

RENTALS ACROSS INDIA JOIN THE ADAMSON NETWORK WITH SIGNIFICANT INVESTMENTS

India is an important market for **Adamson Systems Engineering** and business growth in the territory has remained consistent for the brand. Without an iota of doubt, the credit for this consistent growth goes to **StageMix Technologies** – the exclusive authorized distributor for Adamson products in India. StageMix has today amassed a wealth of customers, allowing them to stay at the forefront of the Indian pro audio distribution segment.

“The response to Adamson’s products in India has been immensely positive from the get-go, and it’s just getting better,” says **Karan Nagpal** of Stagemix. “Engineers and artists alike are adding Adamson speakers to their riders, and we’re elated that more and more companies are joining the Adamson network and also expanding their Adamson inventory.”

Here’s looking at some rental companies who have substantially expanded the Adamson inventory and relied on StageMix for their recent sound system sourcing.

Sugandar House of Sound & Light

Sugandar House of Sound & Light, a premier sound and light rental vendor from Bengaluru, with a vision to become the solutions provider of choice to all major events taking place in Bengaluru and around, has taken delivery of **8 S10 2-way**, full range line array cabinets and a **Lab.Gruppen PLM20K44 amplifier**. This new addition joins Adamson **E12 line array** enclosures and a number of **E119 subwoofers** already in their warehouse.



“Our clients’ riders demand a high standard of equipment and skills, which is why we decided to further invest in Adamson, adding the S10 to augment our already comprehensive inventory,” says **Prabhakar** of Sugandar. “Our passion, teamwork, and commitment to excellence are the foundations on which we have built this business, and the results can be seen on the range of projects underway at any given time. We have already put the S10 cubs of Adamson to the test at various occasions including at the Hard Rock Cafe in Bengaluru. The sound is dead accurate with such precision, offering everyone a wonderful experience! The high caliber of Adamson’s S10 has helped us extend our industry-leading position in all aspects of the events arena and cater to a larger client base, which continues to grow by the day.”

Royal Entertainer

Delhi based Royal Entertainer has expanded their existing inventory with the addition of **8 S10 line array cabinets** and **4 E219 subwoofers**. Royal Entertainer first invested in Adamson in March 2019 with the purchase of a S-Series line array package including the S10 two-way, full range enclosures with complementary S119 subwoofers.

Sunny Singh, owner of Royal Entertainer says, “Our Adamson system offers more power than any other cabinet, in a compact and lightweight package. It delivers extraordinary sound even at high levels, with a very homogeneous coverage.” When

asked why they decided to add more S10 boxes to their inventory, Singh comments, “Our early investment in the Adamson S10 has been a great success - it has exceeded our expectations and become the most requested PA. We are proud to be early



adopters of the Adamson S-Series in India. The service and training received from StageMix and Adamson has strengthened our bond further.”

“We’re excited to see the continued growth in demand for Adamson systems, and the addition of 8 S10s is another example of Adamson’s increasing popularity in India. We are thrilled to have bolstered our Sales Network with some great new partners, and the expansion in inventory of our present partners, with Royal Entertainer continuing that trend,” says **Eshdeep Bhasin** of StageMix.

Total Productions

One of the leading production firms in South India, Bengaluru-based company Total Productions has strengthened its inventory with a sizeable investment in **E-Series loudspeakers** from Adamson Systems.

“The demand for high-performance audio systems is on the rise,” comments **Francis Perry**, Director of Total Productions. “Looking to significantly augment our audio inventory with a high-end, sub-compact solution, I traveled extensively in Europe to see the Adamson E-Series in action. I heard the system’s performance in some of



Europe's biggest festivals such as Pinkpop in the Netherlands, and Rock Werchter in Belgium. Seeing the system deliver power and clarity to audiences of over 1 lakh people, it was a no-brainer to invest in Adamson."

Total Production's new E-Series package consists of **24 E15 three-way**, true line source enclosures, along with a complement of **18 E219 subwoofers**, driven by a suite of **Lab.Gruppen PLM20K44 amplifiers**.

"We are very happy with our ongoing growth in the Indian market thanks to our great partners," says Karan Nagpal of StageMix. "We're proud to welcome Total Productions to the Adamson Network and look forward to supporting them as they expand their profile and supply Adamson's state-of-the-art technology to major events and clients throughout the country."

LumaSonic

LumaSonic, a full-service modern event technology provider based in Goa has expanded its Adamson inventory to better support its extensive client list, which includes many of Goa's well-known music events and festivals.

Their new addition includes **4 S10 line array** enclosures and **2 E219 subwoofers** along with a **Lab.Gruppen PLM20K44 amplifier**, which joins their initial package of 16 S10 cabinets and 8 E219 subwoofers from Adamson Systems Engineering.

"Our steadfast resolve is to provide reliable, cutting-edge event technology backed by competent professionals committed to effective utilization," says **Craig Saldanha**, Director of LumaSonic. "Designed with the accuracy of Blueprint AV, the Adamson S10 is highly versatile and supports the smallest to the biggest applications you can think of, making it our ideal choice. Pair this with the mighty E219 subwoofers and they deliver a thunderous low-end rumble with consistent, crystal-clear



audio. Together, they form our primary P.A. system and it's always a pleasure working with them. Plus it's very rider-friendly, and is the preferred brand for many artists including maestro A.R. Rahman, and Guru Randhawa! We are ecstatic to find ourselves among the top names of vendors in Goa that provide high-quality sound systems and can't wait to deploy our newly-expanded Adamson inventory for a myriad of applications."

Ganpati Sound

Rajasthan based Ganpati Sound has further bolstered its rental inventory with **4 S10 line array cabinets** and **4 E119 subwoofers** from Adamson, along with **2 Lab.**



gruppen PLM20K44 amplifiers. Their existing Adamson system of E15s, S10s and E119s & E219s saw plenty of action on major tours and events in 2020 & 2021 and now, they are all set for a jam-packed 2022.

The company was the first in Rajasthan to invest in Adamson Systems Engineering boxes, and as their business has grown, so has their relationship with Adamson and StageMix Technologies.

"The S10 & E119 are very impressive for their size. This system offers us comparable power but is much smaller and lighter, with easy rigging," says **Banwari Lal Sharma**, owner of Ganpati Sound. "Undoubtedly, you invest in gear that will help your company grow, but it's even more amazing to make that investment with such a supportive team like at StageMix and Adamson."

Avision

Avision, one of Mumbai's top event production providers, catering to a high-caliber client list, in 2019, added a complement of S10 two-way, full range line array cabinets and accompanying S119 subwoofers, which have been an ideal solution for the majority of their operations. Based on the astounding positive response, the company has now invested in **4 more S10 enclosures** and **2 S119 subs** along with a **Lab.Gruppen PLM20K44 amplifier**.



"We have deployed our Adamson system in all types of conditions on a variety of applications with excellent results every time," comments **Mahesh Martal** of Avison. "The S10 is just perfect for our requirements! It delivers natural and impactful sound throughout the venue, all in a lightweight cabinet that's extremely easy to rig. What's more is that it looks great, and we have received numerous compliments from across the board."