

PALM & AV-ICN expo 2022 Keynote Address

CHOPRA'S KEYNOTE PUSHES FOR INDIAN MANUFACTURING, INDIAN BRANDS

*The 20th PALM Convention Keynote address by Founding Director **Anil Chopra** gave a clarion call for major investment into manufacturing pro audio, pro lighting and pro AV hardware in India. The essence of the keynote emphasised that Indian market has matured to such a level that it becomes necessary to possess the entire ecosystem of manufacturing to the extent where there is absolutely minimum dependence on any supply chain that could disrupt availability of product to rapidly expanding markets in India. **PALM + AV-ICN magazine** met with Anil Chopra to explore the Keynote message and discuss the state of the Indian pro audio, lighting, AV industry. Chopra said the following:*

Our guidance is essentially on growth of market. PALM platform, expo, convention, magazine, newsletter, awards, features, all our efforts are aimed at expanding markets, developing professionals, creating business opportunities, and most importantly PALM focuses on being a source for exposure to new technology and latest products. PALM therefore is the platform that welcomes international brands and products, manufactured worldwide to exhibit, expand distribution, service and manpower in India. Definitely this remains our primary goal and delivery.

What my keynote point is the market in India has grown tremendously, India is a developed market today. Every aspect fulfils a highly

professional maximum market. Demand, consumption, affordability, quality, price, service, availability, knowledge of technology, product utility, is on par with the US or UK, Japan or Germany.

So much so, that online, ecommerce is on a fantastic exponential growth. E-commerce of course depends on surety of supply; the more guaranteed your product supply, more the exponential growth.

The main thing is possessing the entire ecosystem of manufacturing to explode the Indian market.

Therefore our guidance is on manufacturing. This is the growth and investment guidance.

We understand a successful product is all about innovation and new technology R&D and this depends on manufacturing. Manufacturing technology is important to drive innovation. Talent



Anil Chopra, Founding Director - PALM AV-ICN Conference

in our pro audio and proAV industry is capable of engineering new product on latest IoT, AI, VR, 5G and touchless and automation and lasers and new algorithms our design and lab can easily create state-of-art, the missing link is manufacturing. Then you will as well create global brands.

The reason for such growth and potential that we witness today is the hardwork passion of the industry these last 20 years of the exhibitors who have in fact painstakingly introduced new products year-on-year at the expo. Sourcing successful products from all over the world. Invested in their belief

and expanded distribution and dealer systematically. The other factors are also key. Increase in purchasing power, development of economy on every front from jobs, mobility, housing, and above all, lifestyle. Hospitality boom and the biggest boom of all in communications. Cumulative demand of applications in all these growth segment has resulted in this huge demand.

All these factors speak volumes to grasp the enormity of potential and opportunity to exploit the pro audio, pro AV and lighting opportunity.