

# Customer & trade perception of compressors - ValueNotes BrandMeter 2015-Bundle1

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## Abstracts

ValueNotes Brandmeter is a quick-access tool providing insights on how customers and trade partners perceive various industrial compressor brands in India.

An unbiased and independent report based on 300+ interviews with end-users and trade participants

Companies are ranked by customers and the trade across parameters such as product quality, energy efficiency, after-sales service, quality of air output, compressor life, product availability, brand image, value for money, design & customization, and product warranty

Product- and brand-wise buying preferences across regions and end-user industries in India

End-user industries include automobile, cement, chemical, food and beverages, pharmaceuticals, power, steel, textiles

This report

highlights the key purchasing criteria for compressors in India by end-users and trade participants, by geography and by end-user verticals.

highlights the overall compressor industry ranking by purchasing criteria, end-users & trade, brand users & non-users, end-use industries and by geography. It also brings attention to the key areas of concern for end-users and trade.

provides the overall industry ranking of reciprocating compressors in India. It provides rankings by purchasing criteria, end-users & trade, brand users & non-users, end-use industries and by geography. The report also brings attention to the key areas of concern for end-users and trade with respect to reciprocating compressors.

provides the overall industry ranking of screw compressors in India. It provides rankings by purchasing criteria, end-users & trade, brand users & non-users, end-use industries and by geography. The report also brings attention to the key areas of concern for end-users and trade with respect to screw compressors.

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About BrandMeter

Ranking Methodology

About ValueNotes

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