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Ref.No.MAIT/PY/2193

August 18, 2020

Shri Hardeep Singh
Addl. Director General
Directorate General of Foreign Trade

Subject: Request to support in issuance of Import License for Television Sets in India

Respected Sir,

Greetings from **MAIT**, the apex body of the Electronic Hardware Manufacturing Sector in India!

This bears reference to the DGFT Notification No.22/2015-2020 dated 31st July 2020 on Amendment in import policy of items under Exim Code 8528 72 of chapter 85 of ITC (HS), 2017, Schedule-I (Import Policy). In other words, the restriction imposed on free imports of Television set, apart from Actual User.

At the outset, we would like to thank you for giving a chance to explain the industry concerns related to the above-issued notification by DGFT. As conversed with you regarding the urgency of Import Licenses for Television units due to the upcoming Diwali Season, and to release the procedures and distribute the Licences immediately.

As you are aware that since March 2020 due to the Covid-19 lockdown, the business within the country has suffered a lot. Therefore, the upcoming Diwali season which is 80 days away can give an immense boost to the industry, and Television set is a highly demanded electronic item in the market during the festival period. Accordingly, the industry needs to place the order within this month for stocks to reach on time in India. The broader outline of facts is defined below for your understanding:

1. Issue of License – D0+10
2. Planning and PO Release – D0+13
3. Manufacturing – D0+34
4. Shipment – D0+55
5. Distribution Pan-India – D0+69
6. Stocks to be on Shelf – 10 Days before Diwali i.e. **Nov 4 = 79 Days** window from today

All Brands are in the process of setting up or scaling up their manufacturing in India. They will need a minimum of 6 months to set up or scale up their manufacturing units. In six months, the capacity to manufacture 70% plus by volume will be set up in India, and balance 30% will still get imported as they will be non-standard sizes in lower volumes. Hence, MAIT requests to hold the imposing restriction on TV Licences or give the Licences as requested by the Industry.

As manufacturing in India will involve R&D and product engineering activities that require samples and prototypes to be imported into the country, MAIT requests that policy permit the manufacturers to import the R&D prototypes/samples into the country without having the need to obtain the License.

We have also apprised our industry members to start applying for the Licenses on the DGFT portal using the Ayat Niryat Form 2 Manufacturers (ANF2M). As advised by DGFT, MeitY will support in processing these Application Licenses.

Hence, it is very critical for Brands which includes a vast network of Traders, Distributors, Dealers, Retailers, etc. that the Import Licences for Television sets are issued and given in the hand of Brands latest by 23rd August 2020.

We hope that you will understand the grave situation of the industry.

We are looking forward to an urgent support and a positive response on this issue.

With regards,

A handwritten signature in black ink, appearing to read 'George Paul', written in a cursive style.

George Paul
Chief Executive Officer

CC: Shri Ajay Prakash Sawhney, Secretary, Ministry of Electronics & IT
CC: Shri Amit Yadav, Director General, Directorate General of Foreign Trade
CC: Shri Saurabh Gaur, Joint Secretary, Ministry of Electronics & IT