

AHUJA RADIOS AT THE HELM OF INDIA'S PRO AUDIO LANDSCAPE FOR 80 YEARS

In conversation with Sandeep Ahuja, Owner of Ahuja Radios



For over eight decades, Ahuja Radios has shaped India's public address and professional audio landscape with its legacy of reliability, innovation and value-driven engineering. Founded in 1940, the brand has become synonymous with robust sound solutions trusted across public institutions, houses of worship, education, government and large-scale events. In this exclusive interview with PALM Expo Magazine, Sandeep Ahuja, Owner of Ahuja Radios, reflects on the company's enduring journey, its commitment to "Make in India," and the technologies driving its future in a rapidly evolving pro audio industry.

1. Tell us about Ahuja Radios' journey and legacy in the Indian PA & PRO audio industry.

Ahuja Radios was established in 1940 by **Amar Nath Ahuja** with a vision to provide robust, reliable and value-driven sound reinforcement solutions for the Indian market. Over eight decades, the brand has pioneered public address technology, becoming a household name across diverse sectors- public gatherings, houses of worship, educational campuses, government sector, corporate sector, sound contractors & hirers. Our commitment to innovation and reliability has helped us forge trust with generations of Indian customers.

2. What are the key strengths that set Ahuja Radios apart from competitors? How do you balance cost-effectiveness with quality in your product offerings?

We focus on designing and developing products closely tailored to customer needs- whether for auditoriums, mass gatherings, houses of worship, educational campuses, or events. Our core strengths include strict quality control at every manufacturing stage, continuous in-house R&D and an extensive dealer and service network that ensures quick availability and reliable support across India and around 50 international markets.

We are widely recognised for delivering true value for money, interna-

tional-standard performance, reliability and durability at accessible price points. We balance cost-effectiveness with quality through in-house design, using rigorously tested components, optimising for Indian conditions and long-term supplier relationships. Combined with our prompt after-sales support and a wide dealer network, Ahuja products deliver a high level of satisfaction to customer thus fostering steadfast loyalty to brand AHUJA.

3. How has Ahuja adapted to changes in audio technology and customer needs over the years?

Our in-house R&D facility closely monitors global trends, analysing customer and user feedback regularly to introduce innovations in our range of products, with the ultimate objective of delivering reliable PA systems and robust PA and pro-audio solutions. We design products with modern features that are extremely user-friendly.

4. What does "Make in India" mean for Ahuja Radios?

"Make in India" has always been one of the motivating factors at Ahuja Radios since inception, as we have always believed in manufacturing our own products right here in India, using local talent and resources. Even before the government launched the "Make in India" campaign, we were

Ahuja Radios' vision for the next 5–10 years is to solidify our position as India's undisputed leader in professional audio while expanding globally as a trusted "Made in India" brand, delivering innovative, reliable PA solutions that power public spaces, events and institutions worldwide. And the core pillar of our vision is technological leadership, market expansion and manufacturing excellence.

producing professional sound equipment tailored for Indian customers in our state-of-the-art factories in Okhla (New Delhi), Noida (UP) and sold and serviced through a country wide dealer network.

Our manufacturing setup includes fully integrated production lines with modern automated processes together with rigorous quality testing labs that meet international standards. We employ skilled workers and engineers, equipped with advanced machines, assembly lines and R&D centres focused on PA systems and audio innovation.

We are constantly improving our processes with new technology. Right now, our main goal is delivering reliable, high-quality products at competitive prices for both the domestic market and international customers.

5. How does Ahuja Radios support after-sales and customer service?

Prompt and cost effective after-sales support is one of the key pillars for success of Ahuja brand, through our country wide network of 600+ dealers' sales & service network, where customers can access spare parts, rapid servicing and technical guidance. Our team trains dealers to maintain high quality service standards, thus ensuring reliability years after purchase.

6. What are some landmark installations or achievements Ahuja takes pride in?

Our products are installed at prestigious venues such as the **Delhi Metro, Formula 1 Race Track at Greater Noida, Mahakumbh at Prayagraj, IITs, AIIMS, Police, Defence** and other reputed government and private establishments nationwide. We have also received the National Quality Award and **"Most Admired Indian Manufactured Electronics Brand"** award presented by ELCINA. Recently, our founder **Sh. A.N. Ahuja** was posthumously conferred with the "Icon of the Industry" award for his unparalleled contribution to the electronics industry in India.

7. What emerging technologies do you see shaping the future of pro audio?

At Ahuja Radios, we see several transformative technologies shaping the future of professional audio, integrated DSP in pro-audio equipment is becoming the standard, ensuring high intelligibility even in challenging environments. Furthermore, thanks to the liberalised policies of the Govt. Of India, Ahuja will be bringing out new products based on latest technologies including products in the wireless segment.

Internet Protocol (IP) based audio broadcasting products are already reinventing the way sound is reinforced in real time across big campuses which include hospitals, universities, factories, places of mass transit etc. In critical applications like city surveillance and smart city projects IP based solutions are playing a pivotal role.

Additionally, hybrid conference systems that integrate DSP with digital recording, priority switching, and multi-mic management are becoming essential for boardrooms and large halls, as demonstrated by advancements in our various products.

Ahuja is actively investing in R&D to incorporate these innovations while maintaining our value-for-money ethos. Our goal remains to provide reliable and trouble-free products tailored to both Indian conditions and global standards.

8. What's in the pipeline for Ahuja Radios' future product development?

A lot of new products are currently under various stages of development, which are in line with the core Ahuja philosophy of Ahuja Radios being a one stop shop for all PA and pro audio needs.

9. What sets Ahuja products apart from international competitors as well as other make in India products in the Indian market?

Ahuja Radios stands out through a unique combination of global-quality engineering tailored for Indian operating condition, setting us apart from both premium international brands and domestic competitors, quality and durability at significantly reasonable prices which are "value for money"

Key advantages include rugged designs for long usage, value-engineered components that maintain performance and a proven track record of longevity.

10. How would you describe the current state of India's pro audio and PA industry?

India's pro audio and PA industry is experiencing robust growth, driven by expanding infrastructure, live events, and rising demand for cost effective and reliable public address solutions in education, worship, transportation, and commercial spaces.

The growth in public address segment is fuelled by private and government projects, where reliable PA systems remain essential. Wireless audio and networked systems are now increasingly, finding favour with users.

Overall, Ahuja Radios is well-positioned to serve both mass and professional segments amid India's urbanisation wave.

11. What are the key growth drivers for the pro audio market in India?

The growth drivers of audio market in India are -

Infrastructure Expansion: Government initiatives like Smart Cities, PM Gati Shakti, Railway Stations/Govt. Facilities modernisations and airport upgrades demand reliable PA systems for announcements, security and public space.

Education & Worship Boom: Rapid growth in schools, colleges and religious institutions requires classroom audio, assembly hall systems, announcements and events.

Live Events & Entertainment: Festivals, corporate events and sports venues drives portable PA and rental demand boosted by Tier 2/3 urbanisation.

12. How important is the export market for Ahuja Radios?

The export market is strategically important for Ahuja Radios and contribute significantly in our total business. We are presently serving over 50+ countries across Africa, Middle East, SAARC, Southeast Asia and Latin America.

13. What is Ahuja Radios' vision for the next 5-10 years?

Ahuja Radios' vision for the next 5–10 years is to solidify our position as India's undisputed leader in professional audio while expanding globally as a trusted "Made in India" brand, delivering innovative, reliable PA solutions that power public spaces, events and institutions worldwide. And the core pillar of our vision is technological leadership, market expansion and manufacturing excellence.

We aim to maintain our "value for money" ethos, international quality at reasonable prices, while enhancing after-sales support through a 600+ dealer network.

14. What is your perspective on government policies affecting the electronics industry?

Government policies have transformed India's PA and Pro Audio industry through supportive regulations and localization mandates. Indian manufacturers stand to benefit significantly from key government initiatives like **Make in India** and **Atmanirbhar Bharat**. Continued focus on developing the component ecosystem and easing export procedures will unlock the next growth phase for the electronics sector including PA and professional audio systems.