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## **Robe Appoints New Indian Distributor**

Robe lighting has appointed Mumbai-based Integrated Entertainment Solutions (IES) as its new Indian distributor.

The deal was concluded by Robe's Sales Director Harry von den Stemmen and IES's Rasesh Parekh at PALME Dubai, and IES will offer the full range of Robe products and comprehensive technical support across India.

Says von den Stemmen, "We took our time and researched carefully to find the right partner in India. It is a country with massive potential, and it was important to find a company that shares our visions and ideals for the future and has a real dedication to providing the superlative long-term customer service and support for which Robe is renowned".

Rasesh Parekh adds, "We are delighted to become part of the Robe Family. The quality of the brand and the commitment of the Robe team towards their products, future technologies and customers in all sectors were the main reasons we wanted to be onboard."

Parekh and IES business partner Kekul Sheth both visited the Robe factory in the Czech Republic last year, where they received full product technical training and became certified Robe service technicians. The high levels of Robe's in-house production and consequent quality control really impressed them.

In the period between now and the start of discussions with Robe, IES has also helped co-ordinate the commissioning and installation of Robe products for other clients in India, so they already have hands-on experience with much of the equipment.

With the new arrangement in place, they will continue to do this, sometimes working in conjunction with like-minded channel partners, and will also supply nationwide service and support.

Traditionally IES's main market for moving lights has been the entertainment sector, but there are plenty of other areas experiencing positive activity, including hotels, real estate developments, restaurants and building and construction projects. Parekh comments that the amusement park market is currently "almost untapped", and they are looking forward to healthy growth there, as well as for architectural lighting schemes and the illumination of monuments and places of worship.

"The intelligent lighting market is maturing in India" he says, with clients recognising the value of well engineered products, and having the foresight to invest in the short term to reap benefits in the long term. "Quality has never gone out of fashion - so the future is very bright," he declares.

In particular, he envisions that the new ROBIN moving light series will be a big hit. He cites the breadth and dynamics of Robe's products - including the Digital Series, media servers, LED ranges

and video surfaces - as great strengths in offering complete 'visual solutions' in practical and creative show technology packages.

The Indian economy is currently buoyant and has been unaffected by much of the global financial crises, due to a strong banking infrastructure and a growing middle class population. It is one of the world's 'emerging' economies and the GDP is currently predicted to continue growing at over 7%.

