ARN Systems (P) Ltd

Accurate Re-Creation of Sound

Company Profile

Corporate office: #133, Coronation Royale, M.M.Road, Fraser Town, Bangalore - 560005
E-mail: info@arnsystems.com **URL:** www.arnsystems.com
Tel: +91 80 41459999 **Fax:** +91 80 4125097
Branches: New Delhi **Overseas:** New Jersey (USA)& UAE

Our Services

Technology Consulting& Project Management

PAVA Systems

Boardroom Solutions & Systems

Acoustics & Sound Proofing

Automation

Home Theaters

Integration

Facility Management

Network Operating Centers

Video Conferencing Facilities

Tele-Presence Rooms

Auditoriums

LiveAudioVideo

Intelligent Lighting

Clubs & Discotheques

Pro Sound

Hi Fi Systems

Places of Worship

Overview -- The ARN Story

The concept of ARN Systems was started in early 1988; Syed Nasser (founder & CEO) built a music system for his personal use, as there wasn't a music system that satisfied his ears this system was branded ' terrific ' by his friends and others, thus laying a foundation for ARN Systems-- a company that would manufacture audiophile grade systems. It aims - to create music systems and their environments, if necessary, which would result in **'ACCURATE RECREATION OF SOUND.'**

ARN Systems began in 1990 as a single man operation with a vision of providing high quality audio equipment and custom designed sound system. Under the leadership of owner and Managing Director, ARN Systems has grown to 51 employees. The company aims higher with every new project, delivering the best to make your audio, video and lighting dreams come true in reality.

ARN Systems is an audio visual company with more than a decade of customer focused approach and an unending quest for world class quality have made us to reach a respectable position in the digital world. ARN Systems has an international presence with offices in USA and Middle East; wide marketing and distribution network has been the stronghold of our business.

Today ARN Systems is a professionally managed technical organization committed to promoting advanced technology in acoustics and video with an emphasis on total audio/visual systems and solutions. The Company is set for growth with dynamic young professionals controlling the operations and a technical team that has more than 23 years experience in the industry. In its constant endeavor to bring a wide range of quality products and services under one roof, ARN has new ventures in the pipeline for video conferencing and other specialized Audio/Video products. Close affiliations with some of the best audio and video giants from different parts of the world, coupled with the choice to select the best components from their product list has resulted in unparalleled system configurations & services.

ARN Systems have also tied-up with intelligent lighting companies to offer the mind boggling and magical effect these lights create along with music in any environment.

The company has a well-organized set-up in Bangalore, its headquarters and branches at New Delhi, Dubai & New Jersey. To support customer needs and requirements a strong technical force is always on the move, a network of committed dealers and distributors handles the rest of the country.

Overview

ARN Group

ARN Systems (P) Ltd.

ARN Retail Management (P) Ltd.

ARN Systems Inc. USA

Management

Syed Shah Arifullah Hussainy
Director

Syed Rahamatulla
Director

Syed Nasser
Founder & Managing Director

Javed Ahmed
Director - Projects & Operations

Our Work

ARN Systems specializes in configuring Audio/Video equipment and create an Audio Visualsystem design taking into consideration:

- The User
- The Environment
- The Application of the system

While most Audio and Video systems generally satisfy one or more of the above conditions, no single company can claim to excel in every component/unit that makes up an entire system. Hence ARN Systems concentrates on core consultancy & design on AV VC services. We chalk out integration route maps for the client & use specialized integrators to complete the implementation of the project. Utmost care is taken to select the best in every category of requirement.

The company has developed audio amplifiers and speakers that combine the highest level of audio fidelity with an outstanding dynamic range allowing the listener to enjoy the true power of sound.

Corporate AV/VC System Solution & Services

ARN consults designs and offers turn- key AV VC solutions to corporate giants looking for a technology- aided environment inside their facilities & corporate lives. We incorporate the latest in technology in our designs, creating user friendly but state of the art

- **Executive Boardrooms**
- **High Profile Video Conferencing Rooms**
- **Lecture Theaters**
- **Network Operating Centers(NOC)**
- **Auditoriums & Amphitheaters**
- **Channel Musicsystems & Digital Paging Systems**
- **Video Conferencing**
- **Video & LED Themewalls**
- **Total Cabling Solutions**

WELCOME TO IMAGING ADVANTAGE
IMAGING ADVANTAGE

Home Theaters & Personal Hi-Fi

The HOME AV division is the USP and passion of the company. **ARN** Systems has a dedicated team of AV specialists catering to various cadres of clients designing, creating and installing state of the art personal theaters and home entertainment systems. **ARN** takes AV not only to the home theater but also designs personal stereo studios, streamed music & video solutions, integrated AV Solutions and complete automation environments thus creating desired ambiences using just the "Right" tech

Apart from turn-key design and Installation **ARN** assists individuals build and design their own theaters and AV rooms by helping them strike a balance between aesthetics, decor and the right technology – hence making the rooms both beautiful and technologically SOUND!!!

On the other hand **ARN** designs, develops and integrates theaters that are made for the ultimate experience within your home. A dedicated theater is designed for the sole purpose of facilitating a completely immersive audio-video experience – We at ARN will create this Oasis in your home, where you can isolate yourself from the daily bustle and thoroughly enjoy a wall-to-wall, full-scale media experience.

Architectural & Studio Acoustics

We design the acoustics required for the various rooms in homes and offices to help reduce external noise from creeping in or to prevent sound from getting out of that room or area. We also have the expertise to design and fully equip a recording studio. We also undertake state of the art structure lighting, which highlight the architectural splendor of buildings in choice of colors.

Cinema Theatre

The latest formats of equipping theatres with Dolby Digital, DTS and THX standard equipment is taken care by us. Converting audio systems to 3 - way in Cinema Theatres and upgrading them to Digital Standards is part of our job. We also provide total assistance in the

- Design, development
- Soundproofing, seating
- Greenrooms, control rooms
- Stage lighting and all associated wiring & integration of high fidelity AV equipment/ acoustics for auditoriums and other such public places.

Auditoriums

Entertainment Systems

Discotheques, Audio/Video projection systems for outdoor shows and parties fall in this category. Here we also introduce DJ Systems, outdoor systems, mobile systems with professional lighting and all associated components that make an audiovisual entertainment system. **ARN** has developed concepts & designs incorporating 24/7 LED Wall Outdoor solutions for various companies and media related personnel.

Our Uniqueness

The company’s USP lies in its flexibility to give customers the joy of building their own systems under the guidance of our engineers. Thus ensuring that the system gels with the customer’s interior environment and caters to the requirements of space, shape and color.

ARN Systems

Services & Work Domain

- ***AV/ VC PLANNING & ORGANIZATION STRUCTURE***

- Development of structured System Design (Blue Prints)
- Complete structured cabling schematics Selection of Cables
- Audio flow schematics Video flow schematics Control flow schematics
- Acoustic Analysis - Includes Sound Dispersion level Calculations and Leakages Seating Design
- Lighting Design & Fixture Specification
- Aesthetic Evaluation of Proposed Installation Products with Design Architect Quantifying the Bill Of Materials
- Integration Drawings
- Development of Automation & Program Modules Development of RFP's & Tender Specifications

- ***Project Management***

- Project Plan & Coordination Vendor Deliverables Analysis
- Attending of Weekly Teleconference/ Onsite Meetings with Vendor & Client Approvals of all (Various Coordinating) Vendor Deliverables
- Coordination with Vendors for On Site Working & Operations Project Documentation

❖ ***Procurement & System Deliverable Management***

- Procurement Options
- Shipping & Logistics Options Project Documentation
- As Built Documentation including drawings Electronic form of Documentation

❖ ***Managed Services & Consultancy***

ARN provides Professional Service Programs for Audio Visual Solutions & Spaces. We provide businesses with a ***full suite*** of Services focused on ***Enhanced Usability*** of Technology.

❖ ***Strategic Planning & Consulting***

ARNguides organizations in exploring **Cost Cutting** measures in Businesses by deploying Technology.

Following a network audit and analysis of your company objectives, we will provide a comprehensive report explaining how expanding and/or deploying Audio Visual Systems & Communication will help the ***client increase efficiency.***

Visual Communication solutions are not "***one-size fits all.***"Different organizations have different needs and as such, require variable solutions to meet those needs.

A detailed examination of your business requirements, your budget and your corporate culture should be conducted prior to any purchase, to ensure that your users get the most from your new capability, and that your business receives the ***highest return*** on its ***investment*** in the future.

❖ ***Audio Visual Design Services***

Our experts are well trained in all aspects of **Audio Video & Conference Systems** to Design and deliver Solutions to meet the desirables in the most optimum methods.

Our Engineers, with competent Design Skills will aid in:

- ★ Developing Project Scope
- ★ Identify Potential Requisites based on Available Technology
- ★ Acoustically Analyzing Project Spaces
- ★ Provide Budgets
- ★ Project Scheduling
- ★ Coordination with the Aesthetic Architect and/or other Design Professionals
- ★ Developing Sketches & CAD Drawings

Our ***Audio, Video & Data Communication*** solutions serve many different applications, ranging from ***Video Conferencing and Military Applications, to Complex Presentation and Network Operations Centers***. Whether you are a ***Corporation, a Government Body, an Educational Institution, a Medical Facility, or a Broadcast & Production studio***, we have the experience and technology to design, build, and manage a system that takes your visual communications to the nex tlevel.

Our team of ***highly trained professionals*** will work with you to determine not just your Organization's technological desires; but your needs. We'll design a visual communication solution to meet those ***specific needs***, as well as one that can ***grow to meet the needs*** your organization will have in the future. We'll install the equipment, and then train you and your end-user community on how to use it. We can maintain your installation either remotely from our National Support Center or with a Video Engineer we place onsite at your location.

❖ *Program Management*

Once the appropriate solution is identified, an **ARN** Project Manager & Team will be assigned to the project.

This single point of contact team will manage implementation of the project from start to finish, monitoring each task and providing schedule status reports throughout the process.

Utilizing our technology experts within **ARN** Force, we can manage a large-scale deployment of any audiovisual solution.

Our extensive communications network helps us locate our force where they can best help you. Our professionals are fully qualified to ***Install & Integrate*** systems from all of the industry's leading manufacturers.

ARN uses the ***highest standards of Installation & Integration techniques*** for all its technology Projects. **ARN** provides the engineering & field resource to implement effectively the Expected Solution.

Our Project Managers ensure the effective and efficient execution of work including allocation and scheduling of resources, approval of modifications to meet your needs, and procurement of equipment and materials.

- ***Procurement***

Based on either an **ARN** designed solution or your own product specifications, we offer to procure best-in-class products as required audiovisual equipment required for the installation.

Our Logistics Group has ***strong relationships*** with ***key manufacturers***, to ensure that ***every client receives*** the components necessary to assemble a complete and fully functional system, in a timely manner, ***at the right price.***

- ***Staging***

Prior to installation at your location, our ***certified engineers*** test the ***interoperability*** of each product at our in-house staging facility. The equipment is installed within equipment cabinets or custom furniture, and is ***wired according to the Design specification.***

Following a successful test, your products will be repackaged with the appropriate cables and components and shipped directly to your location.

- ***Integration/Implementation***

This work is divided into phases: **Infrastructure Installation and System Integration.**

Our ***Engineers*** will coordinate with mechanical and electrical agencies for the basic wiring & hardware work.

Once the clearances are over the Installation of the Equipment commences till the integration of ***your complete solution***.

Once the ***Integration is complete*** we will conduct testing and calibration of the system.

During the delivery of the final documentation, our ***Learning Group*** will train your staff to ***effectively utilize and manage*** your new audiovisual system.

- ***Training***

Through our **ARN Learning division**, we offer a breadth of Audio Visual courses both for general education as well as ***customized*** courses based on your deployed solution.

When a system is installed, we provide you with a ***detailed demonstration*** of the ***systems Performance & Solution Capabilities.***

A comprehensive ***System Documentation***, including ***Diagrams, Operation and Maintenance manuals, and Quick-Reference Guides***.

Our professional training program ensures that your staffs are familiar with the system and are ***proficient in its operation and use.***

- ***Automation & Programming***

ARN helps the user incorporate Automation which is programmable to ***customize*** the ***operability*** of the audio visual system, yet maintaining the ***Solution Objective.***

We ensure a professional, detailed programming process for every ***Automation***, from the ***Basic Development Meeting*** to the ***Final Project Handover***.

Our Programming team develops the control system functionality and Graphic User Interface design, based on User Inputs.

The control system hardware is completed and installed during the ***Integration phase*** of the project.

- ***Maintenance***

We offer three levels of Comprehensive Maintenance Services:

"Standard, Enhanced and Premier"

Our wide range of capabilities includes:

- Technical staff placement
- Help Desk services and administration
- Service Provider coordination and administration
- Event scheduling, coordination and support
- Routine maintenance and performance certification
- Upgrade administration and implementation

- Redundant component inventory management
- Strategic enterprise and technology planning
- Outsourced Managed Services &NOC's

❖ ***On-Site Support***

ARN provides an ***"On-Site Certified"*** audiovisual engineers to simplify your day-to-day maintenance requirements.

These engineers can ***supplement*** your current staff or assume complete responsibility for your audiovisual solution, allowing you to minimize ***"down time" and loss of use.***

Clientele

- **BARISTA COFFEE COMPANY LTD**
- **BIRLA 3M, BANGALORE**
- **BRISTOL MEYERS SQUIBB, MUMBAI**
- **CENTER OF ISLAMIC STUDIES – CIS , BANGALORE**
- **CGI, INDIA**
- **C-DOT, BANGALORE**
- **DELHI PUBLIC SCHOOL, BANGALORE**
- **DIVI'S LABORATORIES LTD, HYDERABAD**
- **DELHI INTERNATIONAL AIRPORT (P) LIMITED**
- **DIVI'S LABORATORIES LTD, VISHAKHAPATNAM**
- **DEPOSITORY TRUST& CLEARING CORPORATION - DTCC , CHENNAI**
- **EMBASSY GOLF LINKS SOFTWARE PARK, BANGALORE**
- **ELLUCIAN, BANGALORE**
- **FUN WORLD AND RESORTS INDIA PVT LTD**
- **FORTIUS INFRA, BANGALORE**
- **GARDEN CITY COLLEGE, BANGALORE**
- **GMR POWER CORPORATION, BANGALORE**
- **GOOGLE, BANGALORE, GURGAON, MUMBAI**
- **GINA ENGINEERING COMPANY (P) LTD, BANGALORE**
- **HM. LEISURE, BANGALORE**
- **HOTEL SOUTHERN STAR, GULBARGA**
- **HOTEL SOUTHERN STAR, HASSAN**
- **HRB GROUP, BANGALORE**

- **HAJEE SIR ISMAIT SAIT MASJID, BANGALORE**
- **HUMAN BASE INDIA INC, BANGALORE**
- **HYDERABAD INTERNATIONAL AIRPORT LTD.**
- **INFOSYS, BANGALORE**
- **INDIAN BUSINESS ACADEMY, BANGALORE**
- **INSTITUTE OF TOWN PLANNERS INDIA, BANGALORE**
- **ITC INFO TECH, BANGALORE**
- **JAWAHARLAL NEHRU COLLEGE FOR SCIENTIFIC RESEARCH, BANGALORE**
- **JAMIA MASJID , BIDAR**
- **L&T TECH PARK, KOCHI**
- **LEGACY SCHOOL, BANGALORE**
- **MAYFAIR BEACH RESORT, PURI (ORISSA)**
- **MARUTHI STUDIO, BANGALORE**
- **MARBLE CENTER INTERNATIONAL, BANGALORE**
- **MASJID-E-KHADARIYA, BANGALORE**
- **MASJID-E-REHMANIYA, BANGALORE**
- **MAMUR MASJID, BANGALORE**
- **MASJID-E-ABUBAKAR, BANGALORE**
- **MASJID-E-TOOR, BANGALORE**
- **MASJID-E-NASEER FATHIMA, BANGALORE**
- **MASJID-E-AL-NOOR, DICKENSON ROAD, BANGALORE.**
- **MAST- THE DESI PUB, HYDERABAD**
- **MILLENNIUM LIFESTYLE, BANGALORE**
- **MINUTE COFFEE SHOP, HYDERABAD**
- **MIR VAZIR ALI MOSQUE, HYDERABAD**
- **MVJ GROUP, CHENNAI**
- **MY BAR, CHENNAI**
- **NILGIRIS, BANGALORE**
- **NANDOS, BANGALORE**
- **PHILIPS SOFTWARE CENTRE, BANGALORE**
- **PHILIPS INDIA LTD**

- **PRESTIGE GROUP**
- **PUSHPAK AVIATION MUMBAI**
- **QUALITY INN, VIJAYAWADA**
- **RELIANCE PETROLEUM LTD, JAMNAGAR**
- **RML MANAGEMENT CONSULTANTS**
- **SAROVAR GROUP OF HOTELS, BANGALORE**
- **SAVERA HOTELS, CHENNAI**
- **SAUDER, BANGALORE**
- **SHINING MANAGEMENT & BRAND CONSULTING, BANGALORE**
- **SHORE BAR, GOA**
- **SPARKS, BANGALORE**
- **SPARKS, HYDERABAD**
- **SPOTS & STRIPES, HYDERABAD**
- **SRI VENKATESHWARA ENGINEERING COLLEGE, BANGALORE**
- **SYNERGY PROPERTY DEVELOPMENT PVT.LTD, BANGALORE**
- **TANISHQ, VIJAYAWADA**
- **TELCO CONSTRUCTION EQUIPMENT CO LTD, BANGALORE**
- **UB GROUP OF COMPANIES, BANGALORE**
- **UNITED BREWERIES LTD.**
- **UNITED SPIRITS LTD.**
- **URALIA ENTERTAINMENT, BANGALORE**
- **VERIFONE INDIA LTD, BANGALORE**
- **WIPRO, CHENNAI**
- **WIPRO INFO TECH, BANGALORE**
- **WIPRO TECHNOLOGIES, BANGALORE**
- **YAHOO (EGL, UB CITY), BANGALORE**
- **YAHOO! INDIA**
- **YAHOO! WEB SERVICES INDIA PVT. LTD.**
- **YAHOO! SOFTWARE DEVELOPMENT INDIA PVT. LTD**
- **ZENITH ACADEMY, BANGALORE**
- **180 PROOF, BANGALORE**

ADITYA BIRLA

BARISTA
COFFEE
BARISTA
COFFEE

Bristol-Myers Squibb
Company

3M

CENTRE FOR ISLAMIC STUDIES (CIS), BANGALORE, INDIA
My Rabb!
Increase me in Knowledge.

CGI

सी-डॉट
C-DOT

DELHI PUBLIC SCHOOL
R. K. PURAM

DLF
BUILDING INDIA

Divis
Divis Laboratories Ltd.

DELHI INDIRA GANDHI INTERNATIONAL AIRPORT

DTCC

EMBASSY
GROUP
ellucian.

fun world
non stop fun destination

GCC
Emphasis is on life

Garden City College

GMR
Google

PUSHPAKA AVIATION PVT. LTD.

ESTABLISHED 1969

RML
Management Consultants

SHINING
Consulting

SYNERGY

Sri Venkateshwara College of Engineering
(Affiliated to VTU Belgaum & Approved by AICTE New Delhi)
An ISO 9001 : 2008 Certified Institution

Telco Construction Equipment Co Ltd

UNITED BREWERIES LIMITED

UNITED SPIRITS

WIPRO
Applying Thought

Business Partners and product lines

- ALLEN & HEATH
- AMX
- AKG
- ANTHONY GALLO
- AYON
- ANTHEM
- AUDES
- AUDEZE
- AUDIO QUEST
- AUSTRALIAN MONITOR
- BANDRIGE
- BIAMP
- BRYSTON
- CROWN
- CRESTRON
- CISCO
- CHRISTIE
- CLOCK AUDIO
- CLEAR ONE
- CLIPSAL
- DALITE
- DUNE
- DALI
- DENON
- DVDO
- DIGITAL PROJECTION
- EPSON
- ELITE HOME THEATRE SEATING
- EXTRON
- EMERALD PHYSICS
- FURMAN
- FOCAL AUDIO
- FANE
- HITACHI
- HARMAN PRO GROUP
- HARMONY
- JBL SYNTHESIS
- JATON OPERETTA

- JVC
- KLIPSCH
- KALEIDESCAPE
- KRAMER
- LEXICON
- LEBEN
- LABGRUPPEN
- LIBERTY GRANDVIEW
- MARANTZ
- MONITOR AUDIO
- MONSTER
- MARK LEVINSON
- MACKIE
- MITSUBISHI
- NAD
- NX AUDIO
- NILES
- NEUTRIK
- NEC
- OPPO
- ODYSSEY
- ONE SYSTEMS
- OPTOMA
- P AUDIO
- PROFIGOLD
- PARADIGM
- PROTON
- PHONIC
- PIONEER
- PERCON
- PANASONIC
- PRO-JECT AUDIO
- PROJECTION DESIGN
- POLYCOM
- REVO LABS
- REL
- REVEL
- RAYTECH
- RELOOP

- SANUS
- SATAN
- SHURE
- SENNHEISER
- SAMSUNG
- SIM2
- SI - SCREEN INNOVATION
- SCHNEIDER
- SONANCE
- SONODYNE
- SVS
- SYMPHONIC LINE
- SUNFIRE
- SOUNDCRAFT
- STEWART FILMSCREEN CORPORATION
- SHINDO LABORATOY
- SUPRA
- TECHNOMAD
- TANNOY
- TURBO SOUND
- USHER
- UMS
- VPI
- VOGELS
- VELODYNE
- VADDIO
- WEGNER

Note: **Red denotes ARN has one of the following privileges – Distributor / Direct from Manufacturer**

ANTHONY GALLO
ACOUSTICS

AMX

AUDEZE

AKG

ayon
audio

ATHEM

AUDES

ALLEN&HEATH

audioquest

BANDRIDGE

AUSTRALIAN
MONITOR
INTEGRATION INTELLIGENCE

BIAMP
SYSTEMS

crown
by HARMAN

CRESTRON

cisco

CHRISTIE

CLOCKAUDIO

ClearOne

CLIPSAL
by Schneider Electric

DA-LITE

DALI
IN ADMIRATION OF MUSIC

DENON

DVDO
Professional Ready

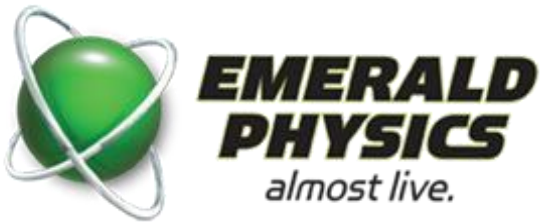
DIGITAL PROJECTION

EPSON
EXCEED YOUR VISION

ELITE
HOME THEATER SEATING

Extron Electronics
INTERFACING, SWITCHING AND CONTROL

FOCAL
THE SPIRIT OF SOUND


EMERALD PHYSICS
almost live.

FANE

FURMAN
Purify your Power

HITACHI
Inspire the Next

HARMAN
PROFESSIONAL

HARMONY
Love Music . Live Music

JBL
SYNTHESIS

Jaton
Excite Your Senses

JVC

Klipsch

HPRO
Harman Pro Group

NEC
Empowered by Innovation

NEUTRIK

KRAMER
KRAMER ELECTRONICS INDIA PVT. LTD

kaleidescape

Lexicon

Leben
A Motion Sound

LAB.GRUPPEN

GRANDVIEW®

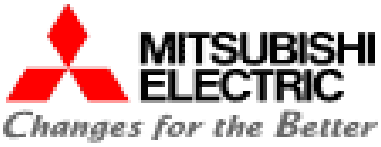
marantz®

MONITOR AUDIO®
design for sound

mark levinson

MONSTER

NAD


MITSUBISHI
ELECTRIC
Changes for the Better

MACKIE.

Nx Audio

NILES

ONESYSTEMS

oppo

Optoma
Projector Expert

Pro-Ject
AUDIO SYSTEMS

SINCE 1991

Panasonic

PROFIGOLD

projectiondesign
HIGH PERFORMANCE PROJECTORS

Polycom

Pioneer

Paradigm

PHONIC

REL

PRCON

revolabs

REVEL

reLOOP

RAYTECH

SHURE

SI

SAMSUNG

SANUS

SONANCE

Schneider
Electric

SENNHEISER

SONODYNE

SOUND REVOLUTION
SVS

Symphonic Line
high end hifi - handcraftted in germany - Deutschland

Stewart
FILMSCREEN

Soundcraft
by HARMAN

SHINDO LABORATORY

SUPRA Cables
MADE IN SWEDEN

Bob Carver's
Sunfire

Technomad
Audio. Anywhere.™

TANNOY

YAMAHA
UMS Technologies Ltd

Turbosound

vogel's
expanding experiences

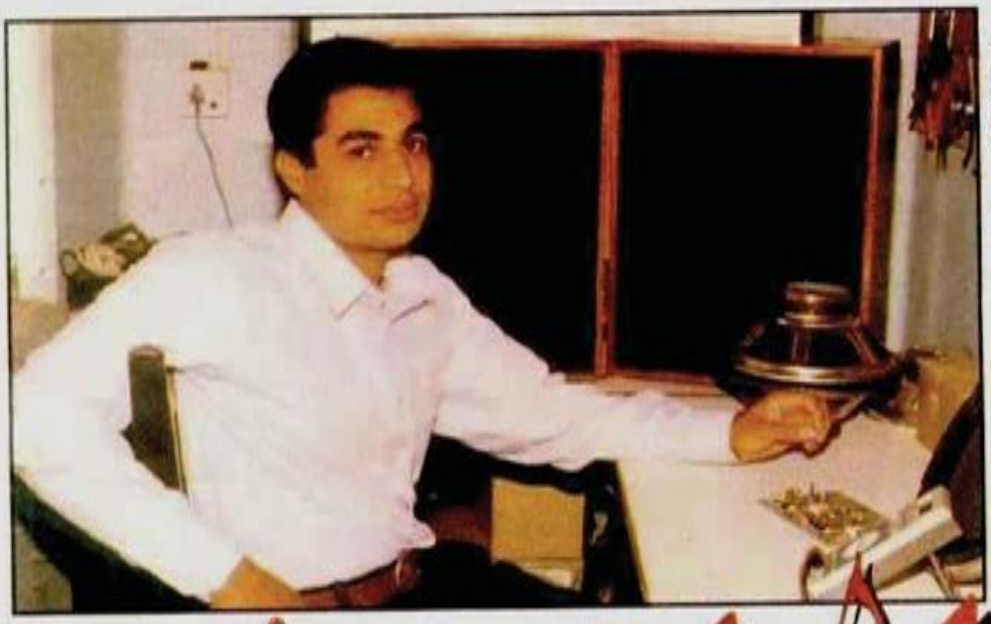
vaddio
THE ART OF EASY

Velodyne®

Wegner CPAs

Coverage during the initial formation years:

VERY Eligible



♦ An acoustic consultant and systems designer, he is one of a kind in Bangalore.

♦ An all pervading passion for music found it's destination in creating music systems.

♦ A lover of nature and a romantic to the core.

♦ All of 24, SYED NASSER is the owner of ARN (makers of music systems) and highly eligible.

MUSIC MAKER

The Asian Age – 14th March 1997.

ENGAGEMENTS

■ **Minister J.H. Patel** will inaugurate the opening of Newsprint Web off-set Printing Unit of Rajhans Enterprises. Regency Printers and Reliance Printers, on March 14 at 4.30 pm at 133, 4th main road, Industrial Town, Rajajinagar, Bangalore 44.

■ **Talk on Vivekachoodamani** by Sudhendra Chaitanya at 23/1, 9th main, 9th cross, Malleswaram, at 6 pm on March 14.

■ **Talk on Upadesham** by Amurthwas at 6.30 pm at Chinmaya Bhavan, C.M.H. Road, Indiranagar on March 14.

■ **Musical discourse** on Sri Sant Ramayana by Smt Bhadragiri Keshavadevi from 6 pm to 9 pm on March 14 at R.V. College auditorium, R.V. College Road, 2nd Block, Jayanagar.

■ **Veerabhadreya Swamy Sannidhi** will organise Bhajans by Vanitha Seva Mandira at 9 am and a vocal recital by Ms Subhalakshmi Krishnamurthy and party at 6 pm on March 16 at Mahalakshmipuram, Bangalore-86. Ph: 3520

■ **Sangeetotsava** at Sri Sri Avanimoolgari Shankara Mutt, West of Chord Road, Bangalore-86, till March 16 from 6 to 9 pm.

■ **Two-day workshop cum seminar** on Ethics and Values In Business — role of management education, organised by Xavier Association of Management Institutes on March 14 at 10.30 am at Ashirvad, 30, St Mark's Road, Bangalore-1.

■ **Bangalore Toastmasters' Club** will organise a talk on "Excellence in Communication" by Mr Peter A. Rego at 6.30 pm on March 14 at St. Joseph's Boys High School, Museum Road, Bangalore-1.

■ **Street play "Walk With Us"** on disability awareness by Akshaybani Ranga-seva group, on March 14 at Multi-storey building, 10.30 am, Opposite Yavanika, Nrupathunga Road, 1 pm, Tagore Circle, Gandhibazar, 4.30 pm

■ **Gallery Sumukha** hosts an exhibition of charcoal drawings by Ajay De till March 14 at Alliance Francaise, Thirthesh Road, Bangalore-52, from 11 am to 7 pm.

■ **Kala Yatra** presents an exhibition of water colours by Laxma Goud at Sona's art gallery at No 15, Ist floor, Mota Royal Arcade, Brigade Road.

Music buff makes most of hobby

ENTERPRISE

By Uthra Merchant

Bangalore, March 13: What started off as a hobby, is now big business for Syed Nasser, a graduate from the B.V. College of Engineering.

Today, Nasser is the driving force behind ARN Systems which specialises in building custom designed music systems. Says Nasser, "Music is such a varied field that most of us do not get what we want from the standard music systems. To make music systems to cater to individual specifications is the aim of ARN Systems."

Nasser started his business by making simple modifications for his friends during his school days. Later he branched out to making power supply systems for amplifiers.

He says, "A family friend who used to export audio components to the Middle East came across my work and I started getting export orders through him." Later on, Nasser diversified into exporting micro processor kits and training kits for beginners interested in making their own systems."

Eventually, Nasser graduated to making equalisers, pre amplifiers and signal processors. But it wasn't until his graduation that he got into designing music systems to the client's specific tastes of a varied clientele. "Custom designing a music set is a lengthy process, as the set has to suit the client's whims," says Nasser. Describing the process he says, "Details like the kind of music the client likes, the space he has, the size and the looks he wants, are spelt out by him. Then I combine all these factors to give the customer his dream set."

MUSIC MAGIC AND MONEY: **Mr Syed Nasser who turned his passion for assembling music systems into a successful business: A photograph by S. Satish Kumar**

The process of collecting the client's specifications takes three to four days. The end product is then delivered in three weeks time, adds Nasser. He points out, "My services work out cheaper for my clients. Because if they want to have a similar facility with imported gadgets, it would work out twice as expensive. The plus point is that the client does not lose out on quality."

Nasser takes pride in the fact that none of his customers have identical music systems, as the idea is to have designer sets for each one. Only in some cases, with the permission of his customers, are the music sets replicated.

He has made speakers that look like pyramids, spheres, satellites and tubes to satisfy customer preferences.

Nasser has designed systems that cost Rs 42,000 at the lower end to Rs 17 lakh at the upper end. Besides Bangalore, he has clients in Madras, Bombay and Hyderabad.

Talking about competition, Nasser says, "I do not perceive any threat from local brands and low rung international products. I want ARN Systems to compete with the high-end international brands."

ANR Systems had recently installed the DTS system for Rajkamal Theatre in Mysore. Nasser is also currently setting up the audio system for the discotheque coming up at California Resorts near Bangalore.

Talking about the future plans of his company, Nasser says that he plans to get his company registered and give more importance to its export activities. He also plans to market standardised high-end products that he has created.

Syed Nasser can be contacted at 9, 6th Cross, Nandidurga Extn., Bangalore. Ph: 3439686.

Chidambaram lists virtues of consumerism

By Our Correspondent

Bangalore, March 13: Taking a par shot at those who look down upon "consumerism" and "consumers," union finance minister P. Chidambaram traced the basics of consumer-centric economy and said more consumption leads to higher demand which in turn leads to greater production.

He called upon the predominantly scientific gathering to stop considering consumption as being bad which by extension means that a consumer is bad.

Mr Chidambaram was speaking on the occasion of the inauguration of Unilever's research centre on Wednesday.

Consumption is an inevitable result of aspiration and aspiration is a basic right of everyone in the society, said Mr Chidambaram. "Why do we need steel? To lay rails. Why do we need rails? To run the train. Why do we need to run a train? To transport goods from one place to another. Why do we need to transport goods from one place to another? To distribute the goods. Why do we need to distribute the goods...." Mr Chidambaram went on in a bid to drive home the point of a modern consumer-intensive economy.

Speaking on abolition of poverty, he said this poverty can be abolished only by creating wealth. The general trend is that the poor are expected to remain aloof from consumption, they are not expected to buy a shoe or new clothes in the name of resisting consumerism.

This will only lead to alienation, said the Harvard commerce graduate.

Later, at a seminar, Mr Chidambaram unleashed his vision of the industrialised India. He assured the country that an industrial growth rate of 7 per cent will be sustained and an effort will be made to take it up to 10 per cent by year 2000.

Here again, he emphasised on increased growth which can be suggested exponentially only if the manufacturing sector comes good. Comparing the industrial manufacturing sector to the agriculture sector, Mr Chidambaram said that unlike the agriculture sector which attains a growth of 4 per cent, manufacturing sector can attain growth like 20 per cent which is very vital to fill the overall growth.

Keonics acquires new land

ELECTRONICS CITY II

By Our Correspondent

Bangalore, March 13: Land for the proposed second phase of the electronic city near Bangalore has been acquired by the Karnataka Industrial Area Development Board on behalf of Keonics.

The project which is a joint venture between Keonics and Arthana Telecom, is expected to get government approval very soon.

The 305 acre land acquired, is adjacent to the Electronic city which is located 18 kilometres away from Bangalore. Keonics is yet to take possession of the land but marked for the long awaited project. After taking the formal possession of the land, the corporation will prepare the blue prints for the proposed complex. The corporation will first prepare the layout and later dwell into the formation of the industrial area. The city will have around 100 companies operating in it when it is fully operational.

Booking of sites by prospective clients has not been undertaken as yet. Also the rates at which offices in the new electronic city will be sold have not been decided, by Keonics. These details will be outlined after the first stages of development at the second phase are completed. The BWSSB supply line from the existing electronic city will be extended to the new complex to supply water.

The Master Unit Sub Station located in the first phase will provide electricity to the second phase.

Service tax unhealthy for economy, says expert

By Our Correspondent

Bangalore, March 13: Mr Dadi Engineer, a specialist on indirect taxes, quoting Friedman said "Inflation was one form of taxation without legislation and its rise to 7.9 per cent from 4.4 per cent makes it all the more glaring." He was speaking on the union budget at an interactive session organised by the Greater Mysore Chamber of Industries.

Mr Pagnees said the economy was in recession a month ago of

Rationalise taxation: FKCCI

BUDGET PREVIEW

By Prashanth Hebbar

Bangalore, March 13: Inspired by a pro-liberalisation union budget, traders and industrialists in the state are confident of a similar approach in the state budget which is to be presented in the house on March 17.

The Federation of Karnataka Chamber of Commerce and industry has presented a pre-budget memorandum to the state finance ministry on state taxes for the coming fiscal which seeks more steps to the small traders and small scale industries.

FKCCI has called upon the government to rationalise the taxation structure and make it more simpler. Pegging its aim as to make Karnataka the most competitive state for doing business and to invest into, the federation has put forth a series of suggestions which , if accepted, will freeze the maximum tax rate at 8 per cent (even for unscheduled items). It also proposes to provide additional incentives to industries in which the state is strong such as electronics, software and floriculture.

Among the major demands by the federation are : abolition of turnover tax (TOT) or bringing it down to 1 to 2 per cent, removal of multi-point tax for glass bottles; and abolition of checkposts and entry tax. It has also called for rationalisation of entertainment and luxury taxes and suggested changes in land reform laws. Another suggestion made is to reshape the state sales tax into a form of state value added tax (VAT) with just one or two rates at different stages of manufacture.

It has suggested to do away with five different levies for a single commodity.

BANGALORE STOCKS

India Today – January 1994

YES: 43% (Male) 34% (Female)

embracing couples and discotheques in Bombay throbbing through the night. In the survey more than a third of the boys say they date regularly. But they don't have time for the attendant niceties. Many romances start two hours after couples have met and can end the same evening. "They have wise heads. You can trust them to draw the line," says Anil Wilson, principal of St Stephens College in New Delhi.

Part of the reason is that parents have changed too. The dad of the '90s is perfectly willing to split a beer with his teenager and wink at his escapades. Mom drives her daughter to the harried career counsellor who would then be badgered by both. This is a generation in a hurry. It works hard, plays hard. It is not willing to lose out on anything except perhaps sleep. ■

CAREER

INSTANT SUCCESS IS THE MANTRA

IT is Monday and Delhi University is deserted. Several classes have been called off for want of attendance. Others have drawn as much crowd as an art film in its second week—three or four determined young people deputed by the rest of the class to take down notes which will then be photocopied and circulated. "They think college is a farce," says lecturer Sudhakar Singh. "They haven't even given me the chance to bore them." Canteenwallahs were the first to catch on: students don't love the campus any more.

It is the wasted hours that madden them. An emphatic 60 per cent surveyed in the INDIA TODAY-MARG poll said that college taught them nothing of practical value. Five years ago, college was a habit and a social necessity. Now, 49 per cent of the students surveyed say they would gladly chuck their degree as long as they got a decent job.

A generation so ambitious obviously cannot be patient with an institution it sees as so worthless. Suddenly, the happiest, laziest, zaniest period of life has become a dead-serious strategy session with time running out. Those who have reconciled themselves to a three-year prison term keep filling in the hours with part-time jobs, computer courses and MBA preparations. So, who has time for college?

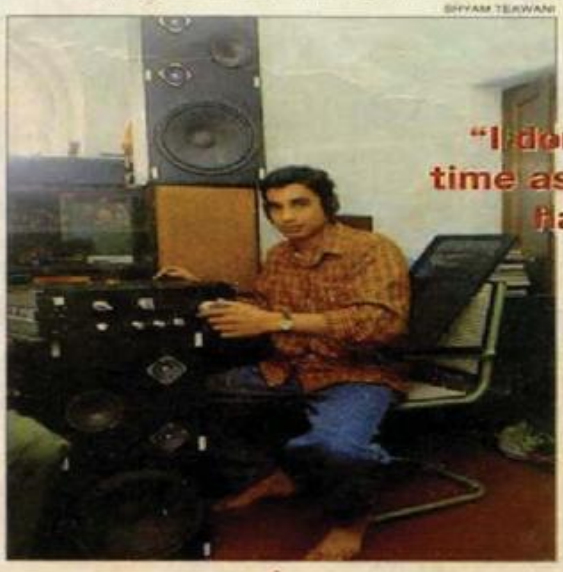
The pressure is beginning to tell earlier than before. Lucknow-based career counsellor Amrita Das says that job-related moves now begin right after high school. Those who come to college, come with the knowledge that they are neither secure, nor abroad, nor earning—something that their contemporaries have now started doing without waiting for graduation.

Many are heading West younger than before. Till 1988, only a negligible number of students going to the US were undergraduates. Today, that figure has risen rapidly to 26 per cent of the total according to a recent United States Information Services study. They even know how to beat the American prejudice against giving visas to youngsters who may never return. "I'll never apply for a course in computer engineering, because that will make them suspicious immediately," says an aspirant. The trick: state something innocuous like psychology and then make the switch to computers once you're in the US.

Meanwhile, an increasing number are avoiding the hassles of going to a regular college. They are opting for distance education instead. Since 1988, enrolment in correspondence courses has risen by 50 per cent—from four lakh to six lakh. Says Rudra Dutt, principal of Delhi's School of Correspondence: "Now they come because they only want a decorative degree and think their time is better spent elsewhere."

The logic behind distance education is simple. Students can spend their time working, earning, and gaining experience while their peers attend lectures. Explains Indira Gandhi National Open University student Kapil Sharma who borrowed money from his relatives to visit Sweden and win export orders for imitation jewellery: "A degree is a degree, man. But three years later when these guys are out of college.

SHYAM TEKWANI



"I don't have as much time as my friends, but I have more money."

An engineering student at RV College of Engineering, Bangalore, SYED NASSER, 20, is an electronics whiz-kid from a middle class family who is also financially smart. He earns Rs 10,000 a month by exporting music systems and wants to do an MBA because business strategy is as important as the product he makes.

BRIGHT Sparks

TECHNOLOGY

Syed Nasser took to designing music systems as a hobby in his teens, little expecting that it would become an obsession by the time he was 24.

Owning a music system was Nasser's dream and his father would not buy one unless he got through his engineering entrance exams. "I didn't have the patience to wait till then, so I designed my own music system before I finished schooling," says the electronics engineer from Bangalore. This gave him confidence and Nasser slowly started his business by making modifications in the music systems of his friends.

Nasser has designed speakers in the shape of pyramids, spheres, satellites and tubes. "My designs cost anything from Rs 42,000 to Rs 1,00,000, and the quality is superior." He has clients in Mumbai, Madras and Hyderabad. Right now he is busy setting up the audio system at California Resorts near Bangalore. "My dream is to enter the international market and compete with other brands," he reveals. Nasser does not fear any threat from local brands and cheap international products. "Even if my product is a bit costly I can assure you that my product is of high and good quality. I never compromise on the quality of my products," he confidently concludes. Music to the ears!

MUSIC

She sang *Jaana hain Bollywood* as one of the Models trio after she actually came back from Mumbai, giving up her career in modelling. Model turned Hindi pop singer **Kamayani Singh** is now all set to launch herself as an independent singer in a yet to be released album by Sharad Sharma.

For this 25-year-old pretty daughter of an IAS officer from Chandigarh, the brush with glamour is nothing new. As Annie Singh her face launched the Chambor range of cosmetics in India. Not all glamour and pretty face, she is a lawyer also and has worked for Mahesh Jethmalani in Mumbai for some time. "But now that I have got a break as a singer, I want to try out this field for some more time. I want to write my own lyrics, do the music and sing. I want to express myself through my songs and put my soul into it."

Till she comes out with such an album, she keeps herself busy with her own exercise regime and her training in Hindustani classical music.

ENTERTAINMENT

Preetham Koipillai is indeed privileged to have his name among the top artistes in Bangalore. A well known pianist, he has given several solo performances in the city. Preetham who was in England for a year was the proud recipient of London's INLAC scholarship. He has played over the radio and even on television. The young genius was invited to Mumbai to play at the National Council for the Performing Arts, when he was just 16.

But today Preetham is pursuing another art — theatre. Recently he joined forces with two old friends, Dominic Taylor and Anish Victor to bring to Bangalore a theatre group called Rafiki. The word is African for 'friend'. Preetham directs while the other two design sets and handle lights. The plays on the group's agenda cover a variety of subjects from humour to tragedy. "The plays are selected on the basis of how much it touches me, and how strongly," says the 24-year-old.

The young artiste finds it difficult to balance music and theatre, because "one always has to take the backstage". He is unsure of his future plans but feels, "The things that I enjoy doing are music and theatre. And I will keep doing that no matter where it takes me." That's the spirit of dedication.