

Audio Lounge

BANGALORE



PRESS RELEASE: SPENDOR LOUDSPEAKERS NOW AVAILABLE AT NEW AUDIO LOUNGE LUXURY RETAIL STORE IN BANGALORE, INDIA

www.audiolounge.in

On September 8th 2018, [Audio Lounge](http://www.audiolounge.in), retailers of the world's most technically brilliant and musically engaging high-end audio equipment, opened a new store offering pure listening pleasure for discerning music lovers in and around Bangalore. The store, located at the iconic Taj West End (one of the finest hotels in the Taj group), is set within a 20-acre garden oasis in the centre of the city. Audio Lounge ranges some of the most desirable audio brands available from across the world, including the world-renowned A-Line and Classic range from Spendor.



A very well-attended press conference saw over 30 media representatives from India's local and national press, magazines and websites attend a special reception where chairman and founder of Cadence Audio SA, Ajay Shirke, began by defining the strategy for the new opening in Bangalore. Billed as a demographically diverse city and the second fastest-growing major metropolis in India, Mr Shirke stated that "there has been a steady growth of the awareness and understanding of high-end audio in India following the launch of the inaugural store in Pune last year". Each of the senior business representatives was then invited to discuss the real inspiration behind their brands.

Following a Q&A with Mr Shirke and supporting brand representatives, the audience were treated to a spell-binding and unique live performance from renowned British musician, Joncan Kavlakoglu, who was playing an infectious and highly visual style of flamenco-funk fusion that was thoroughly enjoyed by everyone present. Experienced experts also conducted mini tours of the new store.



Two special celebratory evening events followed in Bangalore, concluding with an 'open' evening for customers in Pune. Attended by various groups of local dignitaries, business associates and existing customers who were joined by potential new audio enthusiasts. All who attended were delighted to have a wonderful opportunity to listen to and enjoy an enchanting collection of music in a completely new way, in their local area.

Pure Listening Pleasure

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