

Martin Audio BlacklineX for Hyderabad's Beer Cartel



A new club and lounge has opened in the Telangana city of Hyderabad, with its patrons enjoying an audio system built around Martin Audio BlacklineX loudspeakers. The Beer Cartel is a premier venue designed to deliver a seamless fusion of gourmet dining, craft beverages and high-energy music. Located in the city's vibrant business and entertainment district, the Beer Cartel caters to professionals, music enthusiasts and socialites alike, seeking an immersive experience within the stylish, aesthetically designed expansive interior.

Aside from its diverse culinary offerings, the venue is also a hotspot for live entertainment and events, frequently hosting renowned DJs, and has already established itself as one of Hyderabad's most sought-after nightlife destinations. To achieve this, the owners sought an audio system that could deliver both power and precision from the get-go. The system needed to provide an immersive experience for casual evenings while scaling up effortlessly for high-energy nights. The client envisaged a set-up that would support live performances, DJ sets and background music, and knew this would require a versatile yet robust PA, capable of delivering impactful low frequencies and crystal clear mids and highs across the entire space.

The Martin Audio Blackline X15 was therefore chosen to fulfil these requirements, partnered with Blackline X218 subwoofers. Selected for its superior vocal clarity and balanced dispersion, seven of the X15s were deployed, reinforced with three X218 subwoofers, which deliver the type of powerful, tight bass response necessary to

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generate an immersive club atmosphere. The sound system designer / consultant was Palagani Dushyant Reddy from White Noise, who has much previous experience with Martin Audio systems. "Delivering great sound in a venue like the Beer Cartel requires more than just power - it requires control, precision and the right tuning," he believes. "The new system has created an immersive audio environment that makes a real difference in how people experience music."

Owners of the venue are Mr. Ashwanth Reddy K and Mr. Khaleel NMD. Describing the role of the sound, Mr. Khaleel said, "A great club experience isn't just about great music, it's about how the music is experienced. The new sound system has enabled clear sound movement through our venue, delivering incredible depth and clarity, no matter where you stand. It creates a perfect balance between power and precision." His partner, Mr. Reddy agreed. "Sound is a crucial element in defining the atmosphere of any lounge or club and with this installation we have achieved an incredible balance of power and clarity. "The system delivers a rich, immersive experience that enhances every performance and keeps our guests engaged throughout the night." All products were delivered by VMT, Martin Audio's territory distributors.

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