

Is Make-in-India Transforming the Pro AV Industry?

With India's pro AV market projected to reach USD 150.1 million by 2034 as per IMARC Group, the larger question is no longer whether manufacturing is growing, but whether India can evolve into a globally competitive pro AV ecosystem. As more brands establish regional facilities and assembly units in India, the industry is beginning to witness the early impact of local production across displays, projection systems, LED solutions, and AV integration technologies.

India's Manufacturing Push Finds Momentum in Pro AV

One of the most recent developments came from N-Labs, who has established itself as one of the leading 'Make-in-India' manufacturers offering advanced, network-ready audio solutions for installations, corporate environments, hospitality, houses of worship, and emerging immersive applications. By combining international standards with local manufacturing expertise, the brand emphasises on meeting Indian market demands while appealing to the customers worldwide. The move reflects a growing industry focus on reducing dependency on overseas assembly while improving delivery timelines and regional customisation.

Seizing the opportunity to an original equipment manufacturer, **A&T Video Networks** has also continued to strengthen its India-based operational strategy by leveraging local engineering talent and indigenous development capabilities. As an Indian manufacturer of web cameras, PTZ cameras, speakerphones, video soundbars and microphones, the brand plans to expand its manufacturing plant with automation technology as well. This signals a broader shift where India is not merely an assembly hub, but a contributor to design support, technical services, and manufacturing efficiency.

Among many other leading Indian brands, **Lumina Screens** with its "Built in India. Built for the World" vision has emerged as another example of localised AV manufacturing catering to India's growing demand for projection and display infrastructure. The brand claims to strategi-

India's professional AV industry is entering a decisive phase of transformation. Over the last decade, 'Make-in-India' initiative has shifted the conversation from import-led dependency to domestic manufacturing, localisation, and long-term technological capability. This feature not only shares the impact of Indian manufacturing in pro AV, but also some of the leading examples catering to this momentum.



A&T Video Networks' manufacturing plant for indigenous development of professional AV solutions (Image credit: A&T Video Networks)

cally enter new markets, starting with the Middle East, Southeast Asia, and Africa.

Global brands such as **Philips Professional Displays** are also increasingly aligning with India's manufacturing ecosystem. Expanding on its "Local for Local" manufacturing strategy, the brand opened PPDS Studio in New Delhi further aligning on its 'Make in India' promise. It also shared its plans to launch additional production facilities in India. PPDS strives to help bring true, transformational changes, via an extensive portfolio of professional solutions, to end customers. Such moves indicate how international AV brands now see India not only as a high-growth market but also as a strategic manufacturing destination within APAC region.

Policy Push and Economic Impact

Government-led manufacturing policies have played a major role in accelerating this transition. The Production-Linked Incentive (PLI) scheme has encouraged companies to increase investments and drive domestic value addition, particularly in electronics and emerging technology segments.

Complementing PLI, is the National Manufacturing Mission (NMM) that sets a long-term blueprint to boost the manufacturing sector substantially. NMM aims to boost innovation, raise competitiveness, and expand manufacturing capacity across priority sectors, complementing Make-in-India and the *Atmanirbhar Bharat* push.

Furthermore, import duty restructuring has further supported the localisation narrative. Government has increased the Basic Customs Duty (BCD) on finished products like Interactive Flat Panel Displays (IFPDs) to deter imports. This structure has encouraged manufacturers to assemble and produce within India instead of relying entirely on finished imports.

However, the transformation remains a work in progress. Much of India's current manufacturing strength in AV and electronics still depends on imported components, display panels, semiconductor elements, and chipsets. While assembly capabilities have expanded rapidly, the next stage of growth will require deeper value-chain localisation, including indigenous component manufacturing, R&D investment, and semiconductor development.