RISHABH & 4 SQUARES New NEUTRIK Distributors



The Neutrik Group has announced the expansion of its NEUTRIK brand distribution network in India with the appointment of RISHABH Incorporated in Mumbai and 4 SQUARES Corporation based in Bangalore. The two companies join existing distribution partner COMCON Technologies in Delhi, with immediate effect, in creating a new nationwide distribution network for the world-leading AV connectivity brand. The picture above shows Chris Hellmuth, Neutrik Group Regional Sales Manager MEAI at ISE with Mr. Biren Sheth of RISHABH Chris Hellmuth, Neutrik Group Regional Sales Manager MEAI stated, "India represents a considerable opportunity for NEUTRIK, where the potential for expansion and growth requires more partners across different geographical areas to provide sufficient market penetration throughout the subcontinent.”

Commenting on the company’s appointment, Managing Director of RISHABH Incorporated & Kiran Sales Corporation, Mr. Biren Sheth, stated: "We thank Neutrik Group, and the management of Neutrik EMEA, for placing their trust in us and providing this opportunity. Partnership is not just a contract, it’s a shared vision; one in this instance that fully aligns with our mission of bringing world-class solutions to local markets.”

For 4 SQUARES Corporation, Managing Director Mr. Tijo George remarked, ”This

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appointment reflects our shared commitment to performance, reliability and market excellence. We sincerely thank Neutrik Group for welcoming 4 SQUARES Corporation into the NEUTRIK distribution network in India. “With our strong regional footprint, technical expertise, and agile supply capabilities, we are ready to accelerate NEUTRIK’s reach and deliver world-class connectivity solutions closer to customers across the regions.”

“Neutrik EMEA is delighted to welcome both Rishabh and 4 SQUARES to the Neutrik family, as partners in India, to enhance the reach and availability of our product to customers,” says Mark Perrins, Managing Director Neutrik UK Ltd. and Neutrik France. “Neutrik very much appreciates the size and complexities of the Indian market. The company is working hard to meet demand with the fast pace of growth in these core markets throughout the entire country, through a revised strategy of distribution and available channel stock. “Enlargement of the Neutrik family in any region is always a positive and welcome sign. We look forward to long-standing, fruitful partnerships with Rishabh, 4 SQUARES and COMCON within this new network.”

The continuing opportunity for increased awareness of Neutrik Group’s CONTRIK and REAN brands, within the new distributor network, is maintained with RISHABH’s distribution of REAN and 4 SQUARES’ distribution of CONTRIK.

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