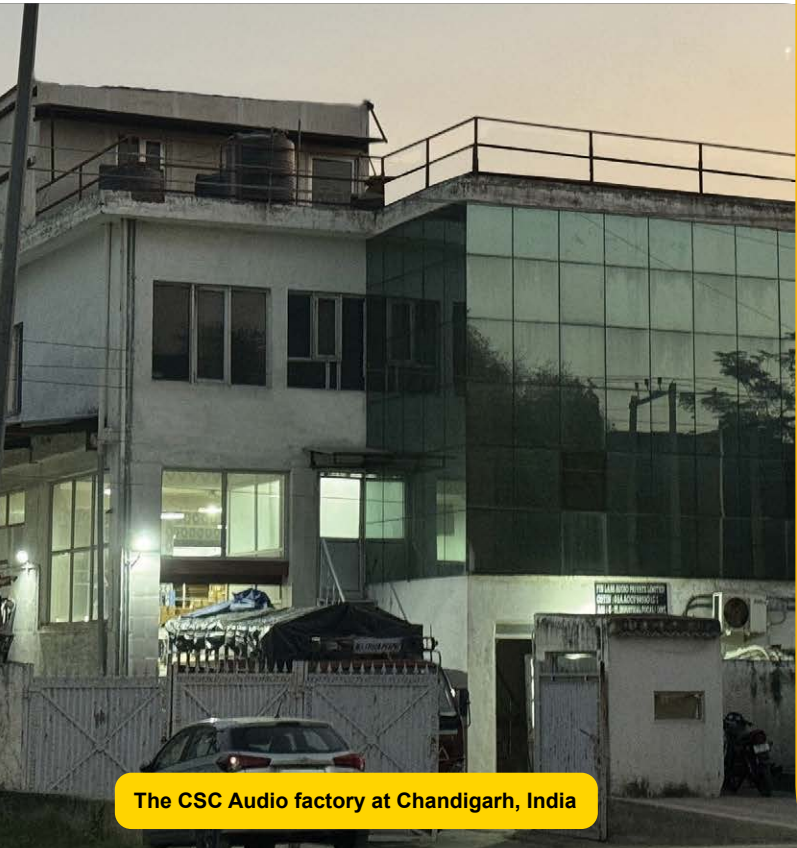


CSC Audio - Fusing German Engineering with Indian Craftsmanship



The CSC Audio factory at Chandigarh, India

Lalit Chopra is recognised as an old hand in the Indian pro-audio industry. His company, CSC Audio (Creative Sound Concepts) stands tall as a testament to the successful blend of German engineering and Indian manufacturing. The story of CSC Audio is driven by the passion and expertise of **Lalit Chopra** and **Daniel René Danzer**. The **PALM Sound and Light Awards 2024** award ceremony which took place in Mumbai on May 31st this year, honoured the duo for their visionary leadership in consistently exploring innovation and delivering excellence in new Pro AV product technology.

Lalit Chopra is well known in the Indian pro audio industry for his contribution to the industry. Being in the audio business for over two decades, he helped design audio systems for several projects and hand-held integrators. He has also always been open to sharing his experience and expertise with young professionals in the industry through seminars and training sessions.

Mr. Chopra began his professional journey as an engineer before establishing his first industrial unit in 1983, which was focused on manufacturing electric cables. In 1994, he, along with old friend **P.S. Sandhu**, who was working with the UN at the time, and **Dr G.S Sanghera** from the UK, who was a doctorate in solid state physics joined forces led to the formation of **Harness Overseas Pvt. Ltd.**, an audio, video and lighting integration and distribution company. Armed with a degree in electrical engineering, Mr. Chopra honed his skills working closely with international audio engineers and technicians in the UK.

CSC Audio began its journey by introducing and selling commercial audio



L to R: Daniel René Danzer, Aamir Chopra and Lalit Chopra

products in the Indian market through integration partners back in 2008. The pivotal moment arrived in 2013 when Mr. Chopra met his long-term friend **Daniel René Danzer** in Germany. Daniel René Danzer who had pursued a Master of Business Administration at the **Georg Simon Ohm University of Nuremberg**, had launched his own company in 1994 specializing in event technology production and installation. By the late 1990's, Daniel expanded into distribution through **SLD Media Teck** and later **SLD Distribution**, which became significant players in the German and EU pro audio and lighting markets by 2010.

They got together and decided to augment the existing range of CSC Audio commercial audio products and launch a range of performance-oriented pro audio products using German engineering and Indian skills. The company's mission was to blend the expertise of passionate engineers and audio professionals from Germany and India to produce high-quality, robust products suitable for international markets, with particular attention to the challenging conditions of the Indian consumer market.

At this point, they began to envision a world class product at an affordable price. Daniel and Lalit met in Delhi two weeks later and kicked off the business plan for their pro audio series. The duo promptly plotted a course of action, which combined Daniel's understanding of European business practices with Lalit's knowledge of Asian consumer behavior, to create a range of products tailored for both mature European and emerging Asian markets. This gave them the ability to act swiftly to changing technical demands, which was a challenge for previous distributors.

By late 2014, their Indo-German venture which sought to combine the prowess of German technology and the skill of Indian manufacturing, saw CSC assembling loudspeakers with components from top European suppliers at its new facility in Punjab, India. The production process integrated German engineering with local craftsmanship, supported by training for the Indian team.

Their vision led to the creation of a range of superbly designed, well-built, and powerful-sounding loudspeaker systems offered at competitive prices, and today, CSC Audio provides a well-thought-out product line that is both versatile and aesthetically neutral, making it suitable for any application.

Performance is at the core of CSC Audio's philosophy. Over the years, the company has developed a comprehensive range of products for professional, commercial, and touring installations, including amplification and signal processing. The company manufactures professional audio speakers for tour, cinema, corporate venues, musician and religious places.

All CSC products are designed and developed at their R&D facility in Germany, where a resolute team of engineers ideate, prototype, test, and perfect their creations. Among their innovations is the patented shallow double 18-inch subwoofer, demonstrating their commitment to innovative design.

CSC Audio utilizes the finest components and materials sourced from leading European manufacturers procuring drivers from top suppliers in Italy, France, and Spain, while crafting loudspeaker cabinets from braced birch or thick-walled aluminum extrusions. Upholding a commitment to environmental responsibility, CSC ensures that 99% of their raw materials are recyclable and biodegradable. The company employs a special water-based, non-toxic, UV-stabilized, mold-resistant paint provided by their German partners. All cabinets are conscientiously painted inside and out to ensure water resistance.

The hardware used by CSC Audio includes special alloys for speaker grills to ensure corrosion resistance, and all metal parts are treated to minimize environmental corrosion. Additionally, CSC designs its passive crossovers with a meticulous eye for detail, using components with minimal inductance to reduce distortion and thermal compression.

In a groundbreaking move, CSC Audio is among the first to employ a super-efficient silicon carbide device in a Class D amplifier design, significantly reducing heat loss and power consumption. To ensure compliance with global standards, CSC products undergo third-party certification and adhere to European and American regulations, including **FCC, CE, and RoHS approvals**. The company also provides GLL files for most products to assist with venue simulation.

At their 20,000-square-foot state-of-the-art manufacturing facility near Chandigarh, India, CSC Audio produces products in small batches to uphold their detail-oriented approach and uphold the highest standards of quality. Rigorous testing and quality checks are integral to their process, ensuring

flawless performance.

With product development in Germany and an assembly facility in India, CSC Audio proudly adheres to the **"Make In India"** initiative, with products today sold in over 15 countries across Europe, the Americas, Asia, Africa, and the Middle East. The company is trusted by numerous renowned brands and institutions, including government and defense establishments. Notably, CSC's success is driven by a roster of repeat clientele and word-of-mouth referrals, as the company has yet to invest in traditional marketing.

In 2021, CSC launched the **RR212HL**, an innovative **three-way horn-loaded point source array**. With its variable dispersion horn, it quickly became a prod-



The CSC Audio RR-212HL point array



The CSC Audio Harmonica J Array

uct of desire, with some encouraging sales in India and around the world.

After the launch of the Ultra-Wide dispersion loudspeaker **STW 28** in 2021, followed by the **CF 210** in 2022 and MOD Series amps in 2023, CSC launched a powerful J array called **'Harmonica'** at the **PALM Expo 2024**. Complemented by a **triple 18-inch cardioid subwoofer**, targeting both the touring and installation markets. Each product is meticulously tested with GLL files.

In 2025, CSC proposes to launch a series of active products and some interesting plug-and-play solutions with unique features to cater to the home and commercial markets. Several other products, including new electronics, are also in development and will be announced soon.

Today, CSC Audio is recognised as one of the leading pro-audio brands, distinguished by its well-engineered, high-quality products that excel in performance and design. Looking ahead, CSC Audio is set to launch a powerful constant-curvature line array with variable vertical dispersion, complemented by a dual 18-inch cardioid subwoofer, targeting both the touring and installation markets. Several other products, including new electronics, are also in development and will be announced soon.