

**The Future of the Elevator and  
Escalator Market in India to 2016**

**A five year outlook of the  
Elevator and Escalator Market in India**

**An in-depth industry analysis  
from e-Research & Publications  
India Pvt. Ltd., Chennai**

**Supported by Virgo Communications &  
Exhibitions Pvt. Ltd., Bangalore**

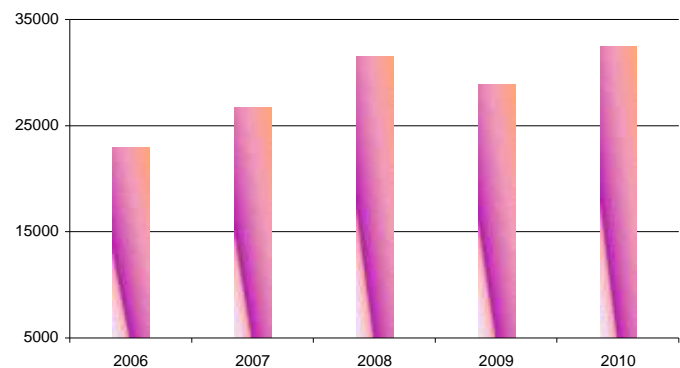
## The Future of Elevator and Escalator Market in India to 2016

### A five year outlook of the Elevator and Escalator Market in India

With an average annual GDP growth rate of 8.5% between 2006-07 and 2010-11, the Indian economy has managed to perform spectacularly well in a world buffeted by financial melt downs, sharply fluctuating crude oil prices, uncertain forex rates and spiralling commodity prices. While urbanisation has been more rapid in other parts of Asia, it is now picking up speed in India, as well. The urban population currently estimated at around 30%, is forecast to reach a level of 35% plus by 2026. The increase in demand for residential dwellings combined with limited land availability, have led most city administrators to plan vertical growth of their cities.

Driven by rapid urbanization and rising infrastructural needs, elevators and escalators have become an integral part of all modern buildings. Vertical growth of most cities has put the elevator and escalator market in India on a high growth trajectory. Also driving the growth are technological innovations such as convenient installation methods, enhanced safety features, destination control systems, monitoring systems and so on. Since 2001, the elevator market has witnessed a significant shift from AC drives to V3F drives owing to savings in energy costs and better operational efficiency. All these shifts and developments coupled with economic growth have enabled India to emerge as the second largest elevator market in the world, next only to China. In 2010, the elevator market in India was estimated at around 32,000 units. Western region continues to be the leading market for elevators in India

Elevator Market in India: Growth trends, 2006 – 2010 (Nos)



Key questions addressed in this industry analysis report

- What is the current scenario in the Indian elevator and escalator market?
- What are the key drivers of the Indian economy and how are they likely to impact the growth in the elevator and escalator market?
- Where are the most noteworthy growth markets for elevators and escalators in terms of user segments?
- How well have moving walks penetrated the Indian market?
- What is the demand forecast for the period 2011-2016?
- What are the opportunities for elevator / escalator component suppliers?
- How have the various technological developments in the elevator and escalator market improved the safety features?
- How lucrative is the modernization and maintenance market?
- What are the regulatory issues enforced by the central and state governments for installation/import/export of elevators and escalators?

This study by e-Research & Publications, Chennai is a detailed update of the first report released in February 2010. This study will provide a comprehensive analysis of the elevator and escalator market and detailed forecasts till 2016. Analysis includes an overview of the industry, consumption and demand forecasts, key drivers and trends, trends in the components market, discussion on the moving walks market, significance of the maintenance and modernization market, technological aspects, profile of select major players, trade information and an understanding of the regulatory issues. This study is supported by Virgo Communications & Exhibitions Pvt. Ltd., Bangalore.

Who will benefit from this study?

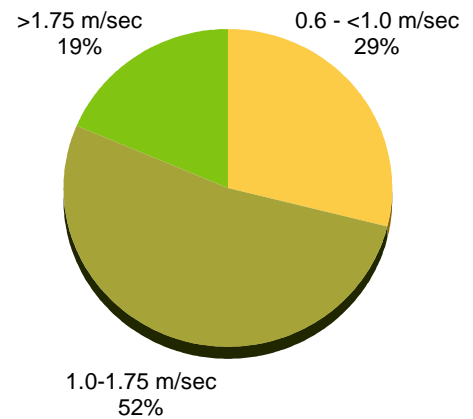
The study will provide valuable information and data pertaining to the Indian elevator and escalator market and is an essential reading material for the industry professionals such as,

- Manufacturers of elevators and escalators
- Component manufacturers catering to elevators and escalators
- Software & system integrators
- Developers & Builders
- Architects
- Consultants
- Governments

The need for an analysis on the elevator and escalator market in India has never been greater and the study is timely and will provide an in-depth analysis and insight into current industry trends and forecasts demand in India across user segments. This independent up-to-date study will provide 5 year forecasts from 2011-16 and keeps you updated on the recent developments in India.

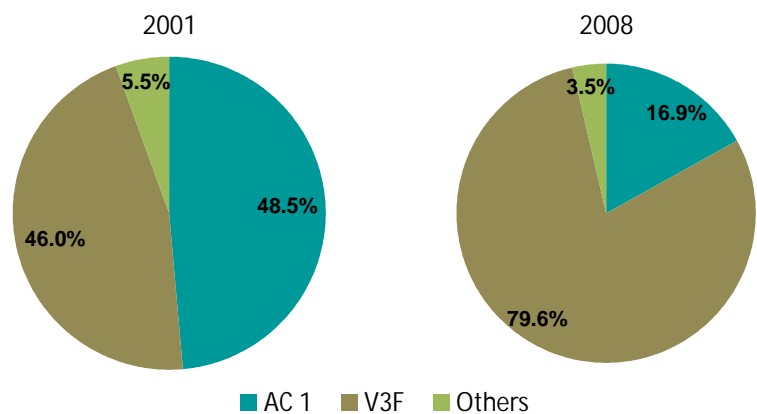
While 18 cities were covered in the previous report, the current study will focus on 25 cities including developments in Tier II cities. Components market will be given greater focus in this current study.

**Usage of passenger elevators in India, by speed (%), 2009**



Ahmedabad	Lucknow
Amritsar	Mumbai
Bangalore	Mysore
Bhopal	Nagpur
Bhubaneshwar	NCR
Chandigarh	Patna
Chennai	Pune
Cochin	Ranchi
Coimbatore	Surat
Hyderabad	Trivandrum
Jaipur	Vadodara
Kanpur	Visakhapatnam
Kolkata	

**Usage of passenger elevators in India, by drive (%)**



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