

Government restricts import televisions to boost local manufacturing

Television sets is a key segment in the consumer durable sector, where Government of India is focusing on increasing domestic manufacturing. On July 30, 2020, the government restricted import of television sets of various screen sizes, including LCD television sets to promote local manufacturing. Today, India is largely dependent on imports, both for finished television products and also components used in manufacturing televisions sets. Increase in domestic manufacturing of end product will enhance demand for critical components such as open-cells, which accounts for 60% of the total cost of television sets. Currently, India is largely dependent on imports for open-cells as there is hardly any manufacturing facility available domestically. Domestic manufacturing of end television products will also benefit local micro, small and medium enterprises (MSMEs) to manufacture electronic components that are used in television sets.

India is said to have the world's third largest television industry, with television market accounting for a little less than one quarter of the entire consumer durables market. Growing size of the middle class and the consequent increase in demand for advanced products such as High Definition TVs (HDTVs) and smart TVs are key demand drivers in this segment. India is estimated to have more than 70 million households with television connections.

In recent years, Government of India's Make in India programme encouraged foreign brands to increase domestic manufacturing of television sets. Foreign companies such as Xiaomi, TCL, Skyworth, BPL and Thomson started manufacturing television sets in India at the component stage, instead of importing. Other leading foreign firms such as LG, Philips, Samsung and Sony also have presence in the Indian television market. Most of these companies manufacture television through contract manufacturers. However, still imports account for a sizeable share of the local consumption of televisions. While the latest figures are not available, as of 2018, India imported 35% of its total television demand. Also, some local brands have emerged in the last few years. For instance, India's Videotex International launched Shinco India LED TV brand, in 2018.

Notifications

Press Information Bureau, Government of India

Conference on Ease of Doing Business

<https://pib.gov.in/PressReleasePage.aspx?PRID=1642353>

Call for Bamboo Skill Centres

<https://pib.gov.in/PressReleasePage.aspx?PRID=1642355>

Red Cross to buy face masks from KIVC

<https://pib.gov.in/PressReleasePage.aspx?PRID=1642274>

CBIC

Notification on jurisdiction of Commissioner (Appeals)

<https://www.cbic.gov.in/resources//htdocs-cbec/customs/cs-act/notifications/notfns-2020/cs-nt2020/csnt63-2020.pdf>

DGFT

Procedures for approval of applications for export of medical goggles

<https://content.dgft.gov.in/Website/dgftprod/4a1cb6e6-721d-47cf-92e0-4140deb06c8c/21TN.pdf>

Procedures for approval of applications for export of ply surgical masks

<https://content.dgft.gov.in/Website/dgftprod/50af3b2b-33b1-4760-bef5-fbf6f189e359/T22N.pdf>

Procedures for approval of applications for export of ply diagnostic kits

<https://content.dgft.gov.in/Website/dgftprod/ca561293-04d9-426e-91cc-1234a86b5d03/TN20.pdf>

Restriction on Import of television sets

<https://content.dgft.gov.in/Website/dgftprod/b1b48bd4-bcda-4a71-b96c-5ea3c3306760/Notification%2022%20English.pdf>