



Nawal Aggarwal,
Managing Director, Beta3

At InfoComm India 2025, the PALM Expo Magazine Team caught up with **Nawal Aggarwal** Beta3's Managing Director to discuss the brand's evolving presence in the Indian market. In this focused exchange, Aggarwal shared insights into Beta3's product strategy, its growing footprint in live sound and installation sectors, and how the company is responding to the changing demands of audio professionals across the country.

Beta3 in Focus: Nawal Aggarwal on Shaping India's Audio Landscape

1. Which product or solution are you most excited about at the event, and what makes it stand out in the current market?

At this event, we are most excited about our **EX Series** compact line array. It stands out because it delivers powerful, clear sound in a compact format, making it ideal for auditoriums, houses of worship, and multi-purpose venues. In the current market, customers are looking for solutions that are high in performance yet space-efficient and easy to install—and the EX Series answers exactly that need.

2. How is Beta3 responding to evolving trends in India's pro audio industry, especially in sectors like live events, houses of worship, and education?

India's pro audio industry is changing fast, and Beta3 is adapting with solutions built for each sector. For live events, we bring our new **Wave-line line array**, offering powerful yet easy-to-deploy performance; for houses of worship, clear and user-friendly systems; and for education, reliable and cost-effective installations. Our aim is simple—innovative audio solutions that deliver quality, practicality, and long-term value.

3. What sets Beta3 apart from other pro audio brands operating in India today?

Our strong R&D foundation, versatile product range, and proven global expertise backed by reliable local support in India. We not only deliver world-class sound systems—from line arrays to portable solutions—but also customise them to suit diverse applications like live events, houses of worship, and education, ensuring both performance and after-sales service that professionals can truly rely on.

4. Could you share a recent milestone or project that highlights Beta3's growth and innovation?

A recent milestone is the launch of our Waveline powered line array, successfully showcased at large-scale events like the Annual Fest at

MIET Kanpur with a 7,000+ crowd and the **Jaipur Literature Festival**, reflecting Beta3's growth and innovation in delivering world-class sound.

5. What's next for Beta3, any upcoming product launches, market expansions, or strategic initiatives in India or globally?

Next for Beta3 is expanding our footprint in India with stronger partner networks, while globally we're set to launch new portable solutions and advanced line array systems. We are also coming up with new products tailored for education sector installations, pushing innovation and flexibility for diverse applications.

6. What is Beta3 showcasing at InfoComm India this year, and how do these offerings reflect your brand's direction in the pro audio space?

Beta3 is showcasing our new EX line array, and advanced installation solutions. These products highlight our focus on great sound quality, reliability, and easy use. Our focus has always been on creating solutions that empower audio professionals, system integrators, and end-users with tools that combine performance with practicality. These offerings represent the direction of our brand—a blend of cutting-edge engineering, user-friendly design, and adaptability to India's diverse market needs.

7. Beta3 is primarily known for its strength in pro-audio. Infocomm India, however, leans heavily toward the AV install market. What kind of synergy do you see for your brand in this space, and what was the thought process behind choosing to exhibit at this show?

The AV install market is growing rapidly in India, and we see strong synergy between live sound expertise and installation needs—both require clarity, reliability, and easy integration. By exhibiting here, our thought process was simple: to show the industry that Beta3 is not only about powerful live systems but also about smart, versatile solutions for modern AV environments.