

COMPANY SPOTLIGHT: SOUND RENTAL

Founded in 1997 and headquartered in Udaipur, **Mega Sound India Private Limited (MSIPL)** has spent nearly three decades building one of India's most technically capable live production companies. The core idea from the beginning has been straightforward delivering reliable event technicals, regardless of scale. **PALM Expo Magazine** brings you coverage of what has evolved over the years is; precision, design, and scalability with which that promise is kept. What hasn't changed is discipline in execution and respect for the craft. Read on to know more!



MAKING NOISE FOR ALL THE RIGHT REASONS: THE MEGA SOUND INDIA STORY

Three decades in, Mega Sound India has built the systems, the crew, and the operational structure to back up everything it promises.

Built to Operate at National Scale

Delivering consistently at a national level from a single base requires not only an extensive inventory list, but a structural approach. **MSIPL's** model is built on centralised planning and decentralised execution. Warehouse infrastructure, logistics planning, and pre-production workflows are managed centrally, ensuring that equipment movement, crew allocation, and timelines remain controlled on every project, irrespective of scale. On the ground, execution is handled through specialist teams operating within those centrally defined frameworks.

Consistency comes from standardisation. Every show plan, system design, crew structure, and deployment format follows internal protocols, which means the output doesn't shift based on geography, venue type, or the complexity of the brief.

The company operates across two verticals, live concerts and luxury weddings, supported by a shared ecosystem of inventory, infrastructure, and core technical expertise. Each vertical runs with its own dedicated teams, but the planning backbone is integrated. Clients don't need to navigate the structure themselves: once a requirement is understood, **MSIPL's** team internally aligns the appropriate inventory, crew, and expertise to the project.

For Concerts: The Technical Case

The concert vertical at **MSIPL** was not a forced decision. For over a decade, the company was already consistently handling major international concerts, large Navratri events, and significant government productions. With extraordinary shows like Maroon 5, Lollapalooza, Sunburn 2024 & 25, AP Dhillon, and Shreya Ghoshal - Coke Studio Bharat Live and many more. At a certain point, the volume and complexity of those projects required a more formalised, specialised

approach, and formalising the concert vertical was the way to bring precise engineering, in-depth planning, and structured execution to that segment.

The addition of the **L-Acoustics K1 system** played a significant role in strengthening that direction. It allowed **MSIPL** to step into the highest tier of large-format productions with a system that could deliver at scale, throw, and consistency, aligned with globally benchmarked standards.

MSIPL is today India's first **L-Acoustics K1-KX Standard Certified Company**. The K1-KX is a premium touring system configuration: a fully integrated, high-output, long-throw concert sound system where mains, flown low-end, ground subs, amplification, and rigging are all configured in a proven format built for stadiums and major touring productions. Achieving the certification required a precise system plan, trained personnel, and consistent execution across projects over years. It is not a certification of inventory alone, it is a certification of technical crew, consistency, and commitment to execution.

In 2025, **MSIPL** also became the first company to deploy **L-Acoustics L-ISA immersive sound** in an Indian live production, at **WOW Awards Asia**. The technology was not adopted for visibility, it was adopted because it materially changes the audience experience, opening a new dimension of audio by moving the conversation from loudness to experience. The response from the industry was strong.

For concert promoters and production teams, the practical implication of all of this is significant. Artist production teams arriving in India increasingly come with technical riders built around global standards. **MSIPL's** K1-KX certification and its direct experience with internationally benchmarked systems means it is equipped to meet those riders, not approximate them.

The Process Behind Every Show

Understanding what **MSIPL** actually does before a show opens is as import-

ant as knowing what systems it runs.

Every project begins with a detailed technical brief across Audio, Lighting, and Trussing departments. Followed by site surveys, technical drawings, and system design. Inventory is pre-planned, speaker positions are calculated for equal coverage, rigging, power distribution, and signal flow are all resolved in advance. On the ground, deployment follows a structured timeline: setup, rehearsals, show, and dismantle. As evidenced by their work on prestigious luxury weddings such as Ambani's, Adani's, Priyanka & Nick Jonas', Parineeti and Raghav Chadha's, and the Patni's, to name a few.

For venues the team hasn't encountered before, the approach is the same. Audience layout, acoustic challenges, environmental factors, and design elements are studied and fed into prediction software for system design. The software maps the coverage area and determines inventory requirements. Structural availability, safety documentation, and rigging requirements are then discussed and confirmed with the structural team before deployment planning is finalised.



Redundancy is built into every project from the outset, not treated as a contingency. Signal paths are backed up with redundant routing and physically separate cabling to eliminate single points of failure. Power systems are secured with UPS and generator backups.

For Weddings and Multi-Day Events

The technical demands of a large-format, multi-day luxury wedding differ from those of a concert—but are no less exacting. Multiple venues, parallel functions, tight back to back timelines, and the expectation of absolute consistency across every setup all raise the bar.

MSIPL addresses this complexity through parallel, dedicated teams, with separate crews and equipment allocated to each venue or function, all operating within a meticulously planned production schedule covering load-ins, setups, rehearsals, and transitions.

Its integrated approach across audio, lighting, and trussing is critical. When all disciplines are designed by a single technical partner, conflicts are resolved early, efficiency improves, and the result is a cohesive production. In luxury environments, where sound quality and visual integration must coexist seamlessly, this joined-up design approach makes a tangible difference.

The People Running the Systems

Equipment performs only as well as the people handling it. MSIPL runs active training programmes led by industry professionals and experienced experts, alongside structured internal development programmes across all



The Team Behind The Scenes:

Siddhartha Chauhan - Founder & Managing Director

Operations : Vishrut Joshi - Operations Head

Sanjay K - Chief Audio Engineer

Ranjit Rathore - Sr. Audio Engineer & Production Manager

Rajesh Kumawat - Lead Audio Engineer & Inventory

Manager; **Harshal Pilare** - Lead Audio Engineer

Deepak - Sr Light Engineer

Management:

Kavish Nagori - General Manager; **Manan Chawla** - Purchase &

Admin Executive; **Deepshikha Giria** - HR & Admin Assistant

Sales & Marketing: Divesh Mali - Senior Executive

Finance and Accounts:

Kamal Arora - Chief Financial Officer

Vikram Kumawat - Financial Controller



Inventory:

PA Systems

- L-Acoustics K Series - K1, K1-SB, K2, KARA, L-Acoustics A Series - A15
- L-Acoustics X Series - X15, X12, L-Acoustics Subwoofers - KS28, KS21, SB18; JBL Tour Sound VTX A Series - A12, A12W, A8, A6
- JBL Subwoofers - B28, B18, B15, JBL Live Portable - PRX ONE
- LD Systems - MAUI 44, MAUI 28, RCF - Evox12, Evox8

Exclusive and High-End Consoles

- DiGiCo Quantum Series - Yamaha Rivage Series, Avid S6L - DLive

Advanced and Robust Wireless Systems

- Shure Axient Series, Sennheiser 6000 Series

Networking Infrastructure

- Luminex Network Intelligence

Signal Transport

- Fibre MultiMode / Single Mode, Ethernet
- Luminex Network Intelligence

Systems capabilities to adapt to advanced and multiple audio protocols

- Milan AVB, Dante, AES/Analog

Plug and Play System Drive Racks

- Advanced & Customised Power Racks
- Multipin Stagedrops & Patchbays

Lighting

- Mega Pointy, BWS, Beam, Wash, Tambora, Solar Flare, Strobes, Trussing, Mother Truss, 8 Pillar Box Truss, 6 Pillar Box Truss, 4 Pillars Box Truss, Console, Grand MA, Arena

levels of the company. Continuous learning, skill development, and career progression are built into how the organisation operates. This matters in concrete terms: the K1-KX Standard certification requires trained personnel as a condition of the standard itself.

Raising the Bar

India's festival and concert market has grown rapidly, and with that growth, expectations from a technical production partner have shifted. Clients today are not looking for equipment supply, they expect end-to-end service, consistency, and technical assurance at scale.

MSIPL's answer to that is nearly three decades of national-scale operational experience, India's only K1-KX Standard Certification, the country's first deployment of immersive audio in a live production context, a pre-production process built around engineering rather than assumption, and an operational model, centralised planning, decentralised execution, designed to deliver the same standard anywhere in the country.

The sound, as they say, speaks for itself.

Mega Sound India Private Limited will be present at **PALM AV-ICN Expo 2026**, NESCO Mumbai, 28-30 May.

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