

# India Banned Chinese Apps

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## I. INTRODUCTION

In June 2020, the government had banned 59 apps, one among it is Tiktok citing threat to “Sovereignty and integrity of India”.

In July 2020, 47 clone applications which have been banned on June was also banned by Government of India.

In September, 118 apps were banned and the most prominent name among those apps is PUBG Mobile.

The MEITY (Ministry of electronics and information technology) orders under section 69A of the Information and Technology (IT) Act in a press release that it had received many complaints from various sources, including several reports about misuse of mobile apps and so that the apps were banned for engaging in those activities “Prejudicial to Sovereignty and integrity of India.

### Impact on China:

India is China’s biggest external market for apps such as Tiktok and UC Browser. While India represents a relatively small source of revenue for Chinese apps, it is still its fastest growing major market. As Indians grow richer, average revenue per user will increase.

India’s digital advertising market is expected to grow by 26% this year, CNN report. New Delhi’s actions close off this market. There may be further action on other Chinese software and hardware, especially 5G products, as India’s become more aware of the potential security threats of Chinese technology.

### Impact on India:

New Delhi’s decision will hurt Indian’s too. While the move will please the country’s jingoistic media and these calling for revenue after last month’s border Skirmish banned tiktok will hurt thousands of India content creator who depend on the Chinese app for their livelihood. Even so, Indian companies such as Reponse, a local alternative to tiktok, may see a surge in interest and new users. Chrome is still the most popular browser app in India and companies such as Google may also benefit from the blocking of UC Browser.

## User base of China’s Apps in India:

TikTok has about 611 million downloads in India over apps life time, while estimates of active users vary with the highest pegged at 200 million.

According to media reports, file-sharing tool SHARE IT has about 400 million users. State counter places the Alibaba-owned UC browser second in India market share at 10.19%, after Google Chrome (78.2%) other reports estimate its user base at 130 million.

## China’s response been to the app’s ban:

China has said that it suspects India’s actions could be in violation of the world trade organisation (WTO) rules. In a statement, the Chinese embassy in New Delhi said, “India’s measure selectively and discriminately aims at certain apps on ambiguous. It also said that India runs against fair and transparent procedure requirements, and violating the WTO rules. It is also against the general trend of international trade and e-commerce, and is not conducive to consumer interests and the market competition in India.

## II. CONCLUSION

- Users may get privacy & transparency about their personal data while using similar apps.
- The people who are streaming pubg mobile in you tube, face book channels they lost their income.
- Indians has a chance to shine & show their talent in app development & help the country to bring up the economy.