



Stonewater named exclusive Indian Precision Devices partner

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INDIA: British manufacturer Precision Devices has appointed Stonewater Audio Labs as its exclusive distributor in the territory. The partnership comes off the back of the two companies' wide ranging cooperation in manufacturing Precision Devices designed loudspeakers for the local Indian market. Stonewater plans to launch its first PD-backed models at the upcoming PALM 2017 show held in Mumbai in June.

Stonewater is also well-known in India for its installation work, having secured contracts to outfit all outlets nationally for 24 brands, including Starbucks, Burger King and Domino's. 'What you find here in the Indian market is that most of, if not all of the other domestic brands, just buy cabinets from China assembled with Chinese components and then just stick their brand name on the box to sell it here,' explained Stonewater's director of marketing, Vikram Shetty. 'That's the typical business model for most Indian companies. There's barely any research and development that really happens here in the pro audio market, and that's what really sets us apart from the others.'

'We have been in an ongoing association with Precision Devices where for the last year we've been developing some exciting products together, that are aimed at both domestic and international markets,' furthered Mr Shetty. 'We have a state of the art factory here in India where we manufacture cabinets of the highest quality using precision European machines and the finest birch plywood under stringent quality control. Critical transducer components are manufactured in UK while assembly is done in India. Mark Oldroyd, technical director at PD and a man with golden ears, was personally responsible for shaping the tonal character of the new Stonewater products. So you see, this is a much deeper level of cooperation than anything else the market has seen. Simply put, it allows us to make world class products, at Indian prices.'

To support the new distribution agreement with Precision Devices, Stonewater will be launching a wide range of PD transducers including compression drivers for the first time in India, on a dedicated booth at PALM Mumbai 2017.

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