

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.

**Exza-Joy Kokkat:-Yes, there is focussed action required for ensuring the India manufactured products are more cost effective. The competition for electronic manufacturing sector always been the Chinese who does high volume manufacturing where their input cost is comparatively lesser. Other than that Chinese cost for technology is comparatively less as many of the companies does not pay royalties and licensing for various technologies and tools being used for the design. Even for the compliances requirements they get away caught free in India compare to Indian companies**

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 Television broadcasting 30 sector? Elaborate with respect to specific equipment like headend interface equipment and CPE/STB. 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?

**Exza-Joy Kokkat:-It is a huge opportunity for India as there is a huge market out there. Same time it requires huge investment in technology to ensure seamless delivery of technology time to time.**

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

**Exza-Joy Kokkat:-We need to invest in technology and government should support financially the existing technology companies to deliver required products for Indian and Global market for some time, need to look at handholding existing companies. If we can make the existing companies successful then automatically new entrants start flourishing and make the echo-system more strong and effective.**

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.

**Exza-Joy Kokkat:-We believe, Indian manufacturing industry suffered a lot due to wrong policies where overseas seller and traders are greatly promoted till now. Due to this local component echo system also not developed. This need to be reversed.**

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.

**Exza-Joy Kokkat:-Huge investment required in technology to provide the products, companies only can survive if they get sustainable margin and huge volume. The drivers for getting high volume is product cost and credit facilities provided to customers. Both are difficult for an Indian company compare to a Chinese company as Indian companies always need to have all compliances, high banking interest, giving credit to buyers are expensive. All these factors are making Indian**

**products are expensive in view of the customers without considering the quality and durability of the product.**

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

**Exza-Joy Kokkat:-Create right policy to ensure India will have good product development companies, hand hold them till they are able stand on their legs, secondly, Make technology from India only used in India so the echo system will get developed. Ban SKD and CBU in India. Incentivise the buyers for buying Technology and products from India**

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?

**Exza-Joy Kokkat:-Promote Indian products, ensure compliances certification more easy for products designed and manufactured from India, promote component echo systems.**

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.

**Exza-Joy Kokkat:-I would believe it is completely mismanaged as the CAS companies themselves were promoting CPEs and their supports for other OEMS became nil. This was objected by all OEMs initially but MIETY has taken their decision where other OEMS couldn't get support for deploying STBs first 4 years. This was voiced out number of times but no action even now.**

Q8(a). As per the estimates, yearly broadcasting 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?

**Exza-Joy Kokkat:-It is definitely huge market, but huge investment required where Indian companies don't see any favourable policies implement timely manner.**

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

**Exza-Joy Kokkat:-It is very difficult to survive in the present market thus no new entrant want to come to this space and promote products, same time the existing companies almost died off.**

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

**Exza-Joy Kokkat:-There is number of enquiries specially from Europe and US, post covid 19 Indian companies are extremely stressed financially and in difficult situation and mostly dismantled their R&D facility and either becoming traders or closing down as no help from GOI.**

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.

**Exza-Joy Kokkat:-Major requirement is huge investment mainly requires supported by GOI along with more conducive policies to promote Indian Technology and Manufactured products in timely manner. No point discusses for years and implement when it become irrelevant.**

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.

**Exza-Joy Kokkat:-I think more easy to promote CPE and India CAS**

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

**Exza-Joy Kokkat:- No.**

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 shortterm and long-term objectives.

**Exza-Joy Kokkat:-Immediately required to support by interest free loan for sustenance and new technology development and also support all manufacturing companies to exist and upgrade with best equipment in manufacturing and testing etc. Even government should think to invest and become a partner with the company.**

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).

**Exza-Joy Kokkat:-We should but PLI will become more effective if the industry survive, present PLI scheme only support Chinese companies to manufacture in India**

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).

**Exza-Joy Kokkat:-First stop all CKD and SKD imports, promote component industry in India, make compliances more easier in India. Create a rating agency to rate the products to Identify best products, where customer should feel the value for Indian products. Create more testing facilities.**

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?

**Exza-Joy Kokkat:-Yes, we can only become cost competitive when Indian companies able to supply more than 60% of volume, till that time GOI need to hand hold the industry to compensate the disparity.**

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

**Exza-Joy Kokkat:-Major issues is supply chain and dependency with China, high fund cost, unlike China less financial support for the technology sector**

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.

**Exza-Joy Kokkat:- Exza-Joy Kokkat:-The above answers give clear answers for these questions as well.**

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

**Exza-Joy Kokkat:-It is pity to see even 100% of DD STBs are Chinese, DD has come up with number of tenders even Exza was 3 times L1 and they have cancelled the tender, I believe even GOI driven organisation itself doesn't support Indian companies. All the empanelled partners invested heavily for developing, qualifying and paying PBG. Even after few year couldn't get a single business. This shows non commitment of GOI.**

**Secondly, I have replied such questions from various organisation number of times this is 6<sup>th</sup> time couldn't see any action. It looks mere exercise without clear goal, I am sure most of the people already given up.**