

First HK Audio COSMO Deployment in India



HK Audio has marked a major milestone in its international growth with the launch of the first COSMO line array system in India. The system was officially introduced in early January and delivered to leading North Indian rental company Rajan Amplifiers, one of the region's most prominent provider of pro sound and lighting solutions. For HK Audio, the move represents a strategic step into a rapidly growing market. "The Indian market is extremely dynamic and highly competitive," says David Leonhard, International Sales Manager at HK Audio. "While our presence has traditionally been stronger in other East Asian regions, India is clearly one of our key markets for medium- and long-term growth. With more COSMO users being established worldwide, now is the ideal time to step in, participate in the expanding live sound sector, and let people truly experience the system."

To support the launch, Leonhard and Karel Noon, Application Support Engineer at HK Audio, travelled to India in late January to conduct portfolio presentations, partner demonstrations and COSMO training. In Delhi, HK Audio's distribution partner Hi-Tech Audio Video Systems hosted an exclusive event for resellers and stockists, showcasing systems across the Portable, Live and Install ranges.

“What stood out most was that we didn’t just talk about the products - we made people experience them,” says Manikk Guptha, Director of Hi-Tech Audio Video Systems. “Dealers and sound professionals could evaluate the speakers both indoors and outdoors. Everyone noticed the superior clarity and natural sound across all product lines. Overall, it was a great start, and the conversations since have been extremely promising.”

The focus then shifted to Jodhpur, where Rajan Amplifiers received intensive COSMO training. Notably, the system had already been deployed at several major events before HK Audio’s arrival. “They had already put it into operation before I even got there due to timing constraints and the way they did it was spectacular,” recalls Noon. “The skill level at Rajan Amplifiers is very high. We couldn’t have hoped for a better first COSMO user in India. Every engineer who heard the system was impressed - but that only works when you set it up the right way.”

As the Rajan team was already experienced with large-format systems and platforms such as Ease Focus and LAKE, the training focused on advanced optimisation. “The basic understanding was already there,” Noon explains. “So, we concentrated on advanced tuning - low-mid beam steering, gain and EQ shading, cardioid subwoofer setups and deeper technical discussions about how they want the system to perform and how to achieve that efficiently.”

Leonhard emphasises that this hands-on support is essential when introducing a flagship product in a new market. “On-site manufacturer training for COSMO is mandatory for us,” he says. “It ensures the system is deployed according to our standards and enables partners to use it confidently in daily work. At the same time, it helps us better understand the market environment and how our partners operate.”

Rajan Amplifiers has invested substantially in COSMO, including 24 COSMO 10 units, 12 C SUB 218 subwoofers and a complete C-DRIVE amplifier configuration. Since its arrival, the system has already been deployed at more than ten major concerts featuring leading Bollywood and Indian artists. “We’ve already used COSMO substantially and it has been the best system we’ve worked with,” says Anil Panwar, Owner of Rajan Amplifiers. “The natural sound of HK Audio really stands out. We previously used HK Audio ELEMENTS systems and loved them, so adding COSMO was a natural next step. Panwar adds: “When I first heard the system, my mind was blown. It’s such a beautiful system, unlike anything else I’ve heard before. Despite its compact size, it delivers a powerful, natural sound that you truly feel in both heart and mind. It’s exactly the level of quality we need in the Indian market. You don’t just hear it - you feel it.”

According to Guptha, the timing aligns perfectly with market demand. “COSMO is powerful and flexible enough to cater to multiple event types from high-profile weddings and corporate events to large concerts, which are growing exponentially every year in India. The response from engineers and artists over the past six weeks has been extremely overwhelming.” Leonhard concludes, “We thank Anil and his

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team at Rajan Amplifiers for their trust and warmly welcome them to the HK Audio family. We also thank our distribution partner Hi-Tech Audio Video Systems for initiating this milestone. We are excited to further develop HK Audio's presence in India and to be part of the country's rapid growth in the years ahead."

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