New Indian HK Audio Distributor



HK Audio has appointed Hi-Tech Audio Video Systems Pvt as its new exclusive distributor for India. With the agreement in place, the new distribution partner already has stock of HK Audio equipment to cater to the country's bustling live events and fixed installation markets. Based in the city of Noida in northern India's Uttar Pradesh state, Hi-Tech Audio Video Systems Pvt has more than 25 years of experience in the professional AV market serving customers across the country. As a first stage in the new partnership, the distributor has already visited HK Audio's St Wendel HQ to receive COSMO training and to visit the production facilities.

"We are extremely excited to partner with and represent an audio giant – HK Audio – offering a huge range of products from the economical Portable Sound range to Concert level products," says Manikk Gupta, Managing Partner at Hi-Tech Audio Video Systems Pvt. "India is a very demanding market, and clients believe in value for money." The Hi-Tech Audio Video Systems Pvt team understand the common challenges faced in the Indian market, but they are confident that the extensive product portfolio and quality of HK Audio can help to overcome them. "Product stability and natural sound has been a big challenge with many reputed brands in India," explains Gupta. "With our 25 years of experience in the Pro Audio market, we are confident that rental companies, musicians and big artists will just love the sound of HK Audio. Be ready for German precision and Indian Performance!"

"We are delighted to partner with Hi-Tech Audio Video Systems Pvt as our new exclusive distributor for India," adds David Leonhard, HK Audio ISM Middle East and India. "We see India as a very important market with vibrant events and installation sectors. We are excited to see how our new partners will grow our market share and look forward to seeing users across the country benefit from HK Audio products."

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