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To: <advbcs-2@traai.gov.in>, <jtadvbcs-1@traai.gov.in>
Date: Mon, 28 Oct 2024 11:03:36 +0530
Subject: Comments on TRAI's Consultation Paper on Digital Radio Broadcast Policy
===== Forwarded message =====

Dear TRAI Team,

We, Nexxbase Marketing Private Limited (Noise), appreciate the opportunity to share our insights on the consultation paper regarding digital radio broadcast policy. Please find our feedback addressing the respective questions below

Q2. In case a single digital radio broadcast technology is to be adopted for the entire country, which technology should be adopted for digital radio broadcasting? Please give your suggestions with detailed justification.

We are thrilled about the global potential of HD Radio, particularly for our Bluetooth wireless speakers and wearable devices. Its capability to deliver high-definition audio with minimal interference perfectly matches our dedication to providing premium audio experiences. By integrating HD Radio into our Bluetooth speakers and wearables with only a slight increase in cost, we can offer Indian consumers access to high-quality digital radio without significantly raising prices. Additionally, we aim to expand into international markets where HD Radio is already well-established, especially in North America and Europe. Incorporating HD Radio into our product lineup will enable us to develop an export portfolio that meets global audio standards

Q3. In case multiple digital broadcasting technologies are to be adopted, please specify whether it should be left to the market forces to decide the appropriate technologies and what could be the potential problems due to the adoption of multiple technologies? Please suggest probable solutions to the problems, with detailed justification.

We support the adoption of a single digital radio standard, such as HD Radio. Introducing multiple technologies could complicate manufacturing and create confusion for consumers. A single standard allows for streamlined production, consistent quality, and competitive pricing, enabling us to innovate and provide products that align with consumer needs

Q7. What measures should be taken to facilitate the availability of affordable digital radio receivers?

We suggest that **government incentives** and **local manufacturing** of HD Radio receivers are key to driving affordability. By incorporating HD Radio into **Bluetooth speakers and wearables**, Noise can offer digital radio capabilities at a **minimal cost increase**, making high-quality audio more accessible to a wider audience. With the right **tax incentives** and **mass production**, Noise believes that HD Radio-enabled devices can be made available to all segments of the Indian market.

Regards,
Jaipal Singh
Chief of Staff, Noise