



BROADCAST SOLUTIONS

# Television News Channels

Zero Downtime. Maximum Reliability. On-Air, Every Time.

**Sugam Services & Solutions**

*Your Trusted Broadcast Technology Partner*

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## Who We Are

**Sugam Services & Solutions** is a specialist broadcast technology company delivering OEM-level expertise at cost-effective rates.

We combine deep technical knowledge with faster turnaround times — making enterprise-grade broadcast support accessible to organisations of every size.

Founded and operated by seasoned broadcast engineers, we serve clients across India with integrity, speed, and precision.

15+

Years of Experience

OEM

Level Expertise

24/7

Emergency Support

AMC

Flexible Contracts

# Challenges Faced by Television News Channels



## Zero Tolerance for Downtime

News never stops — even a minute of dead air causes irreversible audience and revenue loss.



## 24/7 Operations Pressure

Round-the-clock broadcasting demands equipment that never fails and support that's always available.



## Ageing Infrastructure

Legacy SDI equipment alongside new IP systems creates complex hybrid environments.



## Rising Service Costs

OEM service charges and long response times drain budgets without improving reliability.



## Skilled Technician Shortage

Finding engineers who understand both broadcast hardware and modern IP workflows is difficult.



## Breaking News Readiness

ENG cameras, OB vans and PCR must be ready at a moment's notice for breaking stories.

# How Sugam Solves It

1

## Dedicated AMC for News Operations

Tailored annual maintenance contracts covering studio, PCR, MCR and ENG equipment — one contract, complete coverage.

2

## Emergency Response Team

Priority support with rapid on-site dispatch so you're never off-air for long.

3

## Hybrid SDI + IP Expertise

Our engineers are certified in both legacy and IP-based broadcast workflows — no learning curve.

4

## Spare Parts Inventory Management

We manage your critical spares so the right component is always on hand when you need it.

5

## Preventive Maintenance Schedules

Proactive health checks on all studio and field equipment to catch faults before they become failures.

# Our Services



## Service & Support

Preventive maintenance, emergency repairs, fault diagnosis & installation



## AMC Contracts

Flexible annual maintenance packages for predictable costs & guaranteed uptime



## Equipment Sales

Genuine parts & equipment from leading broadcast manufacturers



## System Integration

End-to-end broadcast system design, integration and commissioning

# Why Choose Sugam?



## Fast Response Times

We prioritize your emergencies because we know what's at stake



## Transparent Pricing

No hidden costs — you'll know exactly what you're paying for



## Skilled Technicians

Continuous training on latest equipment from multiple OEMs



## Quality Assurance

Every job is double-checked before we sign off



## Clear Communication

Regular updates so you always know the status



## Flexible Engagement

AMC, on-call, or project-based — whatever works for you



# Let's Start a Conversation

Ready to support your television news channels operation.

Get in touch today and experience the Sugam difference.



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Request a Free Consultation