

*Asia's largest Bollywood music festival, **Bollywood Music Project** returned in 2025 with a two-stage, multi-genre showcase that demanded both cutting-edge system design and seasoned on-ground execution. As co-power partner, **JBL Professional Solutions** placed its flagship **JBL VTX** ecosystem front and centre, while **SOUND.COM**, under the leadership of **Warren D'Souza**, managed rental, deployment and show control to keep two packed days running seamlessly. Together, they delivered a blueprint for scalable fidelity in India's festival circuit. **PALM Expo Magazine** spoke to both teams to uncover how this ambitious project came to life.*



Bollywood Music Project 2025: Precision, Power and Partnership from JBL and SOUND.COM

JBL PROFESSIONAL: Co-Powering with a Clear Vision

JBL Professional's role at BMP was anchored in its wider mission to elevate live entertainment in India through exceptional sound. The brand positioned the festival as a real world proving ground for the JBL VTX family, enabling engineers and artists to experience the system's performance, reliability, and consistency under festival conditions.

Bollywood Music Project 2025 exemplified JBL Professional's strategic engagement with the pro-audio and live events community, creating a platform where rental partners, engineers and performers could experience next-generation line-array solutions first-hand. At the heart of the sound design was a robust technology backbone, as the main PA

featured **JBL VTX A12** line arrays paired with **A12W** wide-dispersion elements for uniform coverage. The system was supported by **JBL VTX A8** modules for front-fill clarity and **VTX B28** subwoofers to deliver deep, musical low-frequency energy. The system design was optimised using **JBL Venue Synthesis**, ensuring predictive modelling translated into precise on-ground coverage, tonal balance and headroom. The A12/A12W/A8/B28 combination offered remarkable genre agility, moving seamlessly from high-octane pop sets to vocal-forward acoustic performances, providing articulation, breadth and flexibility across styles. Looking ahead, JBL Professional remains focused on future innovation, investing in spatial audio capabilities, energy-efficient amplification and intelligent system workflows to drive immersive, sustainable festival sound that is louder, cleaner and emotionally engaging.



Co-powered by JBL Professional, BMP exemplified their investment in the pro audio industry, creating a platform for rental partners, engineers and performers to experience innovative solutions

SOUND.COM: Designing for Consistency, Executing for Speed

Where JBL Professional defined the platform, **SOUND.COM** ensured the plan lived on the ground. The rental team approached BMP with an operational philosophy built on venue familiarity, disciplined workflows, and a readiness to adapt.

Variables like last minute artist changes, and power issues were addressed through a tight calibration window and clear crew roles. Prior experience at the same venue helped the team anticipate traffic flows, stage orientations, and weather contingencies, keeping production moving despite external headwinds.

SOUND.COM implemented a single, scalable deployment approach across both days. The venue's predictable geometry allowed them to "roll out the plan" without remapping between acts. Crowd density fluctuations were handled at the mix position rather than by re rigging, maintaining sonic coherence from bass heavy sets to balanced, vocal centric performances.

FOH, Fills & Monitors

For front-of-house and monitoring, SOUND.COM deployed a proven rig built around JBL's VTX ecosystem. The core setup featured VTX A8 modules for nearfield reinforcement and B28 subwoofers for low-frequency foundation, complemented by VTX A6 elements as flown side fills and front fills where required. Artist-driven adjustments were handled seamlessly, including a late request for side fills covered with JBL VRX cabinets, while stage monitoring relied on JBL VRX 915 wedges to keep performers confident and changeovers efficient.

Cable Management & Delays

Even terrain and experienced cable managers minimised joint stress and failure points, critical during wet conditions. BMP required two delay stacks, judiciously sited to maintain intelligibility without overcomplicating the deployment.

Crew & Changeovers

An audio crew of approximately 18 technicians supported by six backline specialists managed rapid patching and stage flips. Morning of show calibration ensured predictable starting conditions; from there, communication and a clear chain of command kept transitions tight and on schedule.

SOUND.COM's broader methodology includes unconventional solutions when geometry shifts late in the process, e.g., deploying 120° "wides" on delay towers to recover coverage in widened audience zones, supported by rapid logistics. That mindset, solve coverage first, then move boxes, remains central to how the team approaches complex festival topologies.

How Collaboration Delivered Crystal-Clear Sound at BMP 2025

The success of Bollywood Music Project 2025 was rooted in clearly defined roles and a shared approach to system design. JBL Professional provided the platform, delivering design expertise, system capability and predictive tools, while SOUND.COM handled the performance aspects, including rigging, calibration, show control and artist support. Both teams worked from repeatable templates that could scale up or down without compromising musicality or headroom. This synergy ensured audience-first outcomes, with uniform coverage, articulate midrange and musical low frequencies, giving listeners a consistent, high-quality experience regardless of the act or their position within the venue.

The Takeaway

BMP 2025 demonstrated how a powered technology platform (JBL PROFESSIONAL) and experienced execution partner (SOUND.COM) can turn a demanding, two stage festival into a coherent sonic experience. Predictive design, practical rigging, and crew discipline kept the show musical and resilient, even when weather and schedules refused to cooperate. It's a model for how India's largest live events can deliver both scale and nuance, today and as immersive, sustainable audio takes centre stage in the years ahead.