

# EMITTING SUSTAINABILITY WITH SOUND

## *Introducing Erthpot – A ‘Make In India’ Pro AV Manufacturing Company*

*Erthpot, one of the socio-responsible technology brands in India, directs the manufacturing of audio products in the Indian market towards the current environmental needs. The brand established its grounds in 2022 with the aim to minimize the peripheral waste produced during the manufacturing of the AV products. Accentuating the focus towards sustainability, Erthpot addresses, in this feature, the company's focus towards the 'Make in India' initiative without compromising the performance of every product manufactured at the hub.*

### **R**edefining AV with the 'Make in India' initiative

As an initiative under the 'Make in India' campaign, Erthpot offers premium audio technologies globally. The brand's products prioritize users experience through streamlined designs and thorough consultation with research and development efforts ensuring product reliability.

Erthpot's decision to introduce its products in the Indian market was primarily motivated by the absence of a robust manufacturing infra-





**L to R: Shailesh Awasthi, Director – Sales & Technical; Heena Golani, Director – Legal & Sales; Vikram Yadav, Director – Production & Finance; and Vijay Sinha, Director – Marketing from Erthpot**

structure for tech products in the country. Recognizing the potential and the growing demand for such solutions, Erthpot took the initiative to establish its manufacturing facilities, thus contributing to the 'Make in India' movement.

The brand places a strong emphasis on sustainability in its product offerings. Unlike many other brands, Erthpot's approach to after-sales service focuses on utilizing small spare parts that are easily repairable and serviceable. This not only extends the lifespan of the products but also contributes significantly to reducing electronic waste, aligning with the team's global sustainability goals.

While sharing insights about the brand, team Erthpot shared with the magazine

team that the 'Make in India' initiative by Erthpot has received positive responses from both consumers and the market at large. With shifting sentiments towards locally manufactured products, there has been a noticeable increase in appreciation for Erthpot's commitment to the initiative. The company is dedicated to meeting and exceeding the expectations of its buyers by continuously improving its offerings.

### Product Offerings by Erthpot

Erthpot has introduced a diverse range of products in the Pro AV segment, catering to various needs and applications including The Keyer for DSP and Control, Novo Conference Systems, Arche Wireless Microphones, Vector Wired Microphones,

FlexiFeather Series for Headset Microphones and ADS - Antenna Distribution System. Every product here, is designed to deliver exceptional performance and reliability in its respective category.

With each product offering, the team must go through a detailed R&D process, especially keeping sustainability in mind. Erthpot's R&D process is comprehensive and careful, focusing on several key stages. This includes identifying upcoming product demands in the market, analyzing existing challenges, designing products and their components for optimal performance and sustainability, and ensuring efficient assembly and packaging processes that meet market standards and consumer preferences.

With the strategic mindset to maintain sustainability and understand customers' requirements as well, the brand's focus is unwavering. Erthpot's products and solutions stand out from competitors primarily due to their superior price-to-performance ratio. As part of the 'Make in India' initiative, Erthpot can offer competitive pricing without compromising on the features or quality. Additionally, the company's strong focus on research, sustainability, and building trust with the customers sets it apart in the industry.

### Strategizing the AV approach

Erthpot's expansion strategies involve establishing a robust dealer and distributor network, currently comprising of six partners. The brand is also actively engaging with systems integrators and architects in Tier-2 cities, aiming to educate them about its offerings and forge strategic partnerships for further market penetration.

Erthpot is dedicated to bringing about significant changes in the pro AV industry by integrating its products into various industry verticals. These include applications in fire and evacuation systems, augmented aural response technology, and smart city infrastructure, thus, expanding the reach and impact of its solutions beyond traditional AV settings.

### Conclusion

Looking ahead, Erthpot envisions making technology accessible and affordable to the masses, driving innovation and inclusivity in the digital landscape. With a commitment to sustainability, quality, and customer satisfaction, the company aims to solidify its position as one of the leading providers of AV solutions, both in India and globally.



**Arche AR2, Bodypack Transmitter – front and back**