

## **With Primare, Scandinavia comes to India**

February 2013

New Delhi-based FX Entertainment signed an Exclusive India Agreement with Sweden based High End Electronic Giant PRIMARE at Las Vegas, America.

In the early 1980s Primare defined the meaning of lifestyle hi-fi with its extraordinary 900 and 200 series products. They matched audiophile performance with radical design, establishing an ethos which is alive today. Primare has won many awards for the excellence of its audio and video, including Europe's 'best music system' from EISA (European Imaging & Sound Association), but it's the purity of its design that truly sets it apart.

As is recognised worldwide, Primare exemplifies the finest standards of Scandinavian form and construction: functional, unfussy, durable, yet elegant, confident and sophisticated. Systems of matching music and movie components will complement the look of any room, but will immerse you in the moment as only the best entertainment systems can. Primare isn't just different, it's exceptional in every way.

Primare and FX Entertainment have much in common and are proud to be associated exclusively for India. Primare recognises that FXE has a long and solid track-record of success in brand management and growth and believes the partnership will be entirely positive.

The entire range of PRIMARE ELECTRONICS will be available in India for sale by Mid March, 2013