

Assessment of the Indian LED TV Market 2013-2014

<https://marketpublishers.com/r/A6B91C18A5FEN.html>

Date: January 2014

Pages: 25

Price: US\$ 800.00 (Single User License)

ID: A6B91C18A5FEN

Abstracts

The flat panel TV (FPT) market consists of LCD, LED, Plasma, 3D and Smart TVs. The FPT market which is estimated at INR 20,000 crore had been growing at a rate of approximately 20% in the period 2011-2013 as compared with close to 70% 2009-11. The Indian government imposing a duty on flat panel television sets brought in as part of the duty-free baggage allowance of INR 35,000 luggage from abroad, has given a boost to the market in India. The growth rate increased to 80% since September 2013, post imposition of 36% customs duty.

The presence of various multinational companies has increased the growth potential for the market, as these players are focusing on building capabilities in the Indian market. Also being offered are attractive financing schemes in the market, to bring LED TVs within the reach of a larger segment of the population. The growing affordability, fast narrowing of price difference between LCD and LED TVs and global trend for energy saving, eco-friendly products are primarily driving the growth of the LED TV market in India.

Why should the report be purchased?

The report 'Assessment of the Indian LED TV Market 2013-2014' highlights key drivers of and trends emerging in the Indian LED TV Market. Initiatives and performance of key players including Samsung, LG, Sony, Panasonic and Videocon has been presented. The current market scenario and future prospects of the sector has also been examined. The report also highlights the communication and advertising approach of the players. The report contains latest industry leaders verbatim.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key

insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 10 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The delivery time for hard copies is approximately 15 business days, as each hard copy is custom printed for the client.

Contents

1. MARKET OVERVIEW

1.1 Current Statistics

1.2 Performance

2. TRENDS & DRIVERS

3. INDUSTRY CHALLENGES

4. COMPETITIVE LANDSCAPE

4.1 Samsung India

4.2 Sony India

4.3 LG Electronics

4.4 Panasonic India

4.5 Videocon Industries Ltd.

4.6 Philips

5. ESSENTIALS OF BRAND BUILDING IN THE CATEGORY

6. COMMUNICATION/ADVERTISING APPROACH EMPLOYED BY LEADING PLAYERS

7. FUTURE OUTLOOK

8. RESEARCH METHODOLOGY

9. ABOUT SMART RESEARCH INSIGHTS

I would like to order

Product name: Assessment of the Indian LED TV Market 2013-2014

Product link: <https://marketpublishers.com/r/A6B91C18A5FEN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A6B91C18A5FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970