Issues for consultation: Apropos the discussion above, the issues for consultation are:

Q1. What is your assessment in respect of local manufacturing in the television broadcast sector of India? Is there requirement for a focused action in promoting local manufacturing in the television broadcast sector? Please elaborate.

This Sector has been not in focus in terms of local manufacturing as due to digitisation and time and financial pressure its always been getting equipment fastest and best price and never gave time for local manufacturing to set in and support to grow as some countries did from where major stuff is imported.

Local manufacturing must be clarified clearly. local mfg should now only be as only assembly but full soln design and assemble else we will have a small period of local assembly as long as we are cheaper or regulated but cannot create industry for the future.

Local design ODM can also decide components and with more and more components being made in India , future tech and design must be developed in India to reduce dependency more and more on all from outside countries.

TV broadcasting sector is an ever evolving sector technology and needs a focus group to be made to understand all aspects of requirements and future and then plan the way to go about localising in phased manners with a strategy whether assembly, technology transfer, design etc.

Q2. Do you think there is an adequate opportunity, market, and/or demand for the manufacturing of television broadcasting (headend, back haul transmission, CPE and others) equipment in India? Please provide your comments with supporting inputs and data. What are specific requirements of special interfaces and features needed in transmission equipment used in Televis ion broadcasting sector? Elaborate with respect to specific equipment like headend interface equipment and CPE/STB.

Data provided by TRAI shows how this industry is growing whether in terms of new tech on OTT or converged devices which one side will need the cloud products and broadcasting update. This broadcaster can advise more.

From CPE point of view it's a long way to go and lots of volume, whether simple CPE as estimated in your document or OTT devices to enable old TV to become OTT and also in education and hospitality sector . Consumer of future will be watching when and where anytime and all gadgets will be tuned to that. This volume is still big way not only for India but also across the world. Great time to India to become a hub for mfg of these devices and exports as well.

Q3(a). Do Indian manufacturers have adequate capabilities to meet the broadcasting (headend, transmission, CPE and others) equipment demand of the Indian cable television sector?

Can confirm CPE- fully 100% capable. Not only assembly but also design as well.

Q3(b). If yes, then what new measures, if any, are required for the local manufacturing sector to capture a greater market share?

We must have bigger vision and plan and strategy towards this. Need hand holding and all players in the game to contribute to the same and very soon the local mfg sector can grow and eventually local product always works in favour of the industry.

Q3(c). If your answer to Q3(a) is negative, then please comment what measures can enable local Industry to consider manufacturing of equipment for broadcasting (headend, transmission, CPE and others) segment? Please provide supporting inputs with relevant details.

Q4. What are the reasons for the limited market share of local STBs? Do the local manufacturers face any entry/exit barriers such as, but not limited to cost competitiveness, and/or technology- related issues? Please elaborate with supporting inputs.

Few reasons:

In 2015-2016 Indian local STB market share was almost 40% and growing but ASEAN factor came into play and market moved to imports. There were many local ODM and huge EMS capacity to manufacture but business went to import as zero duty and buyer credit for long term financing both played big role in making product cost competitive.

Thanks to GOI efforts and work towards Make in India, imports from ASEAN are reducing and hopefully import will be almost zero by end of 2022. We feel for longevity of this industry local Indian ODM must play a role and be given opportunity from all operators to come back into existence and have a partner to operators and surely will give win-win solution in time to come given right support .

Indian ODM industry badly struggle in last 5 years and need hand holding and financial support and will bounce back to be ready to support local operators and exports as well. The capability exist as even global players use the local Indian R&D by their R&D offices in the country.

Q5. What measures do you suggest for improving the competitiveness of local manufacturers? Please elaborate your comments with supporting inputs and data.

Local manufacturers:

EMS: the EMS quality of India has improved considerably since 2017 as whole electronic sector has become amazingly good and growing with higher advance products being produced.

ODM: They have been financially been badly hit but still have survived and more ready to come back into the system. Need big operators to handhold the Indian ODM and long run will be big partners but need initial support. They will need support from local banks and GOI on financial support to design . working capital EMS can assist.

Initially products locally produced might seem expensive but with speed of local components being made in India as overall Govt effort for growing electronics, only Indian design ODM can assist in reducing cost as international players might wanna use their international component partners and their volumes r global so the cost difference of theirs can be compensated by lower overhead of Indian ODM companies.

Q6. What other measures can be taken to encourage the adoption/usage of domestically produced STBs and other Consumer Premises Equipment among the distribution platform operators?

GOI can give incentive to operators for products bought from local Indian ODM. Even PLI in telecom can include STB bought from local designed ODM. The incentive can help promote local companies and help in hand holding process.

Q7. MeitY supported development of local CAS, which has been available for more than two years. What further measures, if any, should be undertaken to enable increase the market share of local STBs, that are designed in India, running on Indian CAS and made in India? Please elaborate with reasoning.

The Indian ODM are already partner with icas. The call is for operators to buy ICAS and STB mfr always follow whichever CAS is being sold. So this is more question for pay TV operators to advise.

Q8(a). As per the estimates, yearly brodcasting imports in India amount to more than USD 20 billion. Do you think this market size reflects high potential for local manufacturers for broadcast equipment?

Yes as major is CPE in this value and that for sure should be localised.

Q8(b) If yes, why the television broadcast sector is still dependent on imports for deployment in networks? Please elaborate.

Have explained STB side above, Networks can advise on other parts.

Q9(a). Looking beyond local markets, can Indian industry gear itself to export television broadcast equipment for export markets?

Absolutely. With Indian strength of design and capability, we should look at localisation also an opportunity to make for globe as Technology is becoming global and the world wants similar products.

Q9(b). If yes, what specific measures may be required to enable local manufacturers to compete in global market for television broadcast equipment? Please elaborate with relevant figures and inputs.

Q10. Is there potential for promoting local manufacturing of all types of broadcasting equipment, more specific to television broadcasting equipment e.g. head-end, transmission, CPE etc. or at this stage the industry should focus on specific segment like Customer Premises Equipment / Set-Top Box? Please specify the segment (if any) and support your answer with relevant market size in terms of value and volume.

We can advise on STB and the data given by TRAI on HH still need to go Pay TV and requirements annually of replacement, new tech etc is all there in the document to justify the high need to localise STB

Q11(a). Do the existing policy measures and fiscal initiatives adequately address the needs of the Indian Television Broadcast manufacturing sector?

None of the measure at the moment help TV broadcast mfg sector

Q11(b). If yes, please provide supporting note(s) to your answer.

Q11(c). If the answer to Q11(a) is negative, what policy measures are required to boost local electronics manufacturing in the television broadcasting equipment sector? Please provide details in terms of short- term and long-term objectives.

PLI for telecom has CPE , it should include Set top Box but with a perquisite, locally designed product to be added and am sure you will see a major boost and support and growth of local ODM in STB. They will work on other CPE products as well.

Else as discussed can we make special package for TV broadcasting sector with local mfg incentive and design R&D support.

Q12. Should the government extend the PLI scheme to the television broadcasting sector? Which equipment deployed in the television broadcast network should be covered under the PLI scheme? Please elaborate with supporting note(s).

We can bring for CPE products.

Q13. There is a need to have a standard understanding of the scope of 'local manufacturing' amongst all the stakeholders to bring uniformity in the consultation. What should be the scope and definition of 'local manufacturing' in the lines of manufacturing vis-à-vis assemblage of the television broadcasting equipment and their core components?

Mentioned in first question. Definition of local manufacturing must be defined

Q14. Will a stronger R&D ecosystem enable the growth of local broadcast manufacturing sector? If yes, please suggest steps to promote and incentivize R&D undertaken in India to build domestic capability in television broadcast equipment manufacturing.

100% required if we are not looking at short term advantage. We can look at assembly for short term move to local mfg. Long term R&D has to be there. If we don't develop the R&D capability we will not be able to control future and will be asking same question few years hence.

R&d can be incentivised by valuing the Indian ODM doing R&D. We have DSIR approving R&D companies and monitoring them etc. We have Tech. Development Board helping R&D companies commercialise solutions. We need to work together with vision , strategy, focus products and focus support to make the Industry for the future.

Q15. In view of the concerns raised about Free Trade Agreements (FTAs) affecting the cost competitiveness of the local products, what policy measures do you suggest to address this issue? Please elaborate with supporting note(s).

ASEAN FTA was hurting and impacted STB a lot , Lots of industry representation was given highlighting how value add is not being maintained correctly. True study of impact of FTA and true follow as per requirement can help define the impact. FTA can be good for Indian ODM to export as well .

Q16(a). Do you think that there is a cost disparity due to additional expense on infrastructure vis-à-vis competing nations that adds to disadvantage for local manufacturers?

Yes there is mainly due to cost of finance, taxes. EMS are competitive and capacity and capability r growing thanks to electronics sector upward movement . product like STB there is import duty to cover the same as GOI agreed to disparity.

Q16(b). If yes, please elaborate along with supporting inputs and item- wise comparison, such as with reference to availability of power, labour, land, strong supply chain and logistics, etc.

Q 17: Please list (item-wise) the cost disadvantages that an Indian manufacturer faces vis-à-vis its international competitors. Please quantify such disadvantages in percentage terms to enable broad estimation.

Once local manufacturing starts even simple assembly, the game becomes a better level playing field. On STB the difference in hardware cost is the volume as international competitor can get better costing due to their volume. But the 25% of BOM is main SOC which is similar price to international vendor or domestic as that is generally negotiated by the operator and SOC vendor. Rest bigger items like power supply, Remote etc are also operator driven cost.

This leaves a small part of cost which is difference in cost between domestic vendor and international vendor and the saving international vendor has can be countered by lower overheads as well as huge logistics and timeline costs with local manufacturing vs imports. The overall difference can be easily managed if all parties are on the table working to find a win-win with true dedication to make Indian industry strong for the future.

Q18. Any other issue you may like to raise relevant to the present consultation?