

Reverse logistics Market in India 2015

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Abstracts

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Netscribes' latest market research report titled Reverse Logistics Market in India 2015 highlights the competitive market scenario of the Indian reverse logistics market and its growth prospects in the ensuing years. The demand for reverse logistics in India is experiencing rising demand due to various driving factors which, in turn, have been instrumental in providing immense opportunities to companies to grow and operate in the market lucratively. Reverse logistics essentially encompasses customer pick-up, call center management of returns, warranty management, repairing, refurbishing, repacking of returned items, and resale of refurbished items to the end customer. Growing Indian economy is having a strong impact on both forward as well as reverse logistics. The Indian market is highly fragmented with large section of unorganized players playing a dominant role.

There are certain factors that have predominantly worked towards Indian reverse logistics market to grow in recent years. These include boom in retail trade, growth in consumer electronics and durables market. These factors are contributing towards the rapid growth of the industry. Being one of the largest industries dealing with one of the most expensive consumer goods, reverse logistics becomes an important subject for the automobile industry and also pharmaceutical sector. With technology adoption, manufacturers are experiencing superior inventory management.

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