

SCALING SOUND FOR INDIA'S LIVE EVENTS SURGE

Interview with Viraaj Shidhaye, Senior Manager - Sales, South Asia on Shure's Vision for India

*India's live events industry has witnessed cataclysmic boom in the past year. As stadium tours multiply, festival footprints expand, and international artists arrive with increasingly exacting technical riders, the pressure on RF infrastructure has never been greater. The **PALM Expo Magazine** team sat down with **Viraaj Shidhaye**, on the **PALM Expo 2026** show floor, where both the technology on display and the crowds engaging with it reflected the growing demands placed on these systems. They discussed how the company is one of the first to evolve its wireless ecosystem to meet the needs of a market that has decisively come of age.*



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India's live events industry has scaled dramatically in the last few years. From your perspective, what's changed most in the technical expectations of Indian productions today?

The biggest shift is that India is transition from merely assembling shows, but into a market where we are designing high-class and premium experiences. The technical expectations from Indian productions are at par with global standards. Audio redundancy, used to be a complete luxury in the past, now, it's a non-negotiable baseline. Because the stakes are so high with massive crowds and millions of viewers joining online, there's zero margin for error, in terms of RF failures and drop-outs. That's the reason engineers today demand absolute predictability and a high level of reliability as well. For us, we've evolved from being a hard-ware provider to a critical infrastructure to support this scale.

Shure's recent launch of Axient Digital PSM is making waves globally. Why is this development particularly relevant for large Indian festivals and touring productions?

The **Axient Digital PSM** is a monumental game changer for multi-stage, multi-artist, live festivals, which is redefining India's live events scene. Historically, in-ear monitoring has been the most volatile variable for an RF engineer; with crowded spectrums, massive LED walls and moving hard disks. With this system, we've introduced a high level of spectrum efficiency. Replete with features like spatial diversity transmission, which protects the signal from multi-path interference, ensuring even if an artist runs across a massive festival walkway, surrounded by heavy interference, their in-ear monitor mix is pristine.

RF congestion is a daily reality in Indian metros. How are technologies like WMAS and Shure's digital wireless ecosystem helping engineers maintain reliability in these environments?

Managing RF in metros like Mumbai & Delhi is like negotiating peak-hour traffic, there's heavy congestion and the space is always shrinking. That's where our innovation in WMAS comes into play. For example, with the Axient PSM, over a single RF carrier, we can now transfer up to four digital channels, rather than choking the airwaves with narrow individual frequencies. Combined with the wireless workbench, we now give the engineers the power

to see the spectrum clearly, automate their deployments and also dodge frequencies in real time. For international touring requirements, this means they have the power to scale channel counts without having to worry about local RF requirements.

Global touring artists now expect the same audio standards in India as anywhere else. How is Shure supporting Indian rental companies in meeting international riders and production benchmarks?

Whenever an international A list artist lands in India and sees Shure's Axient digital in their tech rider, it breeds instant confidence into their tech production team. We're supporting our rental partners in two ways. Firstly, we ensure that our global flagship technology is available to our rental partners locally. Backed by world-class support, this gives them the confidence to execute these events. Secondly, we invest very heavily in people. With Shure Academy, we give them rigorous hands-on training on how to go about using the equipment that is already present. These engineers are not only meeting the benchmarks, but they're also setting them.

Networked and digital audio workflows are becoming the norm. What advantages do Shure's latest solutions bring to Indian sound engineers working on high-pressure live shows?

Time is the most precious commodity in such an environment. Shure's wireless ecosystem, now seamlessly, natively integrates with the digital workflows with over Dante and AS67. So, essentially for the sound engineer, it means, a multi-channel wireless rack can now be connected to the console via single network cable, ensuring pristine digital audio with zero analogue degradation.

Looking ahead, how do you see India's role evolving in the global live events landscape, and how is Shure aligning its roadmap to support that growth?

India is no longer just a destination on the global touring map, we're slowly becoming the global epicentre of live entertainment. Steadily, we've seen local; Indian festival IP's expanding internationally and many more stadium tour and live concerts coming into the country now!