

Causes & Effects of India Banning 59 Chinese Apps



Effects

Might help India in the ongoing negotiations between India and China. Shows Indian government's will to not budge against the Chinese.

A huge opportunity for our Local App Companies/ Developers who can work towards capturing the market share left void after these apps are banned thus supporting the Indian Startup ecosystem.

A possible

against China

post 15 June

clash.

Causes

Effects

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This might be the first action a lot more coming. For example India, like US & many European countries, can decide to restrict Huawei's role in its 5G plan.

As the competitive threat for Indian apps goes down, the ecosystem's ingenuity (the quality of being clever, original, and inventive) may slow down.

10 retaliation from India

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4 The new set of content creators and influencer marketers will lose immediate revenues. They will have to restart and adapt themselves to other apps.



It could also lead to more countries following India's cue and acting against these apps

There have been raging concerns on aspects relating to data security and safeguarding the privacy of 130 crore

Indians.

Might be among the very first steps towards **Atamnirbhar** Bharat,

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Redesigning of the social media marketing and brand engagement practices with Instagram and youtube taking the 5 centerstage.

According to Chinese officials the Indian government is responsible to uphold the legitimate and legal

rights of the International Investors and the move violates the WTO rules. We may soon see an appeal against India's action in WTO. 8 7

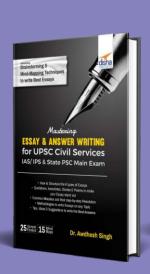
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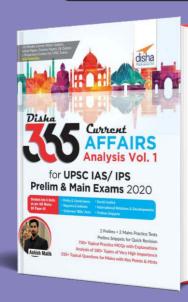
A big setback for Chinese tech firms' campaign (China's Digital Silk Route ambitions) to replicate their domestic success around the world, largely locking them out of perhaps the world's last great untapped digital market and eroding their valuation.

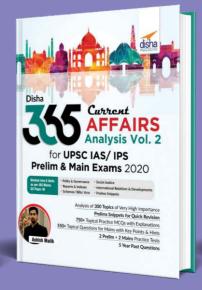
Some apps on the banned list are widely popular among Indians. TikTok has more than 100 million active users in India. TikTok was the only source of income for many users.

Many of these apps such as UC News and others have offices and employees in India, hence following the ban, scores of jobs could be at stake.

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