

French luxury speakers now available in India

PBD BUREAU

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FRENCH luxury brand Triangle, the electro-acoustic system manufacturer, announced its strategic alliance with New Delhi based FX Entertainment today.

FX entertainment is a premier distributor of audio/ video brands in the Indian market. Now it has been appointed as the exclusive distributor for Triangle's premium range of loudspeakers. FX entertainment will import the entire range of loudspeakers from Triangle France.

Triangle and FX entertainment unveiled the spectacular range of loudspeakers that would be sold in India like at exclusive stores in New Delhi, Chandigarh and Mumbai.

The brand is famous for its clear, dynamic, transparent sound quality, natural medium and dynamic deep bass.

Speaking at the launch of Triangle in the country, Aurelie Gonzalo, exports head, Asia Pacific Region, Triangle, France said, "Triangle is a niche brand which is rich with heritage and positioned as a luxury lifestyle product. Today, we are the pre-eminent leaders in the "design-driven" category of sophisticat-



Shane Choithramani, MD of FX Entertainment, Aurelie Gonzalo exports head of Triangle, at the launch in New Delhi — PBD photo by Gajender Singh

ed loudspeakers. India is an important market for us and we are extremely pleased to form a strategic alliance with FX Entertainment."

Elaborating on the launch, Shane Choithramani, managing

director, FX Entertainment said, "We are excited on being appointed as Triangle's exclusive partner in India. We plan to expand Triangle's presence across the country by establishing dedicated dealers for the brand in key metros."