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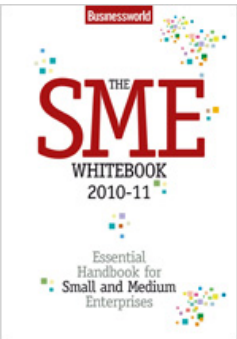
The SME Whitebook 2010-2011

A Whitebook on tomorrow's big business presenting latest data on the top SME verticals in India

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The SME Whitebook 2010-2011
Edition: Paperback
Price: Rs 395/-
Genre: Business
No. of pages: 218 pp
Size: 5.83x 8.37 in
ISBN: 978-81-908452-6-7

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Businessworld's essential handbook for small and medium businesses, The SME Whitebook 2010-2011 presents latest data on the top SME verticals in India. Based on latest research of IMRB International, Dun and Bradstreet, FISME, Technopak, KPMG and others, this book showcases, the growth patterns, the market constraints, the infrastructure hurdles and the role played by the government in the SME landscape. This second edition also offers perspectives and insights by well-known professionals.

This edition takes a close look at:

- Growth of Urban India's 5.4 million Small and Medium Businesses (SMBs), which comprise 70% of the total employee base in the country.
- Emergence of India as the world's seventh largest automobile market by 2016.
- Promotion of India as a regional hub for food processing through the Mega Food Parks Scheme.
- Expansion of 52 leading towns as retail hubs by 2011.
- How housing and white goods would drive growth in the MSME sector in the coming years...

And much, much more...

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