



SONODYNE | TURNS 50

Since its inception in the early 70s, Sonodyne is a company that has been at the forefront of the innovative Indian professional audio market for an impressive 50 years. Starting off in a small suburb of Kolkata, Sonodyne has grown into a well-established, leading player in the home audio and professional market, and is continually expanding its vision to give Indian sound innovation a global reach.

“When we started Sonodyne, we were one of the only companies in independent India to produce electronics,” explained Anindya, Managing Director at Sonodyne. “Our founder, my father, had been studying at a premier technical university and had a drive to start his own business, so the company first started with radio, and then moved onto exploring hi-fi and other electronics.” Spearheading the company was Anindya’s father, Ashoke Mukherjee, who originally set up the business to produce battery eliminators. He soon moved into exploring and manufacturing hi-fi electronics, record turntables and loudspeakers, which was what Sonodyne was most famously recognised for in the 70s and 80s. Celebrating its 50th anniversary this year, Sonodyne is reflective and proud of its journey

so far. Back in what Anindya considers the ‘glory days’, during the 70s and 80s, Sonodyne took advantage of the technical advancements of the time and pioneered the audio movement in India. During the 90s, larger companies, including Samsung and Sony, started to appear on the audio scene and, while Sonodyne remained in the consumer space, it started to migrate into the professional audio space, strategically following in the footsteps of the wider industry.

“The professional audio market in India just didn’t exist back then. It felt natural to establish our own position here and, even now, the sector has only really been in India for less than two decades, whereas the UK and US have been advancing for way longer,” said Anindya. Quickly changing its position, Sonodyne started to branch out into cinema, studio and install in India in the early 2000s. “We have five verticals now, which include; residential, live, cinema, studio and installation. All these five verticals are very strong in India. We do very well in retail and hospitality, with one of our major customers being the Reliance group, who use our products in a number of their installations. We also have products in international branded outlets such as

Chillys, M&S, Hamleys and H&M stores across the world, which is something, as a company, we’re really very proud of,” furthered Anindya. Another expanding market for Sonodyne, and one they have again seemed to dominate in India, is education. India has a population of 1.3 billion and, at the moment, there are not enough schools and universities to cater for the vast amount of young people looking to further their education. With the introduction of studio hub schools in India, Sonodyne has been enthusiastic and supportive, supplying technology for this new type of teaching facility. “It is essentially a studio where people teach, and schools are then collectively connected online. In every school, there’s a microphone and a couple of loudspeakers, so we have thousands of loudspeakers manufactured by us for this application. So that’s a major product for us, it’s distance learning programming in India, and that is something we’re passionate about,” he explained. ‘Innovation’ is the key term that Anindya uses to describe the Sonodyne journey so far. With the Indian market being a tough one to tackle, Sonodyne has always been at the top of its game, looking to improve products with innovation at



the heart of every decision made. “There are only a handful of branded audio companies in India, which have survived. So, for us, surviving alone has been one of our biggest achievements. To continuously innovate, we’ve had to think outside of the box and that’s not just with technology, it’s price innovation and source innovation at every level, too. We’ve managed to retain a premium position in India, and we intend to stay there.” Looking back over the past 50 years, Anindya focussed on industry changes and the introduction of the internet in being a driving force for change and adaptation, not only within Sonodyne, but the wider industry. “The internet has changed everything. You will see now, while it has been around for the last seven to 10 years, that IP has completely exploded. Unless you are IP or Dante enabled, or have user interfaces with DSP, you are obsolete. Internet enabled audio, in the production or distribution process, is something that we are constantly exploring and trying to better to

see what we’re really capable of. “Our strengths at Sonodyne have mainly been that we’ve kept up with every major change that has been thrown at us, we ensure that our products work alongside latest technologies and constantly work to better ourselves.” Sonodyne’s main focus at the moment is to work to establish a leadership in the powered loudspeaker market. As well as recruiting more young engineers in India, and giving them a platform to grow into a creative, well-educated role, Sonodyne is hopeful that the next 50 years will be just as momentous for the company, with clear growth plans charted for the next five years. “Going forward, I think all of our products are going to have that premium sound that people know Sonodyne for, with all new digital functionalities and user interfaces. “The powered loudspeaker market currently consists of our own branded products, and I’m positive that they will soon revolutionise the

market. At the moment, your music source is either Netflix, Spotify or Amazon. The quality of producing from home and listening to things at home is going to get better and better and better. So, if your music is going to be online, you only need a powered loudspeaker at the end of the day. That is really our drive in the export space, we want to have a leadership position in the powered loudspeaker market,” concluded Anindya. After a very successful 50 years, Sonodyne can proudly say that the position they hold, not only in the Indian audio market, but now internationally, is reflective of their passion and drive for the industry. Revolutionising not only loudspeaker technology, but also implementing audio for educational purposes and family homes in India, has proved that Sonodyne is dedicated to premium products that provide personal advancements for a wide range of installations. www.sonodyne.com