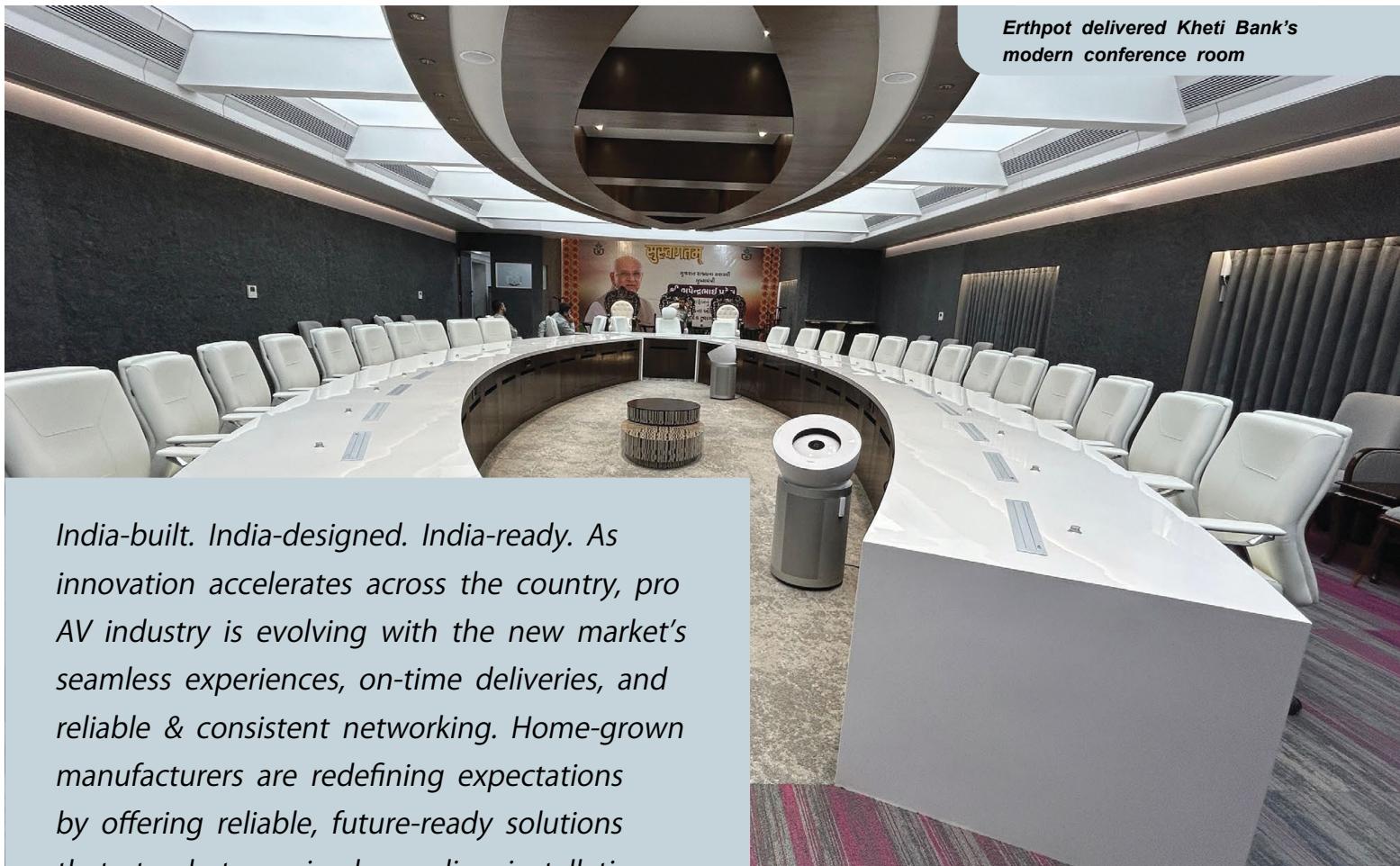


# INDIA-BORN, WORLD-READY: THE ERTHPOT INNOVATION STORY

*Inside Erthpot's Journey of Transforming Indian Pro AV Manufacturing into India-Driven Innovation*



*India-built. India-designed. India-ready. As innovation accelerates across the country, pro AV industry is evolving with the new market's seamless experiences, on-time deliveries, and reliable & consistent networking. Home-grown manufacturers are redefining expectations by offering reliable, future-ready solutions that stand strong in demanding installation conditions. Among them, **Erthpot** has emerged as a standout, championing local engineering built to global standards. This exclusive AV-ICN Expo Magazine feature delves into Erthpot's vision, its journey from manufacturing to innovation, and the company's commitment to strengthening the Make-in-India movement within the professional AV landscape.*

**E**rthpot began with a simple but ambitious vision: to create a home-grown Indian brand that could match global standards in professional audio while remaining accessible and reliable for the Indian market. With its launch, the brand noticed a significant gap – most high-quality audio solutions were imported, expensive, and not always designed for the unique requirements of Indian environments and usage patterns. Many integrators and end-users struggled with inconsistent service support, limited customisation, and products that were



**Erthpot created a seamless communication environment for Gujarat Police Bhawan, Ahmedabad**

not optimised for local conditions.

The brand was founded to solve these challenges. The team wanted to develop products that delivered international-level performance, backed by strong local engineering, dependable after-sales support, and a deep understanding of Indian installation needs. From the beginning, brand's focus was on innovation, durability, and value. The team started by identifying pain points in categories like wireless microphones, digital audio processing, and conferencing systems—areas where reliability and clarity are critical.

Emphasising on his initiative-driven brand, **Vikram Yadav**, Founder and CEO, Erthpot, stated, "Our goal was not just to 'make in India', but to 'design and innovate in India'. Over the years, Erthpot has evolved into a brand that offers robust, user-friendly, and technologically advanced audio solutions built specifically for professionals, venues, and institutions across the country. The journey continues, but our founding motivation remains the same: to empower India with world-class audio technology created on Indian soil."

## STRATEGIC DEVELOPMENTS AND MANUFACTURING

Erthpot's decision to develop, manufacture, and assemble its products within India was shaped by a clear understanding of how the Indian AV market functions and what it truly needs. The team observed that many products available locally were not designed with Indian installation challenges like power stability, environmental conditions, or the need for long-term durability in mind. This created a strong need for solutions built specifically for the local market rather than adapted from global models.

The idea allowed Erthpot to respond

with greater precision and flexibility, shorten development cycles, test products extensively in real Indian environments, and introduce improvements quickly based on feedback from integrators and system engineers.

A major factor in this strategic move was also the desire to contribute to India's growing technology ecosystem. Erthpot demonstrated that high-performance professional audio equipment can be conceptualised, engineered, and produced within the country without any compromise on quality or innovation. Furthermore, since the teams are closely connected, troubleshooting is faster, they can provide tailored solutions and maintain consistent quality control.

## MANUFACTURING IN INDIA VERSUS ASSEMBLED SOURCED COMPONENTS

The brand's manufacturing footprint has been designed to support consistent quality, efficient production, and steady innovation. With primary facility located in Noida, India, Erthpot serves as the central hub for product development, engineering, and final production. The facility is equipped with dedicated sections for PCB assembly, testing, quality inspection, and product integration. This setup allows them to manage both small-batch specialised builds and larger production runs with equal efficiency.

A key focus of the facility is maintaining strong in-house R&D and engineering capabilities. Teams work closely with the manufacturing unit to prototype new designs, test performance under real-world conditions, and ensure that every product meets Erthpot's quality benchmarks before it enters the market. This integration of engineering and production enables faster refinement cycles and greater control over

the final output.

A significant portion of the product categories, especially digital processors, microphone systems, PTZ camera and integrated loudspeakers, are largely manufactured in India. Erthpot sources certain highly specialised components globally, such as precision transducers, ICs, and RF modules, PCB modules, mic capsules to maintain the performance standards expected in professional audio. However, all critical processes, final assembly, tuning, testing, firmware integration, enclosure fabrication, and quality validation are carried out locally.

## LOCAL FOR GLOBAL: ACING THE QUALITY STANDARDS

At Erthpot, maintaining global-quality standards is a cornerstone of the brand's philosophy. Their facility follows ISO-aligned quality practices that cover documentation, workflow control, and process traceability. Every component entering production is thoroughly inspected, and all assembly activities are carried out under defined quality procedures to ensure consistency across every batch.

They have invested in advanced testing infrastructure that allows them to evaluate product durability, reliability, safety, and long-term performance. Each product passes through several stages of inspection and validation, covering mechanical strength, electronic stability, environmental resilience, and overall functional performance. These checks are designed to simulate real-world usage, ensuring that every unit meets reliability standards before it is approved for shipment.

"Erthpot products comply with prominent global certifications, including CE and FCC, ensuring adherence to international safety and electromagnetic compatibility

## Erthpot Certified Training Program



November

### First - Batch Completed

*Erthpot's Certified Training Program, conducted by Impulse Audio*

norms. We also follow RoHS guidelines for environmentally responsible manufacturing, and our internal processes align with ISO quality management principles," emphasised Vikram Yadav, discussing the certifications earned by the brand to ensure quality standards.

Underlining the team's combined efforts, he adds, "Close coordination between our R&D and production teams enables immediate refinement, helping us maintain strict control over product quality and ensuring that Erthpot products deliver the level of performance expected in professional audio environments in India."

Erthpot has further expressively pointed out its belief on continuous learning to achieve reliable and future-ready audio installations. Therefore, as a Make-in-India brand, it considers its responsibility to not only manufacture advanced professional audio solutions but also empower the people who work with the products every day. To support this, their team regularly conducts structured training sessions for dealers, distributors, and internal teams, helping them stay updated with new technologies, product upgrades, and best installation practices.

In addition to the regular training initiatives, Erthpot recently also organised a certified workshop led by trainer **Yogesh Solkar**. This specialised programme was conducted through systems integrator, **Impulse Audio**, taking place from 3rd to 8th November. The workshop focused on

providing hands-on experience, detailed product understanding, and real-world system configuration techniques using Erthpot's professional audio solutions. Vikram Yadav adds, "We plan to continue expanding such initiatives, including workshops, technical talks, and knowledge-sharing sessions, to build a strong and well-informed pro audio community in India."

#### BRAND'S FOCUS ON 'MAKE-IN-INDIA' FOR INDIA'

The brand's Make-in-India infrastructure is built to expand smoothly based on project requirements including large-scale government projects. The team follows an organised production workflow supported by strong vendor partnerships and well-established quality controls. This enables them to manage large production runs with consistency and confidence. The adaptability of their operations helps them respond quickly to urgent or large-scale orders while maintaining the same standards of reliability and product excellence.

Expounding on the brand's scalability in terms of large-scale government projects and operational strengths, Vikram Yadav mentions, "We are also actively involved in government projects both directly with government departments and through leading system integrators (SIs) across the country. Significantly, Erthpot is now listed on GEM (Government e-Marketplace) as an OEM, enabling direct engagement with

government departments for procurement and large-scale deployments." He adds, "This dual approach gives us a deep understanding of project expectations, compliance requirements, and the coordination needed for large-scale deployments. Our ability to customise or fine-tune products as per project specifications further adds value to such collaborations."

Quality assurance remains a major strength at Erthpot. Their adherence to international standards such as CE, FCC, RoHS, and ISO-aligned processes ensures that Erthpot products deliver durability, safety, and long-term reliability, qualities that government institutions prioritise.

Operationally, the brand maintains scalable workforce models, buffer capacities, and flexible assembly lines as well, enabling them to ramp up production quickly for large orders. The team's expanding national service network also ensures smooth maintenance and support after installation.

Some of the major government and institutional installations strengthening India's communication and conferencing infrastructure accomplished by Erthpot include:

#### Office of Shri C.R. Patil, Member of Parliament

Erthpot deployed an advanced meeting and conferencing solution at the office of **Shri C.R. Patil**, Member of Parliament. The upgraded setup improved speech clarity, ensured stable communication, and provided a modern environment for administrative discussions and constituency-related meetings. With this installation, the office now benefits from a reliable communication system that supports smooth coordination and enhances day-to-day operational efficiency.

#### G.B. Pant National Institute of Himalayan Environment (NIHE)

Erthpot implemented the **Novo Conference System** to support structured discussions, internal reviews, and project-related interactions. The solution offered clear audio pickup, efficient discussion flow management, and user-friendly operation. This upgrade created a more professional and effective communication environment for an institution working on crucial environmental and research-driven initiatives.

#### Gujarat State Co-Operative Agricultural and Rural Development Bank Ltd.

Erthpot partnered with the Gujarat State Co-Operative Agricultural and Rural Development Bank to upgrade their meeting

and communication facilities. The new system improved speech clarity ensured stable performance during administrative sessions and provided a modern platform for internal coordination.

### Bureau of Indian Standards (BIS), New Delhi

Erthpot completed a comprehensive audio-conferencing upgrade for the Bureau of Indian Standards across two advanced conference rooms. The solution delivered consistent sound quality, accurate voice pickup, and reliable long-term performance. By modernising BIS's meeting infrastructure, Erthpot helped create a more effective environment for high-level discussions, committee sessions, and standards formulation activities within India's national standards authority.

### Gujarat Police Bhavan, Gandhinagar

At the Gujarat Police Bhavan, Erthpot implemented an integrated conferencing solution suited to the communication demands of a law enforcement environment. The system offered dependable audio clarity, ease of operation, and durable performance for administrative meetings and coordination activities.

### TALENT AND INFRASTRUCTURE: ERTHPOT'S R&D CAPABILITIES

Erthpot has invested significantly in building strong R&D capabilities within India to support innovation, product development, and continuous improvement of its Make-in-India solutions. Their research and development infrastructure combines skilled engineers and audio professionals with expertise in acoustics, electronics, digital signal processing, and system integration. This in-house talent enables designing of new products from scratch and refining existing solutions to suit Indian operating conditions while meeting the specific needs of customers.

In addition to hardware development, R&D setup supports software integration, firmware development, and digital system control, enabling Erthpot to deliver intelligent, flexible, and future-ready audio solutions. Furthermore, collaboration between R&D and assembling teams ensures seamless transfer from design to production, maintaining consistency, quality, and reliability.



**Erthpot delivers advanced conferencing solutions for Shri C.R. Patil's distinguished office**

### ERTHPOT'S PRODUCT RESPONSE TO INDIAN ENVIRONMENTAL CHALLENGES

Erthpot designs its products keeping in mind the unique operating conditions commonly seen across India. The country's vast geography brings a mix of hot temperatures, humidity, dust-prone environments, and fluctuating power supply—all of which can affect the performance and lifespan of electronic systems. To address these challenges, the brand's engineering and design teams focus on building products that are robust, durable, and capable of delivering stable performance even under demanding conditions.

***"When products are built within the country, both turnaround time and service responsiveness increase dramatically. Erthpot can configure, test, and dispatch products much faster than imported alternatives."***

The internal architecture is optimised to prevent performance drops during extended usage, making the products suitable for busy government offices, educational institutions, and corporate environments. Additionally, Erthpot's systems remain stable during voltage variations and ensure smooth functioning during minor power fluctuations, which are common in many parts of the country.

India's diverse acoustic environments, ranging from small offices to large boardrooms and high-echo spaces, also require thoughtful product engineering. Erthpot products are created to adapt to different room types and maintain clear, consistent sound output. This helps users experience reliable audio quality whether they are in compact cabins, mid-sized meeting rooms, or large halls.

### SIMPLIFYING INSTALLATION, SYSTEM TUNING, AND DAY-TO-DAY OPERATIONS

Understanding the demands of modern audio environments, Erthpot focuses on creating solutions that reduce complexity and save time for sound professionals. Each product features a clean layout, clearly marked connections, and plug-and-play architecture, enabling trained installers to set up systems quickly and accurately without extensive rewiring or specialised tools.

For system tuning, digital audio processing platforms provide intuitive interfaces that allow engineers to manage EQ, routing, gain settings, and system protection effortlessly. Built-in presets and guided workflows further reduce tuning time, ensuring consistent and reliable performance. The interface is user-friendly, allowing even new team members to operate systems confidently.

In day-to-day operations, Erthpot products are engineered for stability and convenience. Clear status indicators, remote monitoring, and simple control functions help operators manage systems efficiently without constant technical intervention. By leveraging trained installers, the team ensures that each system is optimised during setup, performs reliably, and requires minimal maintenance.

## EXPANSION AND COLLABORATION: STRENGTHENING PARTNER NETWORK

In one of the conversations with the AV-ICN Expo Magazine team previously, Erthpot mentioned its expansion strategy including the establishment of a strong dealer and distributor network. Expanding the thoughts and elaborating on the developments since then, Vikram Yadav adds, "Erthpot places strong emphasis on a well-connected dealer and distributor network to ensure wide reach and consistent support across India. Our Area Sales Managers in Mumbai, Kolkata, and Bengaluru have been with Erthpot from the beginning, building extensive networks and strong relationships within their regions. Together with our head office in North India, they coordinate closely with partners to make our products accessible and ensure reliable on-ground support."

Leveraging these long-standing connections, Erthpot claims to continue to strengthen their network through structured training programs for dealers and distributors. These programs cover product knowledge, installation best practices, troubleshooting, and after-sales support, enabling partners to deliver efficient and high-quality service to end customers.

In addition, the brand also maintains proactive communication with the network through regular updates, performance tracking, and technical support channels. This ensures quick resolution of queries and fosters stronger collaboration.

## EVALUATING MARKET RISKS AND ERTHPOT'S MITIGATION WITH 'MAKE-IN-INDIA'

With intrinsic evaluation of the Indian pro AV market, Erthpot understands that scaling Make-in-India professional AV equipment comes with challenges, notably market perception and acceptance, and after-sales support infrastructure. Many clients still associate high-performance pro-AV products with established global brands. Overcoming this perception requires demonstrating that local solutions can match or exceed international standards in quality, reliability, and performance. Educating customers and creating trust is essential for wider adoption of Make-in-India professional AV equipment.

Another critical challenge is building a strong after-sales support infrastructure. Pro AV systems are complex and require timely maintenance, troubleshooting, and

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- VIKRAM YADAV, Founder and CEO, Erthpot

technical assistance. Delays or inefficiencies in service can affect client confidence, even for high-quality products – Erthpot addresses these challenges through multiple initiatives.

The team ensures their products are designed for ease of installation, tuning, and operation, which helps build confidence among users. Internal technical teams provide rapid on-site and remote support, backed by strategic inventories of critical spare parts. Regular training and knowledge-sharing ensure the team can handle diverse installations efficiently.

## IMPACT: LOCAL MANUFACTURING FOR PRO AV IN INDIA

Local manufacturing and assembling have created a transformational impact on the pro AV market in India, and Erthpot has experienced this firsthand. When products are built within the country, both turnaround time and service responsiveness increase dramatically. For instance, many government and corporate clients require quick commissioning of meeting rooms and conference systems, claims team Erthpot. With manufacturing based in India, Erthpot can configure, test, and dispatch products much faster than imported alternatives, where shipping delays and customs clearance often disrupt timelines. In several projects, this has allowed the brand to complete installations within the client's deadline, even when timelines were extremely tight.

Local manufacturing and assembling have also helped bring cost efficiency to the market. Eliminating heavy import duties and international freight makes advanced AV technology more accessible while maintaining high quality. Integrators benefit from more competitive pricing, and end users get better value for money.

Another major advantage is on-site support according to the team. Since engineering and service teams are locally available, Erthpot can send product engineers directly to the installation site and stay until the system is fully functional. If the project is in a different region, the Area Sales Managers and system integrators provide immediate assistance. This level of quick, region wise support is possible only because manufacturing, engineering, and service are all based in India.

## KYRO SERIES: DELIVERING SIMPLIFIED PRO AV SOLUTIONS

Erthpot's Kyro Series is a modular digital audio processor ecosystem designed to simplify professional AV installations while delivering world-class performance. Its configurable I/O modules allow integrators to tailor systems precisely to project needs, whether for small boardrooms, lecture halls, or large multi-zone venues. By combining DSP, input/output modules, and paging microphones in a unified ecosystem, Kyro reduces the need for multiple separate devices, streamlining design and deployment.

The series is ideal for corporate, educational, hospitality, and large public venues. Its scalable architecture allows seamless expansion as project demands grow, while the team ensures faster lead times, lower costs, and ready availability of spare parts.

Built-in presets, intuitive interfaces, and guided workflows make system tuning straightforward, helping consultants and integrators achieve optimal audio performance quickly and reliably. By providing a flexible, scalable, and fully supported solution, Kyro empowers Indian AV professionals to deliver high-quality installations with efficiency and confidence, reflecting on Erthpot's commitment to Make-in-India technology that meets global standards and simplifies complex audio integration across diverse applications.

## CONCLUSION

The shift towards local manufacturing was about building a brand that understands the Indian user better than anyone else and offering products that reflect that understanding in every detail. As a result of the initiative and Erthpot's vision, its products deliver international-level performance while remaining optimised for local conditions and supported by faster service. This approach allows the brand to balance global component quality with the benefits of Indian manufacturing.