

Over the Counter

French loudspeaker brand enters India

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The French luxury loudspeaker brand, Triangle, on Wednesday announced its entry into the Indian market, with products ranging between Rs 62,600 and Rs 44,00,000. Triangle has presence in 40 countries and is expanding to six new countries in 2012. The French luxury major has tied up with FX Entertainment, an audio-video brand distributor for importing, distributing, retailing and servicing the entire range of loudspeakers, imported from France. FX Entertainment would be retailing the product through 40 points of sale and five new exclusive stores. "The luxury loudspeaker market typically sees a 25 per cent growth year-on-year. Our aim is to sell 1,000 pairs by next year in India. We expect Brazil, Russia, India and China to be our main growth drivers in the next five years," said Ms Aurelle Gonzalo, Head Exports, Asia Pacific Region, Triangle. — **Our Bureau**