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Meyer Sound appoints national distributor for India

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PALME India the premier show for the professional entertainment & integrated systems sectors wraps up with major announcement

Exhibitors at the third PALME India trade show in Mumbai remained united in praising the quality of this year's event, with over 3,000 professionals from the professional sound, light, music, audio visual and systems integration industries visiting the Bombay Exhibition Centre — and all eager to do business.

Typical of the new-found industry euphoria, Meyer Sound was in celebratory mood, with Mauricio Saint Martin and his team, announcing a new national distributor.

Responding to burgeoning market potential in India, Meyer Sound has expanded its distribution network by elevating Bangalore-based Reynold's Sound & Lighting to this role, and by appointing two new dealers to ensure effective sales support for the entire country — Modern Stage Services in New Delhi for Northern and Eastern India, and Mumbai-based Groove Temple Entertainment for the Western Indian sales territory.

A Meyer Sound dealer and user since 2000, Reynold's will continue this role to serve customers in the southern region of India. In addition, the company assumes the responsibilities of a master distributor, providing technical support, product servicing, and coordination of educational programs for the Indian professional audio market.

"I'm excited to be part of this milestone for Meyer Sound in India," said Felix Remedios, managing director of Reynold's Sound & Lighting, while Mauricio Saint Martin, director of Middle East sales for Meyer Sound, added, "With these appointments, we have the right team, and we will work closely with them to take Meyer Sound to the next level."

Elsewhere on the exhibition floor Avinash Dowlwani said, "We had met our objectives by the second day of the show," while Aashish Mutha, Director, Uniword Telecom Ltd who runs AVI Electronics in Dubai admitted that the quality of visitors had improved substantially since the last event.

Eric Metreand, International Sales Manager, Universal Effects was already counting no fewer than 200 sales leads at an early stage in the show. "It's been an excellent show — we definitely want to rebook for next year," he said.

Mohanesh Malik, Business Group Head Special Lighting, Philips Lighting India and Hussam Al Haddad, General Manager,

Ateis Middle East, added their own testimonials. "Generally it's been a great show for Philips," said Malik, while Al Haddad said the launch of Ateis' complete automation range couldn't have been met with a more favourable reception.

A debutant at the show and launching into the Indian market for the first time, Adam Hall director, Harif Mohammed, confirmed that as a result of the show his company would be looking at setting up an office to capitalise on the massive market potential.

Away from PALME India's shop floor the seminar sessions were packed; in particular, visitors were eager to learn from the show's keynote speaker, Prof. Dr. Wolfgang Ahnert, whose company ADA developed the EASE industry standard modelling software back in 1990.

And in the sound proofed demo room, Coda Audio was having an incredible show, hailed Marketing Director Nina Christoffer, "We were impressed that the name was so well-known in India although this was our first appearance at an exhibition in India.

"We received a great response from the high quality visitors who visited our demo room and we expect to receive good leads in the coming weeks.

"We also met some interesting companies with the potential to become our distributor for India."

Also bringing the house down were Modern Stage Service's Bollywood dance showcase which again drew large crowds to their massive integrated technology 'village' and captured the festive spirit of the city. "We were very happy to support this event in such a big way," commented Davinder Wadhwa.

After mounting a successful launch campaign in India's Bollywood capital there is now a groundswell of exhibitors asking IIR to repeat the formula in a different location in 2009. Indeed PALME India is also likely to occupy a different date in the calendar — away from the Festival season.

Exhibition organiser James Raffoul, said, "We are on the road to success, PALME India has now established itself as a permanent fixture on the Indian industry calendar."

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