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Saturday 28 November, 2020

Pakistan policy to mandate DRM in all new cars

Friday 27 November, 2020

Pakistan Broadcasting Corporation (PBC) has requested that the Government includes the Policy for equipping all cars in Pakistan with DRM receivers in its automotive policy.

This will be discussed for inclusion in the Automotive Industry Development and Export Plan for 2021-2026 of the Ministry of Industries and Production. PBC representatives will be part of the consultative body that will issue the new automotive policy.

This represents yet another major step in the already significant progress made by PBC towards the roll-out of the DRM digital radio standard in both the AM as well as VHF bands in their country.

This policy will be a key driver for all major automobile brands and OEMs to prepare and produce line-fit DRM radios in their new cars and also to provide solutions for the after-market vehicles in Pakistan.



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