

Exploring the Opportunities of Smart Cards Across Various Application Sectors in India

- ➔ **Client Objective:** Indian smart card manufacturer wanted to understand the opportunities of smart cards across various application sectors in India.
- ➔ **IMARC's Process Map:** Leveraged primary and secondary research to identify the opportunities of smart cards across various application sectors in India. Consolidated our results to quantify the value and volume potential of smart cards in each application sector and provided the client with a comprehensive report on the same.

