The Indian Software Products and Packages Market

Description: Information technology has revolutionized the Indian industry just like its counterparts in other global markets. Since the advent of liberalization in the Indian economy in the early '90s, growth in the software industry, especially the exports segment has been phenomenal (a Cagr of over 50.0 percent per annum). While most of the domestic majors have done extremely well in the software services segment, the products segment continues to be elusive to domestic majors.

This report offers an in-depth analysis of this hitherto elusive segment of the software industry. The report offers the reader a general overview of the software industry and the value chain that exists in the industry. India's position in the value chain and its competitive advantages vis-à-vis other global players in the software industry are highlighted.

Details on the overall segmentation of the products segment have also been provided. At the same time, the report focuses mainly on the major segments in the products market where domestic majors have an edge but at the same time offer global majors tremendous potential. For instance, in-depth analysis on the financial accounting category, an area that is dominated by Indian players and that is likely to grow at a fast pace in the future has been provided. Emerging segments covered include the telecom software segment, the embedded, enterprise and consumer software segments and the small but fast growing software components segment.

With India offering global majors a highly qualified manpower base at a fraction of the global costs, various global majors are setting up their Research and Development centers in India. The report has a separate section on the offshore development phenomenon and the factors that are driving this growth.

While bureaucracy has often been cited as a major hurdle for industrial growth in India, the software industry appears to be an exception. Key government policies and initiatives that have spurred and are likely to spur the growth in the software products industry have been analyzed in detail.

The report also features an in-depth strategic profile of major players in this industry. Key strategies of major players have been analyzed in the respective segments/sections.

Players focused include:

- Tata Consultancy Services Ltd
- Infosys Technologies Ltd
- Ramco Systems
- Geometric Software and Solutions Ltd
- VisualSoft Technologies Ltd
- Polaris Software Limited and
- Hughes Software and Solutions Pvt Ltd

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