

Opportunities in Indian Signage Industry

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Abstracts

The signage board industry of India is going through a transformational phase. From the traditional sign board manufacturing techniques to several technological advancements, the industry is becoming more organized day-by-day. Moreover, the factors like growing retail and infrastructure industry, increasing need of advertising and growing number of MNCs in India are providing a further boost to the signage board industry. According to “Opportunities in Indian Signage Industry”, the Indian signage board industry is anticipated to surge at a CAGR of around 10% during 2013 to 2016.

Our research is an outcome of extensive primary and secondary research spanning over 3 months and thorough analysis of industry trends. For the study, we have conducted e-mail interactions and telephonic interviews with CEOs, MDs, marketing managers, production managers and distributors.

The report provides an in-depth analysis of the Indian signage board industry. We have studied the industry thoroughly and found the sign board that holds the majority of the market share in terms of both value and volume. Moreover, we have also observed that the scenario is going to change in future.

Besides, our report identifies and evaluates the prevailing trends in the signage board industry of India. According to the study, the manufacturers of signage boards are upgrading to newer and better technologies, in order to enhance the profitability. Growth in the online services, new printing technologies and laser engraved sign boards are some of the trends prevalent in the signage board industry.

In addition, we have studied the value chain of Indian signage board industry, and presented it in a flow-chart format. Furthermore, the report also provides a snapshot of the problems being faced by the signage board manufacturers. Lastly, key players of the industry have been identified and profiled in the report, with focus on their business

description.

Overall, our research foresees immense opportunities for both domestic and international players in the Indian signage board industry. It presents optimum information and balanced outlook on the potentials of the market, which will surely prove decisive for the clients.

Contents

1. ANALYST VIEW

2. RESEARCH METHODOLOGY

3. INDUSTRY OVERVIEW

4. SIGNAGE BOARD INDUSTRY - MARKET ANALYSIS AND FORECAST TILL 2016

5. FUTURE GROWTH AREAS

6. INDUSTRY TRENDS

6.1 Growth of Online Services Expanding the Consumer Base

6.2 New Printing Technologies Gaining Ground in the Market

6.3 Laser Engraved Signs Gaining Popularity

7. VALUE CHAIN OF SIGNAGE BOARD INDUSTRY

8. GRIEVANCES OF SIGNAGE BOARD MANUFACTURERS

9. KEY PLAYERS

9.1 Budget Signs

9.2 Accord Advertising Pvt. Ltd.

9.3 CBM Industrie Limited

9.4 Sinex

9.5 Creative Adventure

9.6 Siddhi Sai Arts

9.7 Mac Media Signage Pvt. Ltd.

List Of Figures

LIST OF FIGURES:

Figure 4-1: Signage Board Industry (INR Crore), 2012-2016

Figure 4-2: Signage Board Industry by Type (%), 2012

Figure 7-1: Value Chain of Signage Board Industry

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