

INDIA'S DISPLAY REVOLUTION: INDUSTRY LEADERS DECODE MAKE IN INDIA, AI, AND THE FUTURE OF IFPDS AND LEDS

An Excerpt from the Conference Session Held at AV-ICN Expo 2025 on 'Interactive Screens: Transforming Corporate and Educational AV Landscapes'



At AV-ICN Expo 2025 Conference & Seminar: Nikhil Shenoy, Digital Futurist; Pankaj Bellad, LOGIC; Rohit A.K., Avocor; Prashant Shrivastav, AET Displays & Hardik Shah, Trustech AV Solution

From macro market sizing to micro user habits, the discussion at AV-ICN Conference and Seminar 2025, moved effortlessly between statistics and strategy, punctuated by powerful insights from **Rohit A.K.**, **Pankaj Bellad**, **Hardik Shah**, and **Prashant Shrivastav**. Here's a closer look at the highlights.

The Untapped Market Potential

The discussion opened with a quick look at the market size and growth potential of interactive displays. According to Pankaj Bellad, the opportunities in both education and corporate segments are vast. He stated, "In India, we have almost 15 lakh schools, and when you do the math, the market is enormous. Yet, penetration is barely 9%, which is just 4-4.5 lakh units on average. Education is leading the charge with almost 80-85% adoption, while corporate is slower but catching up as costs reduce."

To this Rohit A.K. added a global lens,

emphasising India's position as the next big growth engine, commenting, "With around 25 crore students in 15 lakh schools, the numbers are staggering. Despite half a million sales in the past five years, we haven't even touched a million units cumulatively. Globally, last year saw 12 million sales, with China still dominating at 45% share. But the next growth territory for interactive flat panels is undoubtedly India — thanks to digitisation and rapid adoption in schools and colleges."

LED and Interactivity: A Game Changer

Moving beyond displays; panellists further spotlighted the active LED market. Prashant Shrivastav mapped out the scale, stating, "This year alone, active LED market has the potential of becoming a ₹7,000 to ₹10,000 crore industry in India, spanning government, education, and corporate sectors. Adoption is strong across indoor and out-

*In a rapidly transforming display market, where interactive flat panels and active LEDs are reshaping classrooms and boardrooms alike, industry leaders came together at AV-ICN Expo 2025 to decode the opportunities and challenges ahead. From Make in India manufacturing momentum to the role of AI in redefining learning and collaboration, **Pankaj Bellad**, Business Head, LOGIC; **Rohit A.K.**, Director of Sales - India and Middle East, Avocor; **Prashant Shrivastav**, International Marketing & Channel Distribution Head, AET Displays; **Hardik Shah**, Director, Trustech AV Solution; along with the moderator - **Nikhil Shenoy**, Founder & Principal Consultant, Digital Futurist, share insights on technology adoption, affordability, after-sales challenges, and what the next five years hold for India's display ecosystem.*

door installations, and infrastructure projects also contribute 5-10% in the LED market."

Further elaborating on how the interactivity is extending into larger display formats, Hardik Shah said, "We used to see interactive displays mainly in classrooms. Now, with technologies like COB and GOB,

we're seeing interactivity with larger LED walls too. That's a game changer, especially for auditoriums and lecture halls. The trend has shifted from 65-inch displays to 75-inch and now 86-inch and beyond, replacing traditional whiteboards with more engaging, collaborative tools."

Seeing the large market size and upcoming trends, it's safer to say that interactive LEDs are replacing the whiteboards and the rise of 'all-in-one' LED solutions is addressing the scale challenge, opening new use cases across auditoriums, training centres, and hybrid classrooms.

Hybrid Classrooms: From Pandemic Necessity to Mainstream

The pandemic dramatically altered perceptions of digital learning not only in India but across the world. Rohit A.K. noted how hybrid classrooms have moved from experimental to essential, "Interactive displays are no longer just meeting room tools. In corporate learning and development, hybrid classrooms are here to stay. Travel time can now be turned into productive learning. What makes interactive displays powerful is that they integrate with existing setups and therefore, users don't need a complete overhaul. That balance of scalability and cost-effectiveness is critical."

Pankaj Bellad further drew parallels in the education sector, elaborating, "pre-Covid, the idea of connected classrooms was limited. But the pandemic changed everything. Platforms like Zoom and Teams made hybrid education a necessity, and even teachers were equipped with interactive boards at home. Today, many coaching institutes and new age Ed-Techs are completely dependent on hybrid solutions. Even studios with interactive setups are becoming the new normal."

The session, focusing on the increasing market requirements since Covid-19, shared a significant thought that the hybrid model, which was once an emergency solution, has now become a cornerstone of both corporate training and modern education.

Shifting User Demands and Adoption Trends

When asked about adoption patterns, Prashant Shrivastav observed that design evolution is reshaping customer preferences. He explained, "Earlier, LCDs had visible bezels. Customers demanded seamless, bezel-less experiences, and active LEDs filled that gap. The Digital India

initiative has also accelerated demand in government and corporate spaces. In fact, meeting rooms that once only had large conference displays now see smaller hybrid rooms adopting active LEDs too."

Yet, challenges remain. Awareness of active LED technology is still limited, and maintenance concerns make some users hesitant. Hardik Shah confirmed that while LEDs are slowly competing with IFPDs, mass adoption will take time. He added, "All-in-one solutions are playing a major role, but technology maturity and user familiarity will decide how fast adoption grows."

The Role of 'Make-in-India'

One of the most debated themes around the discussion was 'manufacturing'. The panel acknowledged that while government initiatives like PLI schemes have brought momentum, most large-scale manufacturing still happens outside India. Rohit pointed out, "We've seen a steady shift towards local assembly, but true component-level manufacturing is still a challenge. Components like motherboards and panels are imported. To build a sustainable ecosystem, we need investment not just in assembly but in R&D, component production, and a skilled supply chain as well."

Defining the Make in India initiative further, Hardik Shah stated, "Make in India products will focus more on quality rather than quantity or prices. Government should also focus on expanding the initiative with leniency on licenses for more players to think about manufacturing in India."

Stressing on the importance of scale of this pro AV segment, Bellad also commented, "India has the numbers. Once the scale builds up, localisation will become viable. The ecosystem needs a push, and the demand from education or corporate sectors will drive that push."

AI as the Next Frontier

Artificial Intelligence (AI) surfaced as a recurring theme during the session, not as a buzzword but as a tangible enabler. Hardik Shah explained how AI is personalising education, explaining, "AI-driven analytics can track student engagement and performance in real time, helping teachers tailor lessons to each learner. In corporate spaces too, AI tools will help training managers evaluate effectiveness, optimise content, and boost productivity."

Furthermore, Shrivastav added from an AV perspective, stating, "AI integration with displays like facial recognition for attendance or smart calibration for LEDs will

streamline operations for the end-users. It reduces dependency on manual intervention and makes systems more efficient."

The panel agreed that AI will not replace educators or trainers but will empower them with actionable insights and smarter tools.

Barriers to Adoption: Affordability and Awareness

Despite the optimism, panellists did not shy away from identifying roadblocks. High costs, limited awareness, and after-sales service gaps continue to hold back mass adoption. Rohit A.K. noted, "Affordability remains the number one barrier. The price gap between standard displays and interactive ones is narrowing, but for many schools and SMEs, it's still a stretch."

Bellad further added, "After-sales service is another challenge. A display is not a one-time purchase, it's an ecosystem that needs reliable support and if we don't address this, adoption rates will slow down." Therefore, emphasising that awareness campaigns, financing models, and localised support networks are key solutions to scaling LED interactive market.

The session closed with a short Q&A, where the audience asked about the balance between online and offline learning, and the lifespan of new technologies. The panel's consensus was that hybrid will dominate, combining in-person engagement with digital flexibility. Speaking about the product longevity, panellists emphasised that warranties and maintenance contracts must evolve alongside the technology, ensuring trust in long-term investments.

Conclusion

The session at AV-ICN Expo 2025 painted a clear picture on the IFPD market that India is at the cusp of a display revolution. With millions of schools, a booming corporate training culture, government support for digitalisation, and the advent of AI, the adoption of interactive flat panels and active LEDs is set to accelerate. The journey won't be without hurdles like affordability. Awareness and service ecosystems must be strengthened, but the trajectory is unmistakable. As Rohit A.K. aptly summed up, "The market potential is immense, and we've barely scratched the surface so far."

To view the entire session, visit AV-ICN Expo's YouTube link: https://www.youtube.com/watch?v=_yPfe5bb6JY&list=PLUhCNtgnQEzdDsY0oEGilicjw1ty8-Jv3&index=8