

# SUN INFONET MARKS 25 YEARS OF LEGACY, INNOVATION AND PERSEVERANCE



The Sun Infonet team enjoys a much deserved celebration on a quarter century of business excellence

*Sun Infonet, a leading professional audio distributor and an AVIXA member, recently reached a significant milestone, 25 years of success. The event also coincided with the Sun Group's remarkable 40th anniversary in the industry, spanning professional audio, electrical appliances, and broadcast equipment. Based in the heart of New Delhi's Patel Nagar, Sun Infonet has played a pivotal role in reshaping the professional audio landscape in India. The company proudly represents world-class brands such as Shure (celebrating 100 years), Allen & Heath, Meyer Sound, and Quest Engineering, all of which have contributed to advancing the industry with their innovative products and integrated solutions.*

The celebration highlighted the strong relationships that Sun Infonet has built over the years with original equipment manufacturers (OEMs), channel partners, and key players in the industry. Key speakers at the event included **Jose Rivas** (Chief Sales Officer at Shure), **Andrea Granta** (Sales Manager at Meyer Sound), **Robin Clark** (Managing Director at Allen & Heath) and **Mark Ladewig**, (Director at Quest Engineering). Each speaker shared valuable insights, emphasizing the role of collaboration and trust in successfully establishing their brands in India through Sun Infonet.

**Sunil Malik**, the visionary Founder of the Sun Group, took the stage to reflect on his entrepreneurial journey. He spoke about the challenges and triumphs that have shaped the company's growth over the years. His unwavering commitment to making a lasting impact in the industry



**Sunil Malik, Founder of the Sun Group, delivers a keynote address**

has been the driving force behind the group's diverse expansion.

"When I founded Sun Group 40 years ago in 1985, it was the beginning of a vision shaped by challenges and learnings. The journey has always been about persistence, trust and finding right path. Starting with multiple business models, My first success came in the early '90s with Sun Medical Systems as distributors for Philips Medical, Sony Japan's Medical Division, Medtronic USA, and St. Jude USA, but the real breakthrough arrived with my entry into the professional audio and broadcast sectors in 2000 and 2002. In 2015, we celebrated a significant milestone when my sons **Luv Malik** and **Kush Malik** joined me in founding **Luxury Personified, LLP**. Together, they made their mark by introducing and distributing some of the most prestigious luxury brands in India. Our partnership with global brands like Shure, Sony, Marshall GoPro, Sonas, Dyson, Rivalo and so on, is not just about doing business, but also becoming a leader and establishing global trust and bringing innovative technologies and solutions to India. as we approach a turnover of 1000 Crores Indian Rupees in 2025, the journey is far from over., we have always believed in sustainable growth, diversification, and innovation, and we will continue evolving to meet the rapidly changing demands of the technology, luxury and consumer electronics markets."

**Neeraj Chandra**, Director of Operations at Sun Infonet, also shared his experiences of working alongside Mr. Malik from the company's inception, highlighting the dedication and vision that have been pivotal in the firm's achievements.

"We started with just five team members and now we are at 70 members. We've gradually expanded with offices across the country. We branched out from the pro business, diversifying into retail and e-commerce. But through it all, one thing was made very clear, we are to continue supporting our partners, to remain trustworthy, and to grow together with them."

**Vinit Govil**, Director and CEO, **Sun Broadcast Pvt. Ltd**, reflects on this milestone: "Covering this journey of 20 years in the Sun Group. I must enumerate the group philosophy, which has driven all of us. Uh, we have aligned with the top leaders in the technology domain in all our companies, and we have maintained transparent and fair business practices which are mutually beneficial to customers, employees.

As well as to the company and its shareholders. We are customer oriented and value driven organization with a specific focus on service and the personnel in the group. This has resulted in long partnerships with OEMs. Due to their satisfaction of performance and higher customer satisfaction ratings that they receive and the love that they receive for their products."

The evening was a tribute to all the valued members of Sun Infonet, whose passion and commitment to excellence have significantly contributed to the company's growth and standing in the professional audio space. The compa-

ny has forged lasting partnerships with industry giants such as Shure, Meyer Sound, Allen & Heath, and Quest Engineering, ensuring that world-class pro audio solutions reach the Indian subcontinent.

Adding an artistic touch to the celebrations, the event featured a stunning live performance by **Hargun Kaur**, a finalist from **India's Got Talent** and brand ambassador for the **Beti Bachao Beti Padhao** campaign in 2022. She was presented with a specially curated microphone by Jose Rivas, Chief Sales Officer, Shure.

The night was not just a milestone, but rather a testament to vision, perseverance, and an unwavering commitment to excellence. These are values that continue to define Sun Infonet and the Sun Group.

Here's to many more years of innovation and success!

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