

14th edition

PALM SOUND & LIGHT AWARDS

S.S.L MEDIA TECH OUTSTANDING LIGHTING RENTAL COMPANY OF THE YEAR



Amid resounding applause, SSL Media Tech claimed the honour, further cementing its reputation as one of the industries trailblazers

A truly pan-India powerhouse, **SSL Media Tech** operates across 20+ active sites daily, supporting everything from television shows and award ceremonies to sold-out concert tours and international productions. Their work is omnipresent across stadiums, arenas, broadcast studios, and large outdoor venues, reflecting their unmatched reach and operational strength. Backed by decades of experience and global collaborations, SSL consistently aligns Indian productions with international technical benchmarks.

The company's sustained growth and industry dominance can be attributed to its robust infrastructure, seasoned expertise, and a highly skilled workforce capable of executing complex, multi-city productions with precision. With an unrivalled presence in the non-fiction television segment and a proven track record across live events, SSL Media Tech stands as one of India's foremost lighting rental companies, trusted to deliver excellence at every scale.

Built on the pillars of scale, precision, and operational excellence, SSL Media Tech has consistently pushed the boundaries of what is possible in lighting rental and production infrastructure.

*The PALM Sound & Light Awards honoured **SSL Media Tech** – a dominant force in India's live entertainment and lighting rental industry with over 30 years of expertise. Recognised as a market leader shaping the landscape of large-format events and reality television, SSL Media Tech has built a reputation for delivering cutting-edge lighting solutions and seamless execution across the country. With one of the largest inventories of lighting equipment and LED screens, the company continues to enable productions of immense scale and complexity. **Ulhas Sahasrabudde**, Founder of SSL Media Tech, took to the stage to accept the award, and also spoke to us in-depth about what it takes to secure an award of this scale*

With one of the largest inventories of lighting equipment and LED screens in the country, the company has created a robust ecosystem capable of meeting the demands of high-complexity productions. From theatre and sports events to music festivals and broadcast television, SSL's versatility remains unmatched.

A Leader in Television and Live Production

SSL Media Tech commands an unparalleled



position in the Indian television landscape, particularly within the non-fiction segment. With over 95% market share in Hindi and Marathi non-fiction programming, the company has become synonymous with reliability and quality in reality show production. Long-standing associations with flagship properties such as the **Zee Cine Awards** further underscore its expertise in broadcast-grade lighting, where precision, redundancy, and flawless execution are critical.

The company's approach to each project is rooted in customisation and safety. Understanding the unique requirements of every event, SSL designs tailored solutions that ensure both creative impact and technical integrity. Its strong adherence to safety protocols ensures that every setup meets stringent industry standards, building confidence among clients and collaborators alike.

Defining Productions: Scale Meets Precision

Over the past year, SSL Media Tech has played a pivotal role in some of the most ambitious and high-profile productions across India's live entertainment sector.

Among its standout achievements is **Karan Aujla's P POP CULTURE India Tour 2026**, widely regarded as the largest Punjabi pop tour in the country. Spanning six major cities within a compressed timeline, the tour demanded repeatable arena- and stadium-scale setups across varied venues. SSL delivered large-format LED backdrops, enhanced lighting systems, and touring-grade infrastructure, even executing parallel, same-day deployments in cities like Mumbai and Pune—demonstrating exceptional operational resilience. Their role in aligning Indian venues with the tour's globally standardised framework highlighted SSL's capability to operate at the highest levels of international production.

Similarly, **Enrique Iglesias' India Tour 2025** saw SSL Media Tech delivering concert-scale lighting systems and stage integration across Mumbai, Bengaluru, and Delhi. At high-capacity venues like the MMRDA Grounds in BKC, Mumbai, the company ensured consistent visual impact, translating global pop aesthetics into locally executed productions.

Further cementing its position in international touring, SSL supported **Def Leppard's India Tour 2026**, which included one of India's largest rock performances. The Mumbai show at Jio World Garden required extensive lighting infrastructure and precise rigging integration tailored to classic arena rock formats, once again demonstrating SSL's adaptability to varied genre-specific production demands.



SSL Media Tech's portfolio of diverse shows in the past year alone include Def Leppard, Enrique Iglesias, Coldplay and more

Ulhas Sahasrabuddhe, Founder of SSL Media Tech elucidates on the company strategy and what it takes to secure such an award

With over 30 years in the industry and recent high-profile projects like Coldplay and Def Leppard, what does winning Outstanding Lighting Rental Company of the Year at the PALM Awards mean for SSL Media Tech's journey?

Thirty years is a long time to be in any industry, but in live entertainment, it is a lifetime. Every year, the productions get bigger, the timelines get tighter, and the expectations get higher — and we have grown with all of it. This recognition from PALM is meaningful precisely because it comes from within the industry, from people who understand what it actually takes to deliver at this scale. It is not just an acknowledgement of the productions we have executed — it is a recognition of the infrastructure, the team, and the discipline we have built over three decades to make those productions possible. We have never been a company that sought the spotlight. We have always believed that the work speaks for itself. This award confirms that it does.

Operationally, how does SSL build and maintain a team and inventory capable of executing at global levels, and what does that internal infrastructure actually look like?

"The honest answer is that it comes down to preparation and people. Our inventory is one of the largest in the country — lighting equipment, LED screens, rigging infrastructure — but inventory alone does not execute a show. What executes a show is a team that has been trained to the same standard across every city we operate in. For the Karan Aujla tour, we had teams deploying simultaneously in Mumbai and Pune on the same day. That is only possible when your operational systems are tight enough that a crew in Pune is making the same decisions, to the same standards, as a crew in Mumbai — without needing to escalate every call. With Coldplay, the challenge was different — it was about integrating our operations into a globally standardised production framework, where the benchmark is set internationally and your job is to meet it without friction. Both experiences reinforced something we have always believed: that scale is only sustainable when it is built on process, not improvisation."

Where do you see the bigger opportunity for growth over the next five years, and what does India's live entertainment lighting landscape look like from where you stand today?

"Television gave us the discipline and the consistency. Live touring gave us the scale and the creative ambition. The two are more complementary than people assume — the precision required for a broadcast-safe lighting environment is exactly the discipline you need when you are executing a stadium show with zero margin for error. As for the next five years — India is at an inflection point. International artists are no longer treating India as an occasional stop on a global tour. They are building India into their primary touring markets, and the productions they are bringing are world-class. For SSL, that represents both an opportunity and a responsibility. The opportunity is to be the company that enables that growth. The responsibility is to ensure that Indian production infrastructure continues to rise to meet it — because the world is watching."

Consistency, Innovation, and Trust

At the core of SSL Media Tech's success lies a steadfast commitment to reliability, innovation, and client satisfaction. Its long-standing partnerships and repeat collaborations are a testament to its ability to deliver consistently high-quality outcomes. Whether it is managing the complexities of multi-city tours or ensuring broadcast-safe lighting environments, SSL has built a reputation for execution without compromise. This award from PALM recognises not only SSL Media Tech's technical excellence but also its leadership in shaping the future of India's live event and lighting rental industry. As the scale and ambition of productions continue to grow, SSL remains a key enabler—equipped with the expertise, infrastructure, and vision to illuminate some of the country's most defining entertainment experiences.