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# Nitin Speakers & Electrical Invests in Robe

## Products Involved

**ColorSpot 2500E AT™**   **LEDWash 600™**   **ROBIN® 300E Beam**

Leading West India based Rental company Nitin Speakers & Electrical has invested in Robe moving lights to upgrade their lighting inventory.

Run by the charismatic Sachin Naik – who has connected with many politicians, dignitaries, VIPs and celebrities in the course of his work – the Pune based operation supplies technical production to events of all types from vast political rallies for half a million people or so to concerts and musical extravaganzas to corporate presentations.

Known for many years as a high quality audio rental company and also for building large portable venue superstructures, Nitin Speaker's & Electrical opened its Intelligent Lighting division a year ago.

"We were being asked more and more frequently if we could supply lighting," explains Naik, "So we decided to do it properly and make a substantial investment so we could stock and supply the very best moving lights".

They then decided that Robe was the best brand!

Reliability was a key – and Robe has the best reputation in this category. He also knew he could get great service and support from Robe's Indian distributor, IES from Mumbai.

The first purchase involved eight ColorSpot 2500E ATs, eight ROBIN LEDWash 600s and eight ROBIN 300E Beams.

They have been working constantly since delivered on a plethora of shows and events.

The small and light weight of the LEDWash 600 and Beam 300 fixtures make them a huge hit with the Nitin crew and technicians for their ease of use, handle-ability and also for the power saving capabilities.

"The colour tones are really excellent from the LEDWash," Naik enthuses. "They are great for movie and video shoots and also for TV applications – and ideal for pleasing camera operators and photographers with their range of different colour temperature 'true' whites." The ColorSpot 2500E ATs they wanted for their sheer intensity. They provide lights for a lot of large scale shows with huge stages and sets, and so they needed a set of fixtures with a really powerful throw.

Above all, with the company's excellent reputation for audio - their main systems are L-Acoustics - they needed to be able to match this status with the new lighting division, "So investing in a premium brand was key to that," comments Naik.

Having a branded product on-board also gives the technology more longevity - both physically because of the better engineering and psychologically because if people trust a brand image, he reckons that they tend to stick with it rather than flitting to the next trend a few months down the line!

Nitin Speakers & Electrical operates out of a 500,000 square foot facility on the outskirts of Pune, Maharashtra, has 25 full time employees and works with a pool of around 50 regular freelancers in the peak times on both sound and lighting, servicing events all over India. Recent events utilising the Robe fixtures have included a large show by music director-composer duo Ajay-Atul at Pune's Balewadi Stadium, where the local heroes attracted 35,000 enthusiastic fans for their performance.

