

Indian publishing market 2007

- ▶ Coverage of all sectors of India's publishing industry
- ▶ In-depth assessment of the 'investment case' for the Indian media market
- ▶ Analysis of all foreign direct investment in the Indian publishing market over the last 5 years
- ▶ Detailed 5 year growth forecast
- ▶ Detailed profiles of 20 Indian publishing companies
- ▶ Over 150 charts and tables
- ▶ Researched and written 'on the ground' in India

Report structure

The study

This is the third edition of Heernet ventures' analysis of the Indian publishing industry. The study is structured into the following five sections:

- ▶ **I) Investment thesis.** An analysis of the investment case for the whole Indian media market with an assessment of the broader economic case, sector-specific growth drivers and a 5 year growth forecast (2007 – 2012) for the publishing industry. There is also an analysis of investment activity (including foreign and private equity investment and IPOs)
- ▶ **II) Media market overview.** An overview of the Indian media market, including analysis of market size, structure, media reach and penetration, regulatory regime, adspend and Internet and telecoms usage.
- ▶ **III) Country profile.** A profile of India examining key demographic and economic factors and trends (economic growth, population and employment, urbanisation and regional diversity).
- ▶ **IV) Sector profiles.** A detailed analysis of each sector of the Indian publishing market. Each sector profile covers size and structure, current trends and developments, major players and deal activity.
- ▶ **V) Company profiles.** In-depth profiles of 20 Indian publishing companies, covering activities, key products, financial performance, management and ownership and deal activity.

The author

This research study was led by Harjinder Singh-Heer (a director and founder of Heernet ventures); Harjinder has extensive, senior level experience of the Indian media industry as an investment banker (with ABN AMRO) and strategy consultant. He is currently advising a number of media companies on their India market entry strategy.

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About heernet ventures

heernet ventures

Heernet ventures is a UK-based research and advisory firm specialising in the global media industry. The company works with both media companies and financial investors on identifying growth opportunities; more specifically, the company provides advisory services across corporate strategy, business development and mergers and acquisitions.

Clients benefit from an approach that brings together serious industry insight, rigorous analysis and access to the firm's strong network of relationships.

The firm was established by professionals with experience of investment banking and consulting to the media industry and also direct experience of working for leading media organisations.

India Analysis

In 2006, Heernet ventures established an office in Gurgaon, India. This India presence ensures that our clients seeking opportunities in India benefit from access to 'on the ground' resources and insight.

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