

## **Software in India**

Industry Report | 2025-10-16 | 51 pages | MarketLine

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### **Report description:**

Software in India

Summary

Software in India industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- Software market encompasses applications used for business operations (e.g., ERP, CRM, etc.), as well as infrastructure software that manages IT systems and operations. The market value represents the revenue generated from sales and subscriptions of various software packages and offerings. It includes both signed deals that remain under contract and the annual revenues associated with new contracts signed within a specific calendar year. This excludes sales opportunities for third-party service providers.
- The Indian software market recorded revenues of \$38.1 billion in 2024, representing a compound annual growth rate (CAGR) of 15.1% between 2019 and 2024.
- The business process applications segment accounted for the market's largest proportion in 2024, with total revenues of \$8.9 billion, equivalent to 23.4% of the market's overall value.
- The expansion of India's software market is being driven by robust government initiatives and rapid digitalization across sectors. Flagship programs such as Digital India, Make in India, and Startup India are encouraging enterprises to modernize operations through advanced ERP, CRM, and business process applications.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the software market in India
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the software market in India
- Leading company profiles reveal details of key software market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the India software market with five year forecasts

#### Reasons to Buy

- What was the size of the India software market by value in 2024?
- What will be the size of the India software market in 2029?
- What factors are affecting the strength of competition in the India software market?
- How has the market performed over the last five years?
- What are the main segments that make up India's software market?

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