

# PERSPECTIVE. DISRUPTION. OPPORTUNITY.

by Anil Chopra, Editor-in-Chief, PALM AV-ICN Magazine



2025. PALM in its 25th year. In 2024 at the **PALM Sound and Light Awards** a conscious selection of companies was awarded for manufacturing in India. The attempt was to focus on **PALM Expo's** *raison d'être* (most important purpose of existence). To develop Indian pro audio and pro sound and entertainment lighting industry. We've done that by building the distribution eco system, building professionals in the technology arts, whether sound engineering or acoustics, system design, integration or installation. However, the most important factor is product design, product manufacturing, product export and impacting the global market with Indian brands. In this regard, the Indian pro audio industry has been very opportunistic. Indian market's strength of an affordable dollar and free imports has been exploited and distribution has flourished satisfying demand and consumption. Not a good thing. In fact, this speaks very badly of the stake holders, in that the myopic attitude in focusing on imports despite the fantastic demand and consumption reflects on all of us in very poor light.

You might ask "Is this editorial spiel?". I will respond emphatically. "NO". Indian government is going ballistic on manufacturing as the only mantra going forward. Not for geopolitical

reasons. Yes, geopolitics is getting really messy and that is the final denominator for your survival. Don't pass it off as unlikely to happen to you. Get real. The last disruption in supply left everyone of you gasping, literally and financially. Leaving geopolitics aside India is fantastic in demand and consumption. There is every reason to invest massively into production of all pro audio and pro sound equipment.

This is a call to action. IPOs are sailing to success. I don't see even one IPO for our products manufacturing. Shame. Government promised 25,000 crores for electronic manufacturing. Where is the entrepreneurship?

All the missing pieces of the puzzle are falling in place. AI is here. 25,000 Machine leaning GPUs are being installed. Manufacturing automation is here. And the semi-conductor's production shift to India is happening. All the inputs are here. The market is here and price is not an issue. Before you know it the tariff wars will mean it will be impossible to rely on imports to keep your distribution supply chain healthy.

However sophisticated the product in pro audio or AV, today AI assisted virtualisation means you have technology and innovation to obviate difficult-to-source components. India can leapfrog to escape disruption, design better products of the future. Explore alternative methods and re-evaluate solution design. Adopt technology integrators.

The economies of scale are present in Indian market, to manufacture ambitiously. The price advantage means a global market is waiting, especially with better design and technology. The billions of dollars invested in bringing the chips manufacturing into India needs to be amortised with local consumption of chips in audio and AV. We need big manufacturing to do this.

In the coming year, we will endeavour to bring you stories of Indian manufacturing. Of course, we continue to bring you the latest technology of established global brands that offer best solutions to the Indian market.

We aspire to make PALM a global expo that the world must visit for new innovation in pro audio pro sound and entertainment lighting. Cheers!

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