

HI-TECH AUDIO VIDEO SYSTEMS APPOINTED EXCLUSIVE DISTRIBUTOR FOR OUTLINE



Hi-Tech Audio Video Systems' Manikk Gupta and Outline's Fernando Rey Méndez shake hands at ISE 2026; from left, Nitin Gupta and Ankit Gupta (Hi-Tech Audio Video Systems); from right, Outline's Country Manager Aritra Sarkar

Outline has appointed Hi-Tech Audio Video Systems Pvt Ltd as its exclusive distributor for India, a market expanding at a pace that few others can match, driven by an accelerating live events scene, rapid infrastructure development across hospitality and retail, and a growing appetite for world-class audio at every scale of production.

Founded with over two decades of hands-on expertise in professional AV distribution, **Hi-Tech Audio Video Systems Pvt Ltd** brings to the partnership a PAN India network, an in-house team of sound designers and application support specialists, and a clear strategic ambition: to become the largest AV distribution house in India within the next three years.

The company has built its reputation on technical excellence and client-centred service across both live events and fixed installations - a profile that aligns naturally with Outline's own standards and culture.

India's live event calendar - spanning international artist tours, IPL-scale productions, large-format weddings and major corporate events - increasingly calls for systems capable of delivering concert-grade performance to tens of thousands of listeners simultaneously.

Hi-Tech Audio Video Systems identifies **Outline's GTO and GTO C-12 line array systems** as the natural choice for the country's largest live productions, while **Superfly** and **Mantas 28** address the broad mid- to large-scale rental segment.

At the same time, rapid development across hospitality, retail, and cultural infrastructure is generating sustained demand for premium fixed installation solutions. Outline's **P Series**, **A Series** and **H Series** are well-positioned to serve luxury hotels, high-end clubs, places of worship, and the architecturally demanding venues where sonic clarity and visual discretion carry equal weight.

"Outline is a brand on global riders, built for the premium segment, and capable of delivering unparalleled sonic quality at the right price points," said **Manikk Gupta**, Director of Hi-Tech Audio Video Systems.

"India is becoming a major hub for performances by international and Indian artists, and events of that magnitude demand not just superior sound quality but enough power and headroom to handle massive crowds. GTO and Superfly are just perfect for such applications. Their scalability, powerful output and ease of deployment make them game-changers for multi-city tours and large-scale outdoor gatherings. In a country where a single tour can cross fifteen cities with different local crews at every stop, the ability to save and recall a complete system state is not a convenience - it is what keeps the show consistent from the first date to the last."

Hi-Tech Audio Video Systems is committed to providing comprehensive support to Outline users across India, including hands-on technical assistance, certified training programs and financial solutions tailored to local market needs. Its experienced team will oversee seamless integration, maintenance and system optimisation for both end-users and rental partners throughout

the country.

Aritra Sarkar, Outline's Country Manager for India, commented: "In a fast-growing market like India, we see strong opportunities across both the live sound and fixed installation segments. The appointment of Hi-Tech Audio Video Systems marks a significant step in strengthening Outline's presence in the country. Their solid reputation, proven expertise and deep understanding of the local market make them the right partner to support our expansion here - with a shared focus on delivering high-quality solutions and creating long-term value."

Following the announcement, **PALM Expo Magazine** caught up with **Fernando Rey Méndez**, Sales and Marketing Director at Outline, to better understand the company's long-term vision for India and how this partnership fits into that strategy.

What is Outline's strategy for building brand presence in India?

Our approach in India is quite straightforward: we do not want to be present only on paper, we want to be present in a credible way. For us, brand presence in a market like India comes from three things. First, visibility in the right projects. Second, technical credibility in the field. Third, a local partner who can support the market properly, not just sell into it. So the strategy is not based on chasing volume as quickly as possible. It is based on building the brand through the right reference projects, the right user experience, and the right level of support. That means working on both sides of the business: large-scale live applications, where visibility is very high, and fixed installations, where the brand can build continuity and long-term trust. In our view, if you want to build a premium brand in India, you need consistency more than noise.

What criteria did Outline use when evaluating distribution partners for India, and how did technical capability weigh against market reach in that decision?

Market reach was clearly important, but it was not enough on its

own. Outline operates in the technical segment of professional audio, so technical capability carries significant weight. A distributor must be able not only to open opportunities, but also to support the market properly: system design, product understanding, training, application support, after-sales follow-up, and overall credibility with serious users. So the decision was really about balance. We were looking for a partner with market access, of course, but also with the technical depth and discipline needed to represent the brand correctly. In some categories, reach alone may be enough. In our business, it is not. If a product is not specified correctly, deployed correctly, or supported correctly, even good commercial potential can be wasted very quickly. So technical capability was not secondary in our decision. It was central.

From a brand and market positioning perspective, how does the partnership with Hi-Tech Audio Video Systems support Outline's growth ambitions in India across both large-scale live events and fixed installations?

It supports them in a very practical way, because it gives us a partner that can work across both of the segments that matter most. On one side, there is the live market, which in India is becoming more visible, more international, and more demanding from a technical point of view. That is important for brand perception. High-profile live projects create attention very quickly. On the other side, there is the installation side, which is essential if you want a stable and lasting presence in the country. Fixed installations give continuity, reference value, and stronger long-term positioning. So from our perspective, the partnership with Hi-Tech makes sense because it allows Outline to address both sides with one coherent local structure. That is important. We are not interested in building a fragmented presence. We want the brand to be recognised as serious, technically credible, and properly supported across different application sectors.

India's live events industry has grown dramatically post-pandemic

and is increasingly drawing international attention. From where you sit globally, how does India compare to other fast-growing markets — and what specific signals told Outline this was the right moment to formalise its presence here?

From a global point of view, India stands out because it is not growing in just one direction. There are markets that grow quickly but in a narrow way, maybe driven mainly by touring, or mainly by infrastructure, or by one specific vertical. India is more interesting because the momentum seems broader. You can see it in live events, but also in installations, hospitality, corporate environments, worship, and other application areas. What told us this was the right moment was exactly that combination of signals. The live sector has clearly accelerated, international attention is increasing, expectations are rising, and at the same time the market is becoming more structured and more relevant for long-term brand building. So, to me, this was not about reacting to a short-term spike. It was about recognising that India has reached a level of maturity and visibility that justifies a more formal and focused presence.

How does Outline define success in India over the next three to five years?

I would say success is a combination of factors, not one single number. Of course, commercial growth matters. But for a premium brand like Outline, success is not just about selling units. It is about becoming genuinely relevant in the market. So yes, we will look at business development, project activity, and the quality of our installed base. But we will also look at other signals: stronger recognition among engineers and consultants, growing confidence from rental companies and system integrators, and increasing presence in the kinds of projects that shape market perception. Another important point is sustainability. We do not define success as short-term volume that is not supported by the right structure. Success to me means building a credible market position, technically respected, and commercially sustainable over time. That is the real objective.