14th edition
PALM SOUND & LIGHT AWARDS

SYSTEM DESIGN AND INTEGRATION AWARD SOUND REDEFINED

__Sound Redefined__ sits at the intersection of hi-fi audio culture, AV system integration, acoustics, hospitality, and luxury residential design. Over the past decade, the New Delhi-based company has built a portfolio of marquee hospitality, retail, and residential projects across India, work that has now earned it national recognition.
Their commitment to thoughtful design and seamless integration recently earned them __System Design & Integration Award__ at the __PALM Sound & Light Awards 2026__, a win that celebrates not a single installation, but the company's broader contribution to the advancement of professional AV integration in India. __PALM Expo Magazine__ speaks with Founder __Dipankar Grover__ about system integration, the evolution of India's high-fidelity audio culture, and the philosophy that has shaped the company's award-winning body of work.

With more than 400 projects delivered across the country, Sound Redefined continues to champion the idea that sound should not be an afterthought, but an integral part of how people interact with a space.

In an industry where audio systems are often judged by the brands listed on a specification sheet, Sound Redefined has built its reputation on a different philosophy: great sound begins long before the first loudspeaker is installed. Through a combination of system design, acoustic planning, technical integration, and an unwavering focus on the listening experience, the company has emerged as one of India's most respected AV integration specialists.

At a time when architects, hospitality operators, and homeowners are increasingly recognising the role sound plays in shaping experience, Sound Redefined has positioned itself at the intersection of technology, acoustics, and design. Today, its portfolio spans luxury residences, hospitality destinations, retail environments, home cinemas, and dedicated hi-fi listening spaces across the country, reflecting a broader shift in the Indian market from equipment-driven solutions to experience-driven audio design.



Accepting the award on stage, Dipankar Grover embodies Sound Redefined's mission to redefine how sound is experienced across hospitality, retail and architectural spaces, at a time when the hi-fi listening culture in India gains traction

Speaking on how he received the news, Grover recalled a feeling of utter confusion that eventually crescendoed into happiness: "Honestly, I was like, is this a scam? I had to send the screenshot to my sister and my mom. I'm also a very big skeptic. We've stayed away from coverage, we're not part of any AV industry organisation, we've just been working. So it really felt like it came out of nowhere."

Once the win was confirmed, he says, disbelief gave way to something more grounded:

"Doing your work is one thing, but being recognised for it is special!"

Laying the Groundwork: Origins of Sound Redefined

Dipankar Grover's introduction to sound was accidental, but the obsession that followed was anything but. Handed a family sound system in eighth grade, he quickly became fascinated by how audio equipment worked, spending his school and college years building and modify-

ing speakers as a hobby. Whatever ambitions he once had of becoming an automobile engineer gradually gave way to a growing interest in sound, one that would eventually shape his career.

The turning point came in his early twenties during a visit to an AV trade expo. Accompanying a friend who was looking to purchase a sound system, Grover struck up conversations that unexpectedly led to his first freelance project.

What followed, he recalls, happened organically. One client led to another, then another, and before long he was receiving referrals through word of mouth. In Grover's words, the formation of Sound Redefined was "very natural."

The company's first formal installation project arrived in 2014 with **Bhane**, the Delhi retail store founded by **Anand Ahuja**. The relationship would continue through **VegNonVeg**, Bhane's sister label and now one of India's best-known sneaker and streetwear retailers, with stores across Delhi, Gurgaon, Mumbai and Bangalore.

From there, the company steadily expanded into commercial spaces. Bhane was followed by **SOCIAL Defence Colony**, the second SOCIAL outlet in Delhi, and later **Glocal Junction** in Mumbai, which marked Sound Redefined's first project in the city. Somewhere along the way came a commercial cinema installation, although Grover notes that the company has since shifted its focus toward home cinemas rather than commercial theatre projects.

Together, these early assignments laid the foundation for what would become a national footprint. Today, Sound Redefined's projects span Maharashtra, Karnataka, Telangana, Uttar Pradesh, Goa, Rajasthan and Chhattisgarh, alongside a growing presence in eastern India.

Engineering, Not Guesswork

"Engineering first, sound first, and optimisation," Grover says.

Announcing the win on Instagram, Sound Redefined wrote: ***"What started with a simple obsession for great sound has taken us from small listening rooms to some of the country's most exciting restaurants, bars, clubs, and hospitality spaces. Every project has pushed us to learn something new, refine our approach, and pay attention to the details that often go unnoticed. A huge thank you to all our clients, partners, collaborators, and everyone who has trusted us to be a part of their journey over the years. To more low-end therapy this year!"***

"If you understand the physics of the place and your product, you don't just say, 'this needs this many speakers.' If the space needs two speakers, you install two speakers."

That restraint, he explains, comes from having built the company from zero capital. What began as a necessity has since evolved into a broader philosophy against over-engineering and over-specifying spaces. The goal is not to sell more equipment, but to arrive at the right solution for the environment.

Just as important is an aversion to callbacks, as he emphasises: "Excessive service at a site is, to me, a fundamental engineering issue. If that means losing some margin at the start, that's fine with us." For Grover, long-term reliability is one of the clearest indicators of successful system design. Some







Clockwise from top left: **VegNonVeg**, where streetwear and hi-fi audio culture merged to create an immersive listening environment; **The Middle Room**, where every design decision was guided by the pursuit of reference-grade audio and an uncompromising listening experience; & **Manam Chocolate**, where a seamlessly controlled multi-zone audio system across its café, factory and retail spaces demonstrated the versatility of high-quality sound

Sound Redefined installations, he notes, have operated for six or seven years without requiring service beyond routine cleaning.

Building National Presence

Today, Sound Redefined operates with a 16-member team, anchored by its Delhi headquarters and supported by satellite teams in Hyderabad and Mumbai. The company's project mix has also evolved significantly over time. While residential projects accounted for nearly 60% of the business in its early years, the portfolio is now evenly split between residential and professional AV work, with the latter seeing the fastest growth over the past two years amid India's ongoing infrastructure expansion.

Partnerships have played a key role in that growth. Sound Redefined has worked with **Powersoft** for more than a decade, a relationship that has become a cornerstone of its amplification portfolio. More recently, the company added **Danley Sound Labs** to its ecosystem, taking on the brand's distributorship in 2022.







Clockwise from top left: **Kaméi**, where remarkable sonic consistency was achieved through just three loudspeakers and a single subwoofer; **Gaijin**, where a challenging street-facing location was transformed into a finely tuned hi-fi listening environment through minimalist deployment techniques; & lastly **Asembli**, where Sound Redefined's largest Danley deployment to date delivered immersive audio at scale for a 1,500-seat hospitality destination

The move was years in the making. Grover had been advocating for Danley in the Indian market since 2019, initially pitching the brand to established distributors and key stakeholders before eventually deciding to represent it himself.

The company's involvement with Danley extended beyond integration. Sound Redefined had been working in the rental space long before Danley, and it was the experience accumulated through years of working on live shows and events that helped the company propel the brand into India's growing rental sector. That understanding of the demands of live sound gave Sound Redefined the confidence to introduce Danley to rental providers and demonstrate its capabilities in the field.

That effort has since helped Danley establish a foothold in India's rental sector. Systems from that growing ecosystem are now being deployed across a wide range of applications.

Design Philosophy In Practice

Grover points to several projects that demonstrate how Sound Redefined's engineering-led approach translates into real-world environments, each with a distinct set of technical challenges.

Among them is **The Middle Room** in Bangalore, one of India's first reference-grade listening bars. Despite its modest footprint, Grover describes it as a project where "no corners have been cut," with every design decision centred on achieving the highest possible listening experience.

In Mumbai, **Gaijin** on Linking Road presented an entirely different challenge. The project required reorienting the entire audio system and acoustically sealing a compact, temporary structure against significant street noise. The final solution relied on just two speakers and a single bass unit, a deceptively simple deployment that Grover says continues to attract attention from visitors who are often unaware that Sound Redefined was responsible for the installation.

Another standout is **AABBCC** in Delhi, currently featured on Asia's 50 Best Bars list. There, the challenge was transforming a venue that had never originally been designed as a club into a reference-grade dance floor capable of delivering a premium experience for the 75 to 80 patrons typically occupying the space at peak capacity.

The company's portfolio offers similarly varied examples. At **Kamei** in Delhi, Sound Redefined took a deliberately minimal approach to coverage, with the entire restaurant handled by just three speakers, supported by a subwoofer positioned at the DJ booth. Rather than following a conventional distributed-speaker approach, the system was designed around the space, using careful placement to achieve consistent coverage with a remarkably small footprint.

In 2022 Sound Redefined secured its largest Danley project to date: a Hyderabad installation valued at approximately ₹3 crore. **Asembli**, a 1500-seat brewery in Hyderabad, featuring a 30-foot domed ceiling fabricated in Italy. The installation ran from 2023 to 2025 and required extensive post-installation refinement as the venue became operational and its owners determined how the space would actually function, including the need for additional bar and dancefloor zones.

Closer to home, Sound Redefined's own Delhi office serves a dual purpose. Designed as a residential-style listening environment rather than a conventional corporate workspace, it doubles as a home-demo experience centre where the team regularly hosts listening sessions, allowing clients to engage with the brand between projects.

More Than An Award Sign of the Times

For Grover, the award reflects a broader shift he has been observing across India's hospitality and residential sectors for several years. The emergence of listening bars, immersive hospitality concepts, and design-conscious environments has steadily pushed sound "from the background to the foreground," elevating audio from a supporting element to a defining part of the experience.

As expectations around interiors, lighting, finishes and acoustics have evolved, Grover believes sound is now undergoing a similar transformation.

"Even if the trend dies out, people will have at least a standard of sound systems."

It is a change that extends well beyond any single project or installation. With more than 400 projects delivered across hospitality, retail and residential environments, Sound Redefined has built its reputation on the belief that great audio begins with thoughtful engineering, restrained design and long-term reliability rather than excessive specification.

The company's System Design & Integration Award at the PALM Sound & Light Awards 2026 is therefore more than a recognition of individual achievement. It reflects the growing maturity of an industry that is increasingly prioritising experience over equipment, design over excess, and performance over specification sheets. In many ways, the award serves not only as a milestone for Sound Redefined, but also as a marker of how far India's AV integration community has come.