

Modern Stage Service

Serving India with 5 decades of excellence

For five decades, the name **Modern Stage Service** has played an integral role in the changing of stage lighting in India. Since then, the company has evolved as the largest Stage & Intelligent Lighting Company in India. With over 1000 auditoriums having been installed with their equipment, their experienced team of engineers and designers are committed to always give the best of themselves and services, and as such, the company's products and services have been in constant demand by lighting designers, theatre architects and other professionals who are familiar with their expertise. Modern Stage also represent many renowned product brands from around the world including professional lighting from **DTS, PR Lighting, SGM**, etc, and are also the exclusive distributor for **Antari** effects machines, LED screens, trusses, projectors, lasers, water screens and curtains.

Our aim is simple – “We believe in being not the biggest, but the best”

Entertainment Technology Asia (ETA) was privileged to speak with Varinder and Davinder Kumar Wadhwa, the Directors, Modern Stage Service, and got to learn more about their love for lighting and the business.

ETA: Please tell us how you both got into the business?

The business was initially started as a small scale family business by the founder, our father the Late Shri Chaman Lal in the year 1956. We got enchanted by the spectacle of “Stage and Theatre” lighting and the scope of unlimited potential in this business. Even to this day, the spectrum of good quality light designing and lighting still brings a big smile on our faces.



ETA: What were your initial ambitions when you formed the company?

On the onset and till this day, our one common goal and ambition is to provide all our customers with "High Qualitative Lighting Products, Excellent Service, Thorough Professionalism, Work Ethics, Technical Knowledge & Support." Being so enchanted and thrilled with the "entertainment" world specifically with lights and sound, we wanted to connect in a big way in terms of being the "Pioneer Providers" of Theatrical Intelligent Lighting in the Indian scenario of Arts and Culture.

ETA: Where do you now see your company's position in the Indian Light & Sound Industry?

Today, by the grace of God we have a very respectable and reputable name in the Indian Light & Sound market after years of providing our customers with the very best in worldwide lighting technology, brands and products. At present we are the sole distributor of 13 internationally reputed brands and products pan India. We also have a leading edge in the market in that we also have our own Research & Development and Manufacturing Unit in New Delhi.

ETA: What is different about the Indian market today as compared to a decade ago?

The Indian market today as compared to a decade ago has now started to compromise on good superior quality to unreliable inferior products due to the cost factor and having incorrect and little "Technical Knowledge" of lighting equipment.

ETA: What do you feel is your greatest challenge now?

Our greatest challenge is to keep evolving and adapting ourselves in accordance to the latest in terms of "Information & Technology and Products" and keeping an interesting balance with the pricing in our industry in the Indian subcontinent.



Director Varinder Kumar Wadhwa

ETA: What do you think is the future for the professional lighting industry in India?

In India, the audiences will breathtakingly watch a new generation of entertainment lighting products using LED technology which are low on power consumption and low on heat as well. Also, India will prove to be a next "Big" potential in the entertainment world and open new doors and avenues in its expansion aggressively.

ETA: Which areas and markets are currently of most interest to you?

Ideally we would prefer North India as a market due easier accessibility in terms of commuting and installations, and Western India as it stands out to be the financial hub and epicentre for most businesses. On hindsight it has always been a pleasure to serve different kinds of customers with different needs and add on their "Celebrations".



Modern Stage has its own R&D department



Staff education on the lighting board

ETA: Can you share with us your most favourite moment in your career?

As an organization, the most favourite moment came not so long ago when we bagged our biggest project till date to provide Lighting, Sound and Projection equipment to a religious site on 15th July, 2009. We are indeed indebted.



The stock room

ETA: Did you have a mentor and what important lessons did he pass onto you?

In my life and career I have had the opportunity to meet a whole lot of different kinds of people from different places far and near, but for me the one man who taught me everything in the sphere of lighting was my mentor – Mr R K Dhingra. He taught me right from the basics and guided me through since the first day I stepped into the field of "Lighting the World".



The Chaman Lal Memorial Awards



The Chaman Lal Memorial Awards

At Modern Stage Service, they also consider business with a difference, and in doing so have initiated "The Chaman Lal Memorial Awards" to recognise and celebrate the labour and dedication put in by numerous "Backstage" artists in the industry. The Chaman Lal Memorial Society now entering its 15th year is perhaps the only society of its kind in India which recognises the services of those artists of the country who have never been applauded for their matchless contribution towards Stage Light Designing, Stage Craft, Makeup and Costume Designing. Modern Stage Service honours and commits to keep alive the ideas and spirit of their founder, the Late Shri Chaman Lal Wadhwa.

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