

===== Forwarded message =====

From: brown technology <[info@brownedgetechnology.com](mailto:info@brownedgetechnology.com)>

To: "[jtadvbcs-1@traigov.in](mailto:jtadvbcs-1@traigov.in)" <[jtadvbcs-1@traigov.in](mailto:jtadvbcs-1@traigov.in)>, "[advbcs-2@traigov.in](mailto:advbcs-2@traigov.in)" <[advbcs-2@traigov.in](mailto:advbcs-2@traigov.in)>

Date: Tue, 12 Nov 2024 00:14:20 +0530

Subject: Herewith you submit Counter Arguments as requested by TRAI. (Counter Argument Submission)

===== Forwarded message =====

Dear Sir/Madam,

I hope this email finds you well. I am writing to submit my counter arguments as requested by TRAI. After reviewing the document and considering the issues raised, I would like to offer the following counter-arguments for your kind consideration:

1. Interactive Services:

Rich Media Services and Interactive Radio Experience – As consumers of a digital world expect uninterrupted presence of digital media service, and availability of mobile networks is sometimes limited, adding digital radio as distribution platform can fill this gap

2. Connected Car:

Traffic and other value-added services in real time – In recent times also a requirement for emergency warning functionality has increase. Mobile networks cannot be seen as the only reliable source for these data

3. OTA:

Small but crucial security updates and notifications can bridge gaps in mobile network availability – Important updates are essential for the maintenance and safety of the fleet. But sometimes vehicles are not exposed to mobile networks for some time for various reasons. In such cases Digital Radio can provide such data instead as the coverage is further and more reliable.

I trust that these counter-arguments will contribute to a deeper understanding of the issues at hand and help in formulating a well-rounded decision. I would appreciate the opportunity to discuss these points further if necessary.

Thank you for considering my submission. Please feel free to contact me at [Your Contact Information] if you require any further clarification or details.

Yours sincerely,

Komara Prasanth

Managing Director

Brown Edge Technology

Email: [Info@brownedgetechnology.com](mailto:Info@brownedgetechnology.com)

Phone: +91-8884851128