



E&E Systems (India) Pvt Ltd debuts at Palm India Expo

Bangalore, India, August 2009

E & E Systems (India) Pvt Ltd made its first appearance at PALM India EXPO, held from 4 to 6 June this year at the Bombay Exhibition Centre. This is after the company was appointed in January as the exclusive distributor and service center of Tascam products in India.



Busy. A fruitful discussion of business, Tascam products and work solutions at the E&E Systems India (Pvt) Ltd booth at the recently concluded Palm India Expo.

Although it was E & E Systems (India)'s first time at the exhibition, the visitors it gathered from rental companies, system integration groups, broadcast and recording studios were all positive to its new appointment from Tascam.

The visitor profile at the show matched E&E System India's goal of building market awareness for its products and services as well as sustaining its regional presence. Among the products displayed were the Tascam DR-07, DP-004, MP-GT1, US-122L and DR-100.

Assessment

“At the show, we managed to meet up with the key players from all over India and we are now following up on these leads for possible dealership,” Sales Manager Gary Teo announced.

Gary also shared that E & E Systems (India) Pvt Ltd are now pushing its best efforts to seal dealership agreements with Mumbai, Bangalore, Chennai and New Delhi players before moving on to Calcutta and Hyderabad. Technical Manager Roshan Malim, who is running the India office on day-to-day basis, said that they are bent on converting these leads into sales as “India is a very price sensitive market.”

This year's exhibition boasted of a larger floor space and an incredible turnout indicative of the Indian market's desire to increase pro audio knowledge and expertise.

Founded in 1951, Electronics & Engineering Pte Ltd is a professional sound system and cinematographic equipment importer and specialist contractor in the region. It provides fully-integrated turn-key solutions with top-of-the-line sound reinforcement systems, cinematographic products, LED display and LED products. It also offers services for AV systems, studio recording, stage and ambient lighting products as well as stage draperies and machineries.

For more information, please contact:

*Marketing Communications Team
Electronics & Engineering Pte Ltd
Tel: 65 6223 5873 Fax: 65 6225 3709*

*E&E Systems India Pvt Ltd
EVOMA
82/83 Borewell Road
Whitefields
Bangalore - 560066, India
Phone: +91 (0) 80 41743030
Fax : +91 (0) 80 28456467*