

COMPANY PROFILE

Rivera International

"Since its inception over 15 years ago, Rivera International has achieved its aspiration to serve as a one-stop solution for all audio requirements"

Rivera International may seem to be a company of 15 years old, but actually it has been into business for over 50 years now. The company was started by the late Mr. G.M. Sadarangani under a different business discipline - then it was dealing with Carbon ARC projectors which were and are still being used in classic cinemas in India. The business later diversified into a wider range of cinema related spares and subsequently into Photography, Lamps, Audio Visual, Audio, and Car Audio. With the inception of **Rivera International**, its business continued with Photography, Cinema, Audio Visual and then into Audio.

With changing times, from Photography to AV, Rivera International's move to audio was further diversified into Professional Audio, DJ Players, Broadcast and Studio Equipments, and Home Audio, and still continued to be an integral part of the cinema business keeping a firm foothold of the company's fundamental business discipline as started by Mr. G.M. Sadarangani.

A company lead by a team effort, hard work, pure dedication and a strong passion to strive to deliver only the best to its clients, Rivera has created a niche for itself by achieving and delivering the highest standards of quality products, service and exceptionally renowned brands in the industry. The company now provides sound solution for Live Sound, Auditoriums, Discotheques, Malls, Resorts, Airports, Cinema's, Studio's, Radio Stations, Residential Homes, etc.



The company building



Rajesh Sadarangani at his desk

Serving India's Entertainment Industry, Rivera's currently represents a number of premium Professional Audio brands such as Lab.gruppen, Cerwin Vega, **Kling & Freitag** loudspeakers, and Pioneer DJ CD players and mixers for the clubs, lounge bars, mobile DJs, supplying into India's rental and installation markets. The line of Road Ready Flight cases are popular with DJs and the hotel industry and rental companies for their stage solutions, and Radial DI boxes, popular with the rental companies and musicians.



Reception cum Display-Demo area

In the Broadcast and Studio industry: Rivera has mainly focused on the KRK Monitor speakers and **Marantz Professional** products, Rivera made strong inroads into the FM station and Radio station business.

The company also provides Home Audio Solutions, having tied up with MIRAGE & ENERGY - Canadian brands few years back, both the brands have been taken over by KLIPSCH, has recently tied up with CARY Audio, another premium brand and has recently opened its 2nd Home Audio Show Room, which has two state-of-the-art demo rooms, the only one of it's type in the high end Mall of South Mumbai there by getting it's feet into the retail business.



Reception area





Prasad, the Business Development Manager

With its roots in the Cinema business, Rivera continues to be an exclusive distributor for Ushio Xenon lamps, another very quality conscious Japanese brand and has gained a very big chunk of the share in the Xenon lamp business in the growing Multiplex industry followed by Kindermann, which has now become an industry standard in the Modern Cinema houses, a perfect tribute to the late Mr. G.M. Sadarangani, who was instrumental in bringing this brand into India almost 30 years ago.

Rivera, has constantly participated in all the shows in each field be it the Broadcast show, be it the Pro Audio show, or be it the Home Audio show, there by striving hard for the brands it has been carrying, a company which has very strongly believes in providing After sales service to it's customers, has a state of the art service centre in the heard of the electronics market, carries a huge inventory of spares and has qualified trained engineers, who have been under a constant upgrade & training by the principal companies.



Service Centre

Apart from participating in numerous trade shows, Rivera has for the past two consecutive years in India, exhibited along with Pioneer had DJ Dan Tait — a Pioneer DJ in Europe and one of the top DJ's for Pioneer's DVJ decks. It was during two consecutive PALM shows in Mumbai, whereby DJ Dan conducted workshops on the DVJ and the new products including the recently launched SVM-1000 at regular intervals during these trade fairs. Rivera International has been very instrumental in inspiring a lot of young DJs by co-sponsoring workshops and "War of the DJs" competition all over India for the past 4 continuous years which

have been very popular & successful. An ongoing program with Rivera International together with Pioneer Gulf is working hard on identifying and setting up DJ Schools to encourage & promote new talent.



Vidya, AC's Head

Rivera International has achieved two popular awards this year - One from Lab.gruppen as the "Best Distributor of the year - Asia Pacific" and the second only recently as the "Best Distributor" from USHIO Singapore for the sale of Xenon lamps. The continuing expansion of brands under the company's product range, in sync with an excellent relationship with the Indian AV market bears ample testimony that the group has kept pace with the changing times. The company is driven by a passion for sound and this translates into the fact that it comprises an efficient team of designers, installers and after-sales service support. To sum up their success over the last 15 years, Rivera International has achieved its aspiration to serve as a one-stop solution for all audio requirements.

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