

Purchasing criteria for compressors - ValueNotes BrandMeter 2015

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Abstracts

ValueNotes BrandMeter 2015 is a customer and trade perception survey of industrial compressors in India.

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.

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Ranking Methodology

About ValueNotes

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