

# End-user industry perceptions of compressors - Power - ValueNotes BrandMeter 2015

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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 in the power industry, including the types of compressors used in the power industry, brand recall, ranking and the sector's complaints with compressors. Reciprocating and screw compressor brands are ranked by the power industry by purchasing criteria.

## Contents

- 1. PURCHASING CRITERIA FOR COMPRESSORS IN THE POWER INDUSTRY**
- 2. TYPES OF COMPRESSORS USED IN THE POWER INDUSTRY**
- 3. OVERALL COMPRESSOR BRAND RECALL IN THE POWER INDUSTRY**
- 4. OVERALL RANKING FOR COMPRESSORS IN THE POWER INDUSTRY**
- 5. OVERALL RANKINGS IN THE POWER INDUSTRY BY PURCHASING CRITERIA**
- 6. POWER INDUSTRY - OVERALL COMPLAINTS WITH COMPRESSORS**
- 7. RECIPROCATING COMPRESSOR RANKING IN THE POWER INDUSTRY**
- 8. RECIPROCATING COMPRESSOR RANKINGS IN THE POWER INDUSTRY BY PURCHASING CRITERIA**
- 9. POWER INDUSTRY COMPLAINTS FOR RECIPROCATING COMPRESSORS**
- 10. SCREW COMPRESSOR RANKING IN THE POWER INDUSTRY**
- 11. SCREW COMPRESSOR RANKINGS IN THE POWER INDUSTRY BY PURCHASING CRITERIA**
- 12. POWER INDUSTRY COMPLAINTS WITH SCREW COMPRESSORS**

About BrandMeter

Ranking Methodology

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