

20.10.2003

Robe announces Indian Distribution deal

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The deal was announced at the PALA 2003 exhibition in Singapore. Robe's MD Josef Valchar and International Sales Manager Harry von den Stemmen traveled to the show with a pre-prepared document in their briefcases, which was signed, sealed and delivered during a very successful exhibition.

The initial negotiations had kicked off at PLASA in London. The details were then refined in the intervening month in constant dialogue between Sonpal and von den Stemmen, until full terms and conditions for the contract were agreed.

Josef Valchar is delighted to see Robe expand into the all important market of India. *"Jagmag and Atul came highly recommended as leading industry practitioners in the India's pro lighting field. The agreement gives us a chance to make a big move in India"*, he affirms. Robe has already engaged in some business in India, but the tie-up with Jagmag will open up new horizons and boost the brand presence on the subcontinent.

Jagmag Electric Co. is India's leading lighting rental and sales, and production and power distribution company. The company is committed to providing the best lighting designs, production values and technical expertise to all types of events. Atul Sonpal is also a leading lighting designer in his own right in both domestic and international arenas.

Harry von den Stemmen comments, *"With 1.4 billion people in India, the market potential is awesome, and we can position ourselves to capitalize on the very lively live music, arts and cultural events scene there."*

The new Robe AT professional series of fixtures also comes at an opportune moment for the India deal, enabling Robe to enter the moving light market from the top. Jagmag will start establishing a whole new countrywide dealer network, and will ensure that Robe Show Lighting's high levels of product support are maintained.

Date of issue : 16th October 2003.

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