

Revolutionising India's Pro-Audio Landscape

Founded on the core values of innovation, customer-centric service, and robust engineering, **N-Labs** is an emerging leader in the Indian pro-audio manufacturing industry. In this article Founder and CEO, **HEMAL BHATT** has an insightful conversation with **PALM Expo Magazine**. In Part 1 of this conversation, we explore N-Labs' journey, core values, strategic vision, and future aspirations for both the Indian and global markets. Under Bhatt's leadership, N-Labs' unique approach combines decades of hands-on experience in the audio rental business and local manufacturing techniques, making them highly attuned to the challenges and needs of their customers.

A Legacy Built on Practical Knowledge

N-Labs' roots are deep within the Indian rental audio scene, where Hemal's father had been operating since the 1980s. This intimate understanding of real-world audio requirements helped N-Labs create products tailored to the needs of rental companies. The shift from being a rental service to a pro-audio manufacturing company in 2019 marked a pivotal moment for N-Labs. **Hemal Bhatt** emphasised, "N-Labs started when we were doing rentals. We faced so many problems in the amplification. When people used to have issues in repairing. That time, we started the N-Labs. So, being a part of a rental company, we have understood what are the challenges that the customer faces. And we have tried our best to make all the intervention of a human to a minimum. And we have been successful in developing an algorithm for our amplifiers as an innovation which prevents customers from facing speaker issues."

The company's unique position as a former rental provider allows it to design products that alleviate the common pain points faced by other rental companies, particularly concerning after-sales support and product reliability.

Core Values: Innovation and Customer Service

At the heart of N-Labs is an unyielding commitment to quality and customer satisfaction. Hemal Bhatt explained that their focus on service extends beyond merely selling a product, "What makes us special is our after-sale service support. Now, if you are buying a product. Now if that product, whether by your mistake or ours, faces an issue, you don't have to spend a single penny on that. Company will service it free of cost for you."

The company's rental-friendly design philosophy further underscores this customer-first mentality. N-Labs ensures low maintenance costs and even offers **free service for life**, a significant factor for rental companies striving to maintain tight budgets. Bhatt stressed, "Our message is very simple for the rental companies. We will be providing free service to the customers. We will provide the service lifelong till N-Labs exist and all the people who are using our products, due to the nature of our product, their cost has been reduced, because of our free service, their product maintenance cost has reduced. Indirectly that is extra profit for those rental companies. We help them save funds, and whatever they save becomes profit. The amount you save because of N-LAB's free service is your earning." This proactive approach helps clients reduce operational costs, making N-Labs products highly appealing in the competitive pro-audio space.

User-Centric Design Philosophy

At N-Labs, the design process begins with a detailed focus on how the user will interact with the product. Bhatt elaborates: "User First means that we keep in mind what customer is going to use, how he is going to actually use the product and how he will repair the product after he purchases it. The first

thing we start is how we will repair the product and what are the chances of the failure of the product during the show. This is how we inculcate the user first approach."

This combination of innovation and practicality makes their amplifiers the **go-to choice** for rental companies and live sound engineers.

Strategic Vision for the Future

As for the future, N-Labs is setting its sights high. Over the next three to five years, the company plans to expand globally, with the ambition of becoming India's largest exporter of **pro-audio equipment**. Bhatt explains, "We are going to expand more, and in the next three years, we will be the biggest manufacturer of pro audio in India and also the biggest exporter for pro audio in India."

While N-Labs has already made waves with its **QLA Active Line Array** and other audio solutions launched at the **PALM Expo**, Bhatt reveals that even more advanced systems are on the way, aimed not only at the Indian market but at international buyers as well.



The N-Labs QX, a revolutionary product

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