India Exercise Notebook Market Forecasts to 2020 - Influx of Organized Notebook Brands and Rising Spending on Education to Fuel Growth

Description: The report titled "India Exercise Notebook Market Forecasts to 2020 - Influx of Organized Notebook Brands and Rising Spending on Education to Fuel Growth" which provides a comprehensive analysis of the exercise notebook market in India. The report covers various aspects such as overall size of India exercise notebook market, segmentation on the basis of Use, Number of Pages, GSM, Recycled/Non-Recycled Papers, Retail/Institutional Sales, Size, Bindings, Cover Types, City Tiers, Rural/Urban Demand and Paper Types.

The report also covers the investment model, pricing analysis and trade scenario in the industry. Additionally, the report offers prevalent trends, developments, challenges in the industry besides presenting a PORTERs analysis of the current market. The report also covers the competitive landscape of the industry, market share of major players, and comprehensive profile of leading players operating in the market. Major macroeconomic indicators affecting the market have also been highlighted in the report. The report is useful for existing exercise notebook manufacturers, dealers, distributors, online and offline retailers, book shops, emerging players who wish to capitalize the market potential and investors who are looking forward to venture into the exercise notebook market in India.

Market Genesis

The market for exercise notebooks in India has been traditionally dominated by the unorganized segment. From the endpoint of marginal retailers to independent sellers, all have been dependent on imports from China. However, the market has developed to achieve a substantial valuation which was not there until 2000. The evolvement of organized brands such as ITC Classmate, Navneet and others have added premium to the market, discerned by the fact that the prices of exercise notebooks have grown 5-6 folds and even more than that in some cases in the last decade. The exercise notebook market in India has been expanding at a decent pace in the wake of growing economy, high literacy levels, burgeoning middle-class and enhanced scale of initiatives in the education sector. There has been a marked shift in the preference from cheap local brands to quality products. Aesthetically and functionally improved notebooks, which come with innovative 3D covers, had witnessed increasing demand in the recent years. The market size in terms of consumer expenditure on exercise notebook was evaluated at INR ~ billion during FY'2015 with the organized segment contributing for ~% of the market revenue. Volume-wise the market sold ~ billion units of exercise notebooks in FY'2015 at an aggregate average price of INR ~.

Trade Scenario

The import market for exercise notebook in India has grown at a decent rate over the period FY'2010-2015. In fact, there was a steep rise of ~% during the period FY'2015 which saw the import value reach INR ~ million. China and USA have been the major importing locations. The export market for exercise notebooks in India was pegged at INR ~ billion in FY'2015 showcasing an exemplary CAGR of ~% over the period FY'2010-2015. Besides, a healthy domestic market, the export demand has been quite promising which has resulted in a large number of local and national players aligning their businesses to suit the foreign demand.

Major Segments

By type of usage, notebooks (including long books) accounted for the highest revenue and volume sales amongst all the product types envisaging ~% of the market sales volume in FY'2015. While ~% of the sales came from the 54-56 gsm categories, 65 gsm variants accounted for ~% of the sales. Practical notebooks and drawing books were the next highest selling items envisaging volume share of ~% and ~% respectively in FY'2015.

Graph book and scrap book sales are heavily constrained by their usability in stipulated subjects and therefore have limited scope of expansion in the overall exercise notebook market. A5 accounted for ~% of the overall notebooks sold amounting to ~ million units while A4 had countered a share of ~% in FY'2015. 41-100 page notebooks accounted for ~% of the overall sales volume in the notebook and long book category during FY'2015. 60 page notebooks are one of the most popular items being consumed in the Indian market under this category. 101-150 page notebooks envisaged a share of ~% in FY'2015. Prices for this category fall
in the range of INR ~. As far as practical notebooks are concerned, 80-100 page notebooks accounted for ~% of the sales whereas ~% of the sales for the drawing books came from 20-50 page categories.

Graph book sales also followed similar trend with ~% of the sales volume being contributed from the 20-50 pages category. The usage of recycled paper is more prevalent in India currently accounting for around ~% of the overall paper required in manufacturing exercise notebooks. The primary reason behind this has been low cost of production and heightened governmental push towards integrating pro-environment manufacturing processes.

High usage of writing exercise notebooks as compared to drawing notebooks indirectly leads to greater demand of white paper exercise notebooks which accounted for ~% of the overall volume sales in the market in FY'2015. Revenue generated through exercise notebook sales in tier-III cities amounted to INR ~ billion while tier-II cities contributed for INR ~ billion in FY'2015.

**Competition**

As far as the competitive landscape is concerned, ITC, with its collaborative links with SMEs coupled with a strong product portfolio is currently the unanimous leader in the market. It has been successful in creating a strong brand with its “Classmate” range of exercise notebooks which was one of the first notebooks to feature a premium design, had superior quality papers and was reasonably priced. ITC had a ~% market share in FY'2015 followed by Navneet that churned out a ~% share in the organized manufacturer's revenues from exercise notebooks in India. Navneet is one of the oldest stationery brands and has got a widely popular publishing business. Brijlaxmi Paper had the third highest share of ~% owing to its phenomenal growth in FY'2015 because of its heavily expanding retail network including modern trade channels.

India's middle class population is likely to go up to 583 million by FY'2025 resulting in wider demand. The market is expected to witness a rise in the volume of premium office as well as school and college notebooks as companies widen the offering of their premium brands to realize the high margin in this segment. Pro-environmental initiatives by the Government will propel the usage of more recycled papers in exercise notebook production. The market is also tempting for foreign brands that will look forward to grab a share of the unorganized pie. It is projected that the market will reach volume sales of ~ billion envisage revenues worth INR ~ billion by FY'2020. The average exercise notebook price would reach INR ~ by the same period.

**Key Topics Covered in the Report:**

- The Market Size of India Exercise Notebook Market.
- Growth Drivers, Trends and Challenges in India Exercise Notebook Market
- Major Paper Manufacturing Clusters in India
- Pricing Analysis in India Exercise Notebook Market
- India Exercise Notebook Market Segmentation by Use (Notebooks, Long books, Practical books, Drawing books, Graph books, Scrap books, Pocket/Reminder books), Number of Pages, GSM , Recycled/Non-Recycled, Retail/Institutional Sales, Size (A5, A4, B5, A6, B6, and Others), Notebook Bindings (Stapled, Threaded, Spiral and Others), Cover Types (Flexible and Hard), City Tiers (I, II and III), Rural/Urban Demand, Paper Types (White, Rough and Drawing)
- Snapshot of Premium Notebook Market
- Value Chain of India Exercise Notebook Market
- PORTER's 5 Forces analysis in India Exercise Notebook Market
- Investment Model in India Exercise Notebook Market
- Government Regulation in India Exercise Notebook Market
- Trade Scenario of India Exercise Notebook Market
- Market Share of Major Players in the India Exercise Notebook Market
- Company Profile of Leading Players in India Exercise Notebook Market
- India Exercise Notebook Market Future Outlook and Projections
- Analyst Recommendation
- Macro Economic Variables Impacting the India Exercise Notebook Market

**Contents:**

1. **Executive Summary**
   Evolution of Exercise Notebook Market in India
   Current Positioning of Exercise Notebook Market
   Which all Factors have Appreciated the Market Prospect
   What are the Major Challenges hindering the Market Growth
Government Regulations in the Market
What is the Trade Scenario in Exercise Notebook Market
What are the Major Segments in the Exercise Notebook Market in India
Pricing Structure Prevalent in the Exercise Notebook Market
What is the Capital Requirement and Expected Profitability in an Exercise Notebook Business in India
What is the Current Competitive Scenario in the Exercise Notebook Market
What does Future hold for the Market
Recommendations to Support Market Growth

2. Appendix
2.1. Market Definitions
2.2. Abbreviations
2.3. Market Size and Modeling
Research Methodology
Approach - Market Sizing
Limitations
Variables (Dependent and Independent
Multi Factor Based Sensitivity Model
Final Conclusion

3. India Exercise Notebook Market Introduction and Size, FY’2010-FY’2015
Market Size by Consumer Spending on Exercise Notebooks, FY’2010-FY’2015
Market Size by Manufacturer's Revenues from Exercise Notebooks, FY’2010-FY’2015
Market Size by Sales Volume for Exercise Notebooks, FY’2010-FY’2015
3.1. By Organized and Unorganized Segment, FY’2010-FY’2015

4. Trends and Growth Drivers in India Exercise Notebook Market
Surge in Literacy Levels in India
Large Population Base with Vast Student Base
Imperative Efforts of Government to Promote Demand
Increased Demand for Adhesive Bound Books in India
Rising Demand for Paper Albeit Upsurge in Paper Prices
Influx of Organized Book Retailers and Online Platforms Led to Higher BRANDED Notebook Sales
Higher Education and Stationery budget allocation by the Emerging Middle Class
Rise in Replacement Rate of Exercise Notebooks

5. Issues and Challenges in India Exercise Notebook Market
Mounting Growth of E-Learning
Seasonal Demand Leading to Higher Inventory Accumulation
Highly Fragmented Demand Leading to Higher SKU's
Credit Sales Leading to Higher Working Capital Requirements
High Initial Investment for Automated Machines
Requisite for Business Expansion towards Nationwide Coverage

6. Major Paper Manufacturing Clusters in India
Production Mix in Small, Medium and Large Scale Paper Mills

7. India Exercise Notebook Market Segmentation
Notebook and Longbooks, FY'2015
Practical Books, FY'2015
Drawing Books, FY'2015
Graph Books, FY'2015
Pocket Reminder Books, FY'2015
7.2. By Recycled/Non-Recycled Paper, FY'2015
7.3. By Retail/Institutional Sales, FY'2015
7.4. By Size (A5, A4, B5, A6, B6 and Others), FY'2015
7.5. By Type of Notebook Bindings, FY'2015
7.6. By Cover Types (Flexible and Hard), FY'2015
7.7. By Tier Cities (I, II and III), FY'2015
7.8. By Urban/Rural Demand, FY'2015
7.9. By Paper Types (White, Rough and Drawing), FY'2015

RESEARCH AND MARKETS
8. Snapshot on Premium Notebooks in India
9. Value Chain in India Exercise Notebook Market
10. Pricing Analysis in India Exercise Notebook Market
11. Porter Five Forces Analysis for India Exercise Notebook Market
11.1. Investment Model to Setup a Exercise Notebook Firm in India
12. Government Regulation in India Exercise Notebook Market
12.1. Other General Regulations
   Industrial Laws
   Environmental Laws
   Intellectual Property Acts
   Labour laws
13. Trade Scenario of Exercise Notebook in India
13.1. Import of Exercise Notebooks, FY'2010-FY'2015
   Major Importing nations for India
   Major Export Destinations From India
15. Company Profile of Major Players
15.1. ITC Limited
15.2. Navneet Limited
15.3. Sundaram Group
15.4. Kokuyo Camlin
15.5. Brijlaxmi Paper Products Private Limited
16. India Exercise Notebook Market Future Outlook and Projections, FY'2016-FY'2020
16.1. Analyst Recommendation
   Best Business Model
17. Macro Economic Variables Impacting the India Exercise Notebook Market
17.1. Literate Population in India, FY'2010-FY'2020
17.2. Wood Pulp Manufacturing in India, FY'2010-FY'2020
17.3. Writing Instruments Market Size in India, FY'2010-FY'2020
17.4. Number of Colleges and Training Institutes in India, FY'2010-FY'2020
17.5. Number of Schools in India, FY'2010-FY'2020

Disclaimer
Contact Us

List Of Figures:
Figure 3 1: India Exercise Notebook Market Size on the Basis of Total Consumer Spending in INR Billion and Growth Rate in Percentage (%)
Figure 3 2: India Exercise Notebook Market Size (at the Manufacturer’s Level) on the Basis of Revenue in INR Billion and Growth Rate in Percentage (%), FY'2010-FY'2015
Figure 3 3: India Exercise Notebook Market Size on the Basis of Sales Volume in Million, FY'2010-FY'2015
Figure 3 4: India Exercise Notebook Market Segmentation by Organized and Unorganized Sector on the Basis of Revenue in Percentage (%), FY'2010-FY'2015
Figure 4 1: Central Government Expenditure on Education in India in INR Billion, FY'2012-FY'2015
Figure 4 2: India Exercise Notebook Market Segmentation by Bindings (Stapled, Threaded and Spiral) on the Basis of Revenues in INR Billion, FY'2015
Figure 4 3: Per Capita Consumption of Paper in India in LBS, 2010-2015
Figure 4 4: Customer Preference of Exercise Notebooks by Major Price Points through Online Portals on the Basis of Number of People Surveyed, FY'2016
Figure 4 5: Expenditure Distribution of a Typical Middle Class Family in India on the Basis of Overall Consumption Expenditure in Percentage (%), FY'2015
Figure 4 6: Consumer Preferences for Replacement of Exercise Notebook in Terms of Percentage (%), 2010
List Of Tables:
Table 2 1: Correlation Matrix of India Exercise Notebook Market
Table 2 2: Regression Coefficients Output for India Exercise Notebook Market
Table 3 1: Drivers for India Exercise Notebook Market and Year-on-Year Developments
Table 3 2: India Exercise Notebook Market Segmentation by Organized and Unorganized Sector on the Basis of Revenue in INR Billion, FY2010-FY2015
Table 3 3: Comparative Study of Unorganized and Organized Segment of the Market
Table 4 1: CSR Initiatives Undertaken by Major Organized Exercise Notebook Manufacturers to Promote Literacy Levels
Table 4 2: Target Group Population for Exercise Notebook by Different Age Groups in Million, 2014-2015
Table 4 3: Enrollments in Primary and Secondary Education for Different Education Levels in India on the Basis of Number in Thousands, 2013 and 2014
Table 4 4: Government Initiatives to Promote Education Sector in India
Table 4 5: India Exercise Notebook Market Segmentation by Major Bindings (Stapled, Threaded, Spiral and others) on the Basis of Revenue in INR Billion, FY'2015
Table 4 6: Prices for Different Varieties of Paper in INR/Tonnes, March 2012-March 2013
Table 4 7: Writing and Printing Paper Prices for Major Organized Domestic Paper Manufacturers, 2015
Table 4 8: Product Listings for Exercise Notebooks with Leading Online Portals in India
Table 5 1: Seasonal Variations for Exercise Notebook Demand in Different Regions
Table 5 2: Number of SKUs for Major Organized Exercise Notebook Manufacturers in India, as of 15th May 2016
Table 6 1: Distribution of Paper Manufacturing Clusters on the Basis of Total Paper Mills in India, FY'2015
Table 6 2: Product Mix in Small, Medium and Large Scale Paper Mills in India, FY'2015
Table 7 1: India Exercise Notebook Market Segmentation by Type of Notebooks (Notebook and Long books, Practical Books, Drawing Books, Graph Books, Scrap Books, Pocket/Reminder Books and Others), on the Basis of Sales Volume in Million, FY'2015
Table 7 2: India Notebook and Long book Market Segmentation by Number of Pages on the Basis of Sales Volume Share in Percentage (%) and Sales Volume in Million with Key Findings, FY'2015
Table 7 3: India Notebook and Long book Market Segmentation by GSM on the Basis of Sales Volume Share in Percentage (%) and Sales Volume in Million with Key Findings, FY'2015
Table 7 4: India Practical Book Market Segmentation by Number of Pages on the Basis of Sales Volume Share in Percentage (%) and Sales Volume in Million with Key Findings, FY'2015
Table 7 5: India Drawing Book Market Segmentation by Number of Pages on the Basis of Sales Volume Share in Percentage (%) and Sales Volume in Million with Key Findings, FY'2015
Table 7 6: India Graph Book Market Segmentation by Number of Pages on the Basis of Sales Volume Share in Percentage (%) and Sales Volume in Million with Key Findings, FY'2015
Table 7 7: India Exercise Notebook Market Segmentation by Usage of Recycled/Non-Recycled Paper, on the Basis of Revenue in INR Billion, FY'2015
Table 7 8: India Exercise Notebook Market Segmentation by Institutional/Retail Sales on the Basis of Revenue in INR Billion, FY'2015
Table 7 9: India Exercise Notebook Market Segmentation by Notebook Size (A5, A4, B5, A6, B6 and Others) on the Basis of Sales Volume in Million, FY'2015
Table 7 10: Popular Sizes for Different Types of Exercise Notebooks in India, FY'2015
Table 7 11: India Exercise Notebook Market Segmentation by Bindings (Stapled, Threaded, Spiral and Others) on the Basis of Revenues in Percentage (%), FY'2015
Table 7 12: India Exercise Notebook Market Segmentation by Cover Types (Flexible and Hard), on The Basis of Revenue in INR Billion, FY'2015
Table 7 13: India Exercise Notebook Market Segmentation by City Tiers (I, II and III), on the Basis of Revenue in INR Billion (%), FY'2015
Table 7 14: India Exercise Notebook Market Segmentation by Urban/Rural Demand, on the Basis of Revenue in INR Billion, FY'2015
Table 7 15: India Exercise Notebook Market Segmentation by Paper Types (White, Rough and Drawing) on the Basis of Sales Volume in Million, FY'2015
Table 7 16: India Exercise Notebook Market Segmentation by Paper Types (White, Rough and Drawing) on the Basis of Sales Volume in Percentage (%), FY'2015
Table 8 1: Snapshot on Premium Notebook Brands Market Including Pricing, Positioning, Target Customer Group, Marketing & Sales Point and Additional Manufacturing Costs
Table 10 1: Pricing Analysis of ITC Exercise Notebooks
Table 10 2: Pricing Analysis for Navneet Exercise Notebooks
Table 10 3: Pricing Analysis of Sundaram Exercise Notebooks
Table 10 4: Pricing Analysis of Kokuyo Camlin Exercise Notebooks
Table 10 5: Pricing Analysis of Brijlaxmi Paper Exercise Notebooks
Table 11 1: Assumptions for setting up an Exercise Notebook Firm
Table 11 2: Machinery Requirement for an Exercise Notebook Manufacturing Firm in INR
Table 11 3: Manpower Requirement for an Exercise Notebook Manufacturing Firm in INR
Table 11 4: Raw Material Cost Analysis for an Exercise Notebook Manufacturing Firm
Table 11 5: Other Cost Components for Exercise Notebook Manufacturing Plant in INR
Table 11 6: Assumption made for setting up Exercise Notebook Manufacturing Plant
Table 11 7: Working Capital Requirements for setting up Exercise Notebook Manufacturing Plant
Table 11 8: Finance Requirements for setting up Exercise Notebook Manufacturing Plant
Table 11 9: Means of Finance for setting up Exercise Notebook Manufacturing Plant
Table 11 10: Annual Cost of Production for setting up Exercise Notebook Manufacturing Plant
Table 11 11: Sales Revenue Analysis for setting up Exercise Notebook Manufacturing Plant
Table 11 12: Profitability Analysis for setting up Exercise Notebook Manufacturing Plant
Table 12 1: Specification for Paper Stationery Items for Schools
Table 12 2: Industrial Laws in India Exercise Notebook Market
Table 12 3: Environmental Laws in India Exercise Notebook Market
Table 12 4: Intellectual Property Acts in India Exercise Notebook Market
Table 12 5: Labour Law Regulations in India Exercise Notebook Market
Table 13 1: Import of Registers, Account/Note/Order/Receipt Books Letter/Memo Pads Diaries and Similar Articles of Paper by Major Import Destinations on the Basis of Value Share in Parentage (%) and Value in INR Million, FY'2015
Table 13 2: Import of Exercise Books by Major Countries on the Basis of Value Share in Percentage (%) and Value in INR Lacs, FY'2015
Table 13 3: Import Duty for Exercise Books and registers, account books, note books, order books, receipt books, letter pads, memorandum pads, diaries and similar articles in India (HS Code: 482020)
Table 13 4: Export of Registers, Account/Note/Order/Receipt Books Letter/Memo Pads Diaries and Similar Articles of Paper by Major Countries on the Basis of Value in Percentage (%) and Value in INR Million, FY'2015
Table 13 5: India Exercise Books Export Value in INR Million and Growth Rate in Percentage (%), FY'2010-FY'2015
Table 13 6: Export of Exercise Books by Major Countries on the Basis of Value in Percentage (%) and Value in INR Million, FY'2015
Table 14 1: Competitive Strengths and Weaknesses of Major Companies in India Exercise Notebook Market
Table 14 2: Market Share of Major Players (ITC, Navneet, Brijlaxmi, Kokuyo Camlin, Sundaram and Others) in India Organized Exercise Notebook Market on the Basis of Revenue in INR Billion, FY'2015
Table 15 1: Company Profile of ITC including Company Overview, Business Strategy, Year of Establishment, Offices, Manufacturing Location, Employee Headcount, Production Capacity, Sales Point, Marketing Expenses, SKUs, Revenue Split by Retail/Institutional Sales and Size of Notebook, Turnover, Margins and Challenges
Table 15 2: Company Profile of Navneet Limited including Company Overview, Business Strategy, Year of Establishment, Offices, Manufacturing Location, Employee Headcount, Production Volume, Distribution Network, Sales Point, Marketing Expenses, SKUs, Revenue Split by Regions, Retail/Institutional Sales and Size of Notebook, Turnover, Margins and Challenges
Table 15 3: Key Financial Ratios of Navneet Limited
Table 15 4: Company Profile of Sundaram Group including Company Overview, Business Strategy, Year of Establishment, Offices, Manufacturing Location, Employee Headcount, Production Volume, Distribution Network, Sales Point, Marketing Expenses, SKUs, Revenue Split by Regions, Retail/Institutional Sales and Size of Notebook, Turnover, Margins and Challenges
Table 15 5: Key Financial Ratios of Sundaram Multi Pap Ltd.
Table 15 6: Company Profile of Kokuyo Camlin including Company Overview, Business Strategy, Year of Establishment, Offices, Manufacturing Location, Employee Headcount, Production Volume, Distribution Network, Sales Point, Marketing Expenses, SKUs, Revenue Split by Regions, Retail/Institutional Sales and Size of Notebook, Turnover, Margins and Challenges
Table 15 7: Kokuyo Camlin Key Financial Ratios, FY'2011-FY'2015
Table 15 8: Company Profile of Brijlaxmi Paper Products Private Limited including Company Overview, Business Strategy, Year of Establishment, Offices, Manufacturing Location, Employee Headcount, Production Volume, Distribution Network, Sales Point, Marketing Expenses, SKUs, Revenue Split by Regions, Retail/Institutional Sales and Size of Notebook, Turnover, Margins and Challenges
Table 16 1: Short and Long Term Outlook for India Exercise Notebook Market in India along with Future Opportunities, FY'2016-FY'2020
Table 16 2: Future Projections for Indian Schooling Market Size on the Basis of Revenue in USD Billion, 2011 and 2020
Table 16 3: Cause and Effect Relationship Analysis in the India Exercise Notebook Market
Table 16 4: Recommendations and Implementations for Future Performance of India Exercise Notebook
Table 17 1: Rationale for Literate Population in India, FY'2010-FY'2020
Table 17 2: Literacy Rate for Persons of all ages for all the States in India, 2015
Table 17 3: Rationale for Wood Pulp Production in India, FY'2010-FY'2020
Table 17 4: Rationale for Market Size of Writing Instruments in India, FY'2010-FY'2020
Table 17 5: Brand Presence of Pencils in Standalone Stationery Stores across North India on the Basis of Number of SKUs in Percentage (%), CY 2015
Table 17 6: Rationale for Number of Colleges and Training Institutes in India, FY'2010-FY'2020
Table 17 7: Colleges and Training Institutes in India in Thousands, FY'2010-FY'2020
Table 17 8: Major Districts on the Basis of Number of Colleges, FY'2011
Table 17 9: Rationale for Number of Schools in India, FY'2010-FY'2020

Ordering:  
Order Online - http://www.researchandmarkets.com/reports/3842103/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: India Exercise Notebook Market Forecasts to 2020 - Influx of Organized Notebook Brands and Rising Spending on Education to Fuel Growth
Web Address: http://www.researchandmarkets.com/reports/3842103/
Office Code: SC2G819L

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Single User</th>
<th>Enterprisewide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 1000</td>
<td>USD 1800</td>
</tr>
<tr>
<td>Hard Copy</td>
<td>USD 1400 + USD 56 Shipping/Handling</td>
<td></td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.
* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

Title:  Mr [ ]  Mrs [ ]  Dr [ ]  Miss [ ]  Ms [ ]  Prof [ ]
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World