

Made in India, Built for the World

Hemal Bhatt on N-LABS' US Expansion & Global Strategy

More than just a market entry, N-Labs latest expansion reflects a broader vision to strengthen customer support, build a global export hub, and position Indian-made professional audio solutions on the world stage. In this exclusive interview with the PALM Expo Magazine team, Hemal Bhatt, Founder of N-Labs' discusses the strategy behind the expansion, the opportunities emerging across global markets, and N-LABS' ambition to redefine perceptions of Indian pro audio manufacturing.



What inspired the decision to establish HEMONA LLC in the United States, and why was this the right time for N-LABS to make a direct entry into the market?

We believe that establishing a presence in the United States can make a significant difference to both our business and the professional audio industry. Our vision has never been limited to simply selling products. Instead, we aim to solve many of the day-to-day operational challenges faced by rental companies, particularly in the audio segment, where we believe the traditional distribution model often falls short.

This is also the right time for N-LABS to enter the US market directly because of the country's stringent compliance requirements. Having a direct company presence allows us to manage these standards more effectively while ensuring greater accountability.

How does the launch of HEMONA LLC fit into N-LABS' long-term vision for international growth and global brand development?

As part of our ongoing global expansion strategy, our investment in the United States is about much more than serving the local market. The US provides access to over 80 small and medium-sized countries that benefit from shorter transit times and stronger logistics connectivity.

HEMONA LLC is being developed as a global export hub, supported by three major warehouses located in Miami, Long Beach and New York. In addition, we are establishing a global service centre in Memphis to support our commitment of providing service assistance to end users within 48 hours.

This initiative strengthens our international footprint, enhances customer support capabilities and positions N-LABS as a truly global brand capable of serving multiple regions efficiently from a strategically important location.

What message does this expansion send about India's growing role in the global professional audio industry?

India has emerged as a vital contributor to the growth of the global economy, and we are proud to take forward the vision of our Honourable Prime Minister, **Shri Narendra Modi**, of "Made in India for the World."

It is clear that global markets are evolving, and we are witnessing a period of significant economic resurgence across many regions. We believe this is the beginning of a new era for Indian manufacturing, where products designed, developed and produced in India can compete successfully on the world stage.

Our expansion reflects the growing confidence in Indian innovation and engineering capabilities, and demonstrates that India is increasingly becoming a source of high-quality professional audio solutions for global users.

As N-LABS looks ahead, which international markets present the biggest growth opportunities beyond North America, and where would you like the company's global presence, product offerings and industry standing to be five years from now?

Beyond North America, we see Southeast Asia, the UAE and the wider Middle East as some of the most promising growth markets for the professional audio industry. We believe these regions offer substantial untapped potential and have not yet been served as comprehensively as they could be by many global manufacturers.

Over the next five years, our objective is to establish N-LABS as a recognised global player with a strong presence across key international markets. We aim to continue expanding our product portfolio, strengthening customer support infrastructure and building a reputation for innovation, reliability and long-term value creation for our partners and end users worldwide.

As an Indian pro audio manufacturer building a presence in global markets, what opportunities and challenges have you encountered along the journey?

As an Indian pro audio manufacturer expanding internationally, we have experienced both exciting opportunities and significant challenges.

One of the key challenges has been the limited support available for international marketing and promotion from certain local institutions. Additionally, some Indian compliance standards are not yet widely recognised across global markets, which can create additional certification and approval requirements. We have also faced challenges associated with the relatively slow growth of the broader professional audio ecosystem in India.

Despite these obstacles, we remain optimistic. The opportunities for Indian manufacturers are growing rapidly, and we believe that continued improvements in industry support, global recognition and ecosystem development will help Indian companies compete even more effectively on the international stage in the years ahead.

Read the full news on the expansion on page no. 81