

19.6.2013

# Perfect Match - Robe For New Lighting Division of Pune Wedding Specialists

## Products Involved

**LEDWash 1200™**   **MMX Spot™**   **ROBIN® 300E Beam**

Pune, India based wedding and event specialists Wadhwa Decorators has opened a new Lighting Division and invested in Robe moving lights – ROBIN 1200 LEDWashes, MMX Spots and 300 Beams - in order to offer a premium service to their many high profile clients.

The company operates Laxmi Lawns, a large wedding and celebration / party venue in central Pune comprising a selection of different buildings, gardens and exterior spaces with the capacity to stage events with up to 10,000 guests. There is a constant stream of celebrations taking place throughout the year including around 40 weddings and 15 - 20 other events.

Wadhwa Decorators is a well-established and very successful business providing designs ideas and infrastructure for a diversity of productions. With the demands becoming ever more complex, and wanting to be able to offer the best services, it made commercial sense to invest in their own lighting equipment, explained CEO Rajkumar Wadhwa.

He and Abhijeet Khanuja, who heads up the new lighting division, assessed the various different options available for moving lights.

They had a good look at what Robe had to offer at the 2012 PALM Expo in Mumbai, where Robe's Indian distributor Integrated Entertainment Solutions (IES) had set up a special demo area being run by Robe SRO's Customer Service Representative Petr Vanek.

This gave people a proper idea of what they could expect from the various fixtures, and was a huge hit at the show.

Wadhwa and Khanuja - who also designs and operates lighting for most of their shows - then received a more detailed demonstration of certain products from IES.

As soon as this happened, they realised that these were definitely the fixtures they wanted and IES was a company they trusted for excellent after-sales service and support.

A couple of key clients also encouraged them to go with Robe including local promoter Jahan Satrewala from Jaws Events.

“We came to the conclusion – quite simply – that Robe is the best in the world,” declares Wadhwa.

He adds quickly that it also wasn't the cheapest option ... But, that's not what they are about!

“No-one else in the area has MMXs right now, and to be able to offer an exclusive fixture for shows and events – and especially one with so much creative functionality as the MMX Spot – was really important,” he concludes.

The sale comprised eight LEDWash 1200s, eight MMX Spots and eight ROBIN 300 Beams. Robe's 'smaller, lighter, brighter' and power-efficient range of fixtures are ideal for these applications. They look aesthetically pleasing and are really powerful, so fewer fixtures are needed to cover the often large areas and spaces involved.

Sometimes all they need is just four LEDWash 1200s to colour a 60 ft wide stage in a comprehensive and even wash! “Very impressive” states Khanuja, adding that having even more lights than that on the rig increases their options dramatically!

The light weight makes them very easy to rig on T stand trusses which they often use to provide lighting positions around an area.

The reduced power consumption means they can save money on other areas like power generators – which is also part of the standard Wadhwa events package.

Having the Robes on-board has put Wadhwa Decorators into a new class of event technical service provider, and has already had an impact and helped boost the amount of projects that are landing.

In addition to lighting, Wadhwa supply all the décor and design for the event, plus power generators and Air-con ... and they can supply the complete mobile venue if required.

The company was founded in 1971, and since 1984 has been headed by Rajkumar.

