

# PESTLE Analysis of India 2012, May 2012

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## Abstracts

India has experienced a steady GDP growth rate of 8% during the last five years. The subcontinent's economy is expected to continue its growth momentum over the next five years. Strong domestic demand and a burgeoning middle class are expected to continue driving the Indian economy to new heights during the forecast period of 2012-2017.

Lucintel, a leading global management consulting and market research firm, performed a Political, Economical, Sociological, Technological, Legal, and Environmental (PESTLE) analysis of India, and presents its findings in "PESTLE Analysis of India 2012."

India is the second-most populous country in world, and its large reserve of human capital is crucial to the nation's economic development. Its growing, technically skilled work force draws international players to locate facilities there. The service sector is the major contributor to Indian GDP and the leading driver for economic growth. Industries in the service sector, including information technology, telecommunication, and retail, are major segments that contribute to India's economic expansion.

Lucintel's report indicates that although the inflation and unemployment rates, which are both higher than planned, remain major challenges for Indian economy. The expanding middle class in India's urban area is likely to help fuel India's future economic growth. Political cohesion and economic reform program by successive governments, such as the opening of Foreign Direct Investment (FDI) to more industries, are expected to offer growth opportunities.

One major threat to the Indian economy is political instability. The economy has huge potential, but a certain level of political uncertainty hampers growth. National elections are scheduled in 2013-2014. After a new government is installed, more economic

reforms are likely to be instituted.

Lucintel's study, which provides a concise overview of the PESTLE analysis of India, outlines that friendly relationships with major developed countries such as the US and those in Europe, along with its neighboring countries including China and Pakistan, is likely to further boost international trade of the country. The report also provides a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis and an examination of the past, present, and future economic policies of India.

This unique report from Lucintel will provide you with valuable information, insights, and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

### **Features of This Report:**

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "PESTLE Analysis of India 2012" include:

Trend and forecast for key macroeconomic variables that are useful to make major investment decision

Analysis on economic activity, investment environment, and trade structure of the country

Major industries in India and its contribution to GDP

Trends in savings, investments, and consumptions

Analysis of Political, Economic, Social, Technological, Legal, and Environmental scenarios as well as their impact on different industries

Analyses on geographical importance and social structure such as labor quality

## Strength, Weakness, Opportunity, and Threat (SWOT) analysis of India

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