

### **French luxury brand Triangle enters India**

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The French luxury brand, Triangle, has entered India in alliance with Delhi-based FX Entertainment, a distributor of audio/video brands in the Indian market. Under the agreement, FX Entertainment has been appointed as the exclusive distributor for Triangle's super premium range of loudspeakers for the Indian territory. Triangle products will be retailed by the distributor through its flagship store in Delhi and dealer network across key metros in India.

The products include the entry level bookshelf colour series ranging from Rs 62,600 to the colour floor standers at Rs 1,22,500, super premium Magellan series, ranging from Rs

8,51,000 to Rs 44,00,000.

Aurelie Gonzalo, Head Exports, Asia Pacific Region, Triangle, France, said: "Triangle is a niche brand which is rich with heritage and positioned as a luxury lifestyle product. India is an important market for us and we are extremely pleased to form a strategic alliance with FX Entertainment, a company that understands the market."

Shane Choithramani, MD, FX Entertainment, said that the company is excited on being appointed as Triangle's exclusive partner in India and plans to expand the brand's presence across the country. "We are confident that the consumers will appreciate the exquisite experience that Triangle offers and the brand will take the centre-stage in the high-end audio/video market in the country," he added.

**-IndiaRetailing Bureau**