

Document: Consultation paper on formulating a Digital Radio Broadcast Policy for private Radio broadcasters (30th September 2024)

Counter Comments to the Comments of Centre of Excellence (CoE) Noida on the Consultation Paper.

Inntot Technologies Pvt Ltd,
Jyothirmaya, Infopark Phase – II Special Economic Zone, Brahmapuram PO.
Kochi, India – 682303

Date: 11th November 2024.

About Inntot Technologies Pvt Ltd: (<https://www.inntot.com>)

Inntot Technologies Pvt Ltd** is a pioneer in Software Defined Radio (SDR) receiver solutions for commercial Digital Radio Broadcasting standards like DRM, DAB/DAB+, CDR etc. The company has several granted patents in digital radio broadcast domain that provides differentiating and competitive performance to the customers. SDR based receiver IP solutions of Inntot Technologies have been deployed in more than **700,000 units of cars in India across 12 car models and 35 variants**. Inntot Technologies is the proud recipient of the prestigious **National Technology Awards, Technology Development Board, Department of Science & Technology, Govt of India 2021 and Pandit Deendayal Upadhyaya Telecom Skill Excellence Award, Department of Telecommunications, Govt of India, 2022.

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Three main aspects need to be considered while selecting the digital radio standard for India.

They are

- **Cost Effectiveness:** Very important for a cost sensitive market like India.
- **Open Nature:** allowing competition and innovation
- **Single Technology for multiple bands:** Hence lowering complexity and cost of the transmitters and receivers.

Considering the above three main aspects, **DRM is the most suitable standard in Indian context.**

- DRM is an open standard with no Licensing fees involved.
- Being an open standard, DRM allows freedom for innovation. Inntot Technologies itself is an example wherein patents were added (granted by Indian and US patent offices).
- Inntot was able to provide a cost effective and innovative solution indigenously developed because of the open nature of DRM Standard. Inntot Technologies was recognized by Government of India through two national awards- **National Technology Awards 2021** and **Pandit Deendayal Upadhyaya Telecom Skill Excellence Award 2022, Department of Telecommunications**
- Cost effective and innovative solution of Inntot is being deployed across several car models of 2 major car manufacturers in India since 2022.

For Inntot Technologies Pvt. Ltd.

Managing Director

