figure 4-4: Share of Online Retail Orders Returned by Customers

Figure 4-5: India Refurbish Electronics Product Market (US\$ Million), 2013-2018

Figure 4-6: India Refurbish Home Appliances Market (US\$ Million), 2013-2018

Figure 4-7: Replacement Cycle for Home Appliances (Years)

Figure 4-8: Refurbish Mobile Market (US\$ Million), 2013-2018

Figure 4-9: Replacement Cycle for Mobiles (Months)

Figure 4-10: Refurbish Computers & Laptops Market (US\$ Million), 2013-2018

Figure 4-11: Replacement Cycle for Computers & Laptops (Years)

Figure 4-12: Reverse Logistics Market for Automobile Segment (US\$ Billion), 2013 & 2018

Figure 4-13: Reverse Logistics Market for Electronics Segment (US\$ Billion), 2013 & 2018

Figure 4-14: Reverse Logistics Market for Industrial Segment (US\$ Billion), 2013 & 2018

Figure 4-15: Reverse Logistics Market for Pharmaceutical Segment (US\$ Billion), 2013 & 2018

Figure 4-16: Percentage of Pharmaceuticals Product Return & Reverse Logistics Cost

Table 1-1: Reverse Logistics Options for Retailers

Table 1-2: Forward Logistics v/s Reverse Logistics

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