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The structure of the event management market in India is slowly changing from an unorganized framework towards an organized market. The market for event management in India is expected to witness growth of 25% p.a. and reach INR 23 bn by 2012. Event managers are in great demand with the rise in corporate and personal events needing professionals to manage them.

http://www.bharatbook.com/market-research-reports/business-forecast-outlook-market-research-report/event-management-market-in-india-2010.html

The report begins with a quick overview of the market with estimated market size, growth rate and segmentation of events. It further elaborates on the stages of organizing an event. An analysis of drivers reveals that increase in disposable income and willingness to spend, increase in below the line promotion among establishments, rising need of organized and structured event, and rise in number of institutions providing specific courses in event management is driving growth in this sector. The key challenges identified include lengthy procedure for import of equipments and high levels of entertainment tax imposed by the government.

The competitive landscape identifies major event management companies in India including their company overview, services offered and operations.Market Research

For more information kindly visit :

Event Management Market in India 2010

Or

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