

# DRM Awareness Campaign for the Indian Automotive Industry

Not all marketing and communication campaigns need big budgets and expensive agencies. A lot of initiative, a big heart and perseverance are sometimes the engine of a good grassroots campaign.

This is being demonstrated by Dr. Thamminana Krushna Rao, former Deputy Director of the Audio-Visual Production & Research Centre (Dr. B.R. Ambedkar Open University) in Hyderabad (the Indian Telangana State). He first familiarised himself with latest DRM digital radio developments. Dr. Rao studied the various technical and marketing documentation available on the DRM website ([www.drm.org](http://www.drm.org)), also following closely the roll-out of the DRM standard in India. He found out that 36 All India Radio medium wave transmitters are broadcasting in DRM and their signals are covering today almost 1bn people. (*Appendix 1*)

He also realised that the Indian automotive market has achieved the fastest digital radio adoption, 28% of new cars on the road are currently equipped with a DRM digital radio receiver which comes at no extra cost to the new car buyers. The number of cars equipped with DRM radio sets is ever-increasing with over 4.5 million cars on the road since 2015, when DRM was first launched in Indian cars.

Having witnessed the progress of the DRM roll-out in his country, Dr. Rao has become a strong DRM Consortium supporter and its state-of-the-art technology. He realised that increased local DRM awareness campaigns are of paramount importance for both the Indian automotive industry (with the practical knowledge disseminated in the car showrooms), as well as for the car owners, the potential listeners of DRM digital broadcasts.

Dr. Rao has been actively organising roadshows for digital radio listeners, demonstrations in car showrooms and through live demo video conferences.

His grassroots campaign is in progress. Following are some examples of pictures taken during his promotions.





*Dr. Rao with his campaign team on the road*

## Organisation of these awareness campaigns in car showrooms in 2021-2022

Dr. Rao has conducted 32 live video conferences from his native Vizag, Andhra Pradesh, on DRM awareness in the period from 22 June 2021 to 31 December 2021 for all the Indian states listed in *Appendix 2*.

The DRM awareness programmes covered 28 sales managers, customer relations managers and trainers of car showrooms in other states. The car showroom awareness campaigns were organised for major car brands such as Maruti Suzuki, Hyundai, MG Motors, Toyota and Mercedes Benz.

Each car manufacturer's Territory Sales Manager in each of the Indian states was contacted by phone with an explanation about the live video conference and the chance to also offer feedback at the end of the sessions. The video events were spread over a period of 28 days.

Multiple video conferences were held in Hyderabad (Telangana State), Chennai, Kolkata, Bengaluru, and Mumbai for both **simulcast** and **pure DRM** reception in DRM car radios. The live video conferences also involved the Deputy Director General and Engineers of All India Radio, whenever they were available. In addition, a Sales Manager/Customer Relation Manager of the car showroom was seated in the car to operate the DRM digital radio as per the guidelines given by Dr. Rao in his moderator role. The sales executives of the car showrooms also watched the promotional activities in the showrooms.

The generic DRM promotional video can be seen by clicking the link below. It is also available in three languages.

### [#DRMdigitalradio for All, a Model Promo in Telugu for DRM Awareness Campaign #Vizag - YouTube](#)

The Live Video Conferences were opened with a DRM digital radio demo of four minutes to demonstrate the sound and features of DRM digital radio. After that the Deputy Director General /Engineer explained the coverage of DRM digital transmission, benefits and advantages of DRM and differences between analogue and DRM digital broadcasts.

After all this 'hands-on' activity, questions were invited from the sales managers. These covered mainly the following topics:

1. Early awareness of the DRM standard
2. Impressions on the present awareness campaign
3. Quality of the technology
4. Quality of the digital audio
5. Awareness of the Journaline features
6. Motivating customers to use the digital radio

The feedback given by the respondents to the questions above were:

1. No early awareness, so event very welcome
2. This campaign is new to them
3. The technology is very impressive
4. Better than FM quality

Support for overall customer education for DRM is required (covering points 5 and 6)

Dr. Rao has demonstrated what can be achieved with perseverance and dedication, the only way to bring the benefits closer to the promoters and ultimately users and beneficiaries of the DRM technology.

**This campaign is still going on, with additional metros and its citizens benefitting from it.**





## APPENDIX 1

### ALL INDIA RADIO STATIONS BROADCASTING IN DRM MW

Sl. No.	Station Frequency	Sl. No.	Station Frequency	Sl. No.	Station Frequency
1	AIR Ahmedabad 837 kHz	13	AIR Hyderabad 729 kHz	25	AIR Patna 612 kHz
2	AIR Ajmer 594 kHz	14	AIR Itanagar 666 kHz	26	AIR Pune 783 kHz
3	AIR Barmer 1449 kHz	15	AIR Jabalpur 792 kHz	27	AIR Rajkot SPT 1071 kHz
4	AIR Bengaluru 603 kHz	16	AIR Jalandhar-A 864 kHz	28	AIR Rajkot 801 kHz
5	AIR Bikaner 1386 kHz	17	AIR Jammu 981 kHz	29	AIR Ranchi 558/549 kHz
6	AIR Chennai-A 711 kHz	18	AIR Kolkata-A 648 kHz	30	AIR Siliguri 702 kHz
7	AIR Chennai-C 783 kHz	19	AIR Kolkata-B 1008 kHz	31	AIR Suratgarh 909 kHz
8	AIR Delhi-A 810 kHz	20	AIR Lucknow 738 kHz	32	AIR Tawang 1512 kHz
9	AIR Delhi-C 1368 kHz	21	AIR Mumbai-A 1044 kHz	33	AIR Trichy 927 kHz
10	AIR Dharwad 756 kHz	22	AIR Mumbai-B 549 kHz	34	AIR Varanasi 1233 kHz
11	AIR Dibrugarh 558 kHz	23	AIR Panaji-A 1278 kHz	35	AIR Vijayawada 828 kHz
12	AIR Guwahati-A 1026 kHz	24	AIR Pasighat 1053 kHz	36	AIR Vizag 918 kHz
Source: Prasarbharati.gov.in		Tune and enjoy new car DRM radio		Designed by Dr. Thamminana KR	

## APPENDIX 2

### LIVE DRM AWARENESS CAMPAIGN DEMONSTRATIONS

Sl. No.	Dates of demos	Places of live demos	Sl. No.	Dates of demos	Places of live demos
1	22-06-2021	Ranchi (Jharkhand State)	17	20-09-2021	Hoskote, Bengaluru (Karnataka State)
2	23-02-2021	Hyderabad (Telangana State)	18	20-09-2021	Hoskote, Bengaluru, (Karnataka State)
3	29-06-2021	Hyderabad (Telangana State)	19	20-09-2021	Guwahati, Assam State
4	29-06-2021	Hyderabad (Telangana State)	20	21-09-2021	Guwahati, Assam State
5	21-07-2021	Chennai (Tamilnadu State)	21	25-09-2021	Vizag, Andhra Pradesh demo physically
6	22-07-2021	Chennai (Tamilnadu State)	22	04-10-2021	Vizag, Andhra Pradesh demo physically
7	22-07-2021	Chennai (Tamilnadu State)	23	05-10-2021	Vizag, Andhra Pradesh demo physically
8	30-06-2021	Trichy (Tamilnadu State)	24	09-10-2021	Jammu (Jammu & Kashmir)
9	02-08-2021	Parvorim (Goa State)	25	18-11-2021	Kolkata (West Bengal State)
10	03-08-2021	Parvorim (Goa state)	26	18-11-2021	Kolkata (West Bengal State)
11	05-08-2021	Parvorim (Goa state)	27	25-11-2021	Patna (Bihar State)
12	07-08-2021	Parvorim (Goa State)	28	08-12-2021	Siliguri (West Bengal State)
13	17-08-2021	Pune (Maharashtra State)	29	10-12-2021	Itanagar (Arunachal Pradesh State)
14	20-08-2021	Jabalpur (Madhya Pradesh State)	30	18-12-2021	Udaipur (Rajasthan State)
15	15-09-2021	Hubli (Karnataka State)	31	21-12-2021	Ajmer (Rajasthan State)
16	18-09-2021	Guwahati (Assam State)	32	31-12-2021	Hyderabad (Telangana State)