

Hi-Tech Audio & Image aims even higher



Rajan Gupta



Claypaky and RCF systems have been installed at the BAPS Shri Swaminarayan Mandir, Gondal

Established audio distributor, Hi-Tech, has rebranded as Hi-Tech Audio & Image, remaining relevant and impactful by expanding its inventory to include video and lighting products and expertise while also honouring its rich heritage

RAJAN GUPTA HAS ALWAYS BEEN A visionary. In 1990 he set up the original Hi-Tech Audio Systems, entering India's booming entertainment market. Three decades later, Rajan's vision has driven the evolution of this humble PA company into Hi-Tech Audio & Image. Recognising the inextricable relationship between sound, light and visuals in creating a comprehensive sensory experience, Rajan has led the company's transition into a full-scale professional AVL service provider. Incorporated in August 2022, Hi-Tech Audio & Image focuses on providing holistic solutions for events, productions and installations. And, with a solid understanding of the market's evolving needs honed over decades of experience, Rajan is aiming to redefine the standards of the AVL industry in India.

In its new iteration, Hi-Tech Audio & Image has significantly broadened its horizons by expanding beyond audio and stepping into the realm of professional lighting and video. This strategic business evolution demonstrates the company's commitment to providing comprehensive and versatile solutions for live entertainment and installation projects.

"The expansion into professional lighting and video services marks a significant milestone for us, aligning with the industry's trend towards more integrated offerings," explains Rajan. "It paves the way for Hi-Tech Audio & Image to serve its clients with even more depth and breadth."



Nirdosh Aggarwal is now one of Hi-Tech Audio & Image's stakeholders

Rajan's journey has been the realisation of a lifelong dream nurtured by his deep love of music and sound. He was determined to bridge the divide between top-tier audio technology and the general public, ensuring that everyone could experience the joy and emotion that music and sound could evoke. His vision was not just about selling products; it was about creating a harmonious blend of cutting-edge technology and soul-stirring artistry.

From humble beginnings in a 28m² office in the heart of India's capital city, distributing a range of Harman brands, Hi-Tech Audio & Image today has a team of approx 40 employees working from a sleek, modern office building in Delhi across all aspects of AVL distribution. The passionate team includes sales and marketing experts, application engineers for audio and lighting, service engineers, field engineers, AutoCAD designers, project engineers and

pre-design engineers. The company, which also works with a wide network of dealers and major systems integrators across India, is planning further expansion of its in-house teams, hiring more employees to add value to its offerings.

A dedicated team at the in-house, two-storey warehouse inspects incoming shipments, ensuring every device meets the highest standards before making its way to the shelves. Another key department is the authorised service and spares centre, where a team of tech-savvy experts provide service solutions to clients who regularly visit the offices. The certified service engineers are equipped to handle a diverse range of audio and lighting equipment, backed by a comprehensive suite of cutting-edge equipment to diagnose, repair and fine-tune audio and lighting products to ensure optimal performance. A state-of-the-art Experience Centre showcases the latest in audio, video and lighting technology, providing an immersive sonic journey in an acoustically treated environment free from external disturbance. This space is also used for audio and lighting training and workshops. Each floor of Hi-Tech Audio & Image's premises has dedicated conference rooms with complete AV facilities where employees can conduct internal presentations and host business meetings with clients.

In 2003, Nirdosh Aggarwal joined Hi-Tech, becoming part of the company's core management team. With 20 years' experience



An L-Acoustics A Series system has been installed in the Sai Hira Global Convention Centre

in India's pro audio industry, Aggarwal is now one of the stakeholders at Hi-Tech Audio & Image and, along with Rajan, is navigating the company's new journey towards a common goal. Hi-Tech Audio & Image has also been distinguished by the arrival of the next generation, with Rajan's sons, Yash and Shaurya, coming on board. With a BTech in Electronics and Communication Engineering, Yash is taking care of the lighting division at Hi-Tech Audio & Image, expanding his creative skills to

encompass the design, programming and other aspects of professional lighting alongside a growing team of professionals. Shaurya meanwhile is an alumnus of Full Sail University in Orlando, Florida, joining Hi-Tech after completing a Bachelor's Degree in Recording Arts. With several certifications – including as an L-Acoustics certified engineer – to his credit, Shaurya has already signed off major audio installation projects successfully completed by Hi-Tech Audio & Image.



Yash Gupta takes care of the lighting division

auditorium in Chennai; Apple Stores in New Delhi and Mumbai; and the JSS Academy of Technical Education (Noida). A variety of bars and clubs have also benefitted from installations by the company, including the Melt cocktail bar (L-Acoustics), Noida's Weekend Club and Toy Boy Club (RCF) and branches of the Playboy Club in Dehradun and New Delhi (RCF and L-Acoustics, respectively).

"Our vision at Hi-Tech Audio & Image is to illuminate and amplify experiences, transforming ordinary moments into extraordinary memories," concludes Rajan. "We strive to be the premier organisation in the realm of sensory technology, leveraging the synergy between audio, video and lighting to create immersive environments that captivate the senses and elevate human connection. Our vision is to become the go-to partner for clients seeking to infuse their spaces with dynamic, multi-dimensional and emotionally resonant experiences, leaving a lasting impact on audiences and setting new



Shaurya Gupta has a Bachelor's Degree in Recording Arts



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A DiGiCo S21 console at the Sai Hira Global Convention Centre

More recently, Hi-Tech Audio & Image has installed L-Acoustics, RCF and DiGiCo systems at the Sai Hira Global Convention Centre in Andhra Pradesh; Claypaky and RCF at the BAPS Shri Swaminarayan Mandir, Gondal; L-Acoustics at the New Life Assembly of God, Chennai; RCF at New Life Celebration, Chennai; L-Acoustics and DiGiCo at the Kalashetra Foundation

standards for excellence in the AVL industry."

A growing portfolio of top-end audio, video and lighting products, combined with the talent and expertise of next-generation technical employees and long-serving staff, should serve Hi-Tech Audio & Image well as India's AVL markets continue on their upward trajectory.