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October 13, 2020

Shri Hardeep Singh
Addl. Director General
Directorate General of Foreign Trade

Subject:- Request to support in issuance of Import License for Xiaomi's 26,636 Nos of TV Sets in India which were in Transit as on 31st July

Respected Sir,

This is with further to our earlier representation requesting your support for issuance of import licenses for TVs which was linked to DGFT Notification No.22/2015-2020 dated 31st July 2020 on Amendment in import policy of items under Exim Code 8528 72 of chapter 85 of ITC (HS), 2017, Schedule-I (Import Policy) and the restriction imposed on free imports of Television sets.

Firstly, we sincerely thank you for supporting the industry by providing licenses to the shipments which were under transit while the notification was issued based on the documentary evidences given by the respective brands. However, one of our member brands Xiaomi did not highlight / include 26636 nos. of TV sets which were enroute at the port as on 31st July.

Sir, **we would like to inform you that 21920 Xiaomi TV sets left the Xiaomi's factory on 28th July 2020 while another 4716 left on 27th July**; however, since, the notification was issued; the shipment was put on hold. The documentary evidences including the invoices and customs documents for these units are hereby enclosed. (26636 units highlighted below).

Invoice No.	Date of Shipment leaving Xiaomi's Factory	Product Description	Number of TV Sets	Date of Shipment reaching at Port (Port Name) (if applicable)
801607416	28-Jul-2020	Mi TV 40	6400	29-Jul-2020
801607417	28-Jul-2020	Mi TV 40	6400	29-Jul-2020
801607418	28-Jul-2020	Mi TV 40	7680	29-Jul-2020
TO20071423	27-Jul-2020	Mi TV 43" 4X	400	29-Jul-2020
TO20071423	27-Jul-2020	Mi TV 32" BZ	20	29-Jul-2020
TO20071426	27-Jul-2020	Mi TV 43" BZ	3360	29-Jul-2020
TO20071424	28-Jul-2020	Mi TV 43" BZ	1440	29-Jul-2020
RK1E200727002	27-Jul-2020	Mi TV 65"	936	29-Jul-2020

Sir, Xiaomi is one of the brands that has championed Make in India and today **80% of the TV production of Xiaomi is "Made in India" including 100% of TV-PCB manufactured locally**. In 2020, till Jul 31st, Xiaomi has made 714K TVs locally in India. This is 80% of the total shipments sold in 2020.

Also, **we would like to highlight that these 26636 Xiaomi TVs are customized for Indian requirements and can't be sold in any other market due to India-specific customizations.** These have India-specific Power plug (Round PIN) plus all these units are BIS and BEE certified with the respective BIS and BEE label is already pasted on these units. Additionally, Xiaomi have the following Hardware and Software customizations that make the models unique to India:

1. India Customization:
2. Display are brighter with Vivid Picture Engine technology (only available in India).
3. On Audio design, India specific 20W stereo speakers and Dolby tuning which is unique to India
4. Google's Data saver a feature present only for India
5. Patch wall again unique to India market

Considering all of the above, **we humbly request you to issue license to allow Xiaomi to import these 26636 units which were in transit (but not loaded onto the ships).**

Look forward to your support.

With regards,

A handwritten signature in black ink, appearing to read "George Paul", written in a cursive style.

George Paul
Chief Executive Officer