



Pro Fx Tech Limited

PRO FX Tech Limited Announces Strategic Partnership with Peavey Electronics as Exclusive Distributor for Project-Focused Audio Solutions in India

Bengaluru, January 16, 2026 – PRO FX Tech Limited, one of India's leading premium audio-video and automation solution providers, has entered into a strategic distribution partnership with **Peavey Electronics**, pursuant to which PRO FX has been appointed as the exclusive distributor in India for Peavey and Crest Audio's project-focused product portfolio. The partnership will be focused on the projects and systems integration segment across India.

Peavey Electronics, founded in 1965 in the United States, is one of the most established names in professional audio globally, with a long-standing reputation for engineering-led solutions across live sound, fixed installations, and large-format venues. Through Peavey and its professional brand Crest Audio, the group has delivered audio solutions for stadiums, auditoriums, concert halls, educational institutions, houses of worship, corporate facilities, and entertainment infrastructure worldwide.

The appointment of PRO FX as exclusive distributor marks a focused step by Peavey Electronics to deepen its engagement in the Indian market through a partner with strong technical capabilities, nationwide reach, and execution experience in complex AV environments.

Under this partnership, PRO FX Tech Limited will offer a curated portfolio of Peavey and Crest Audio products specifically tailored for fixed installations and large-scale projects. These solutions are designed to cater to a wide range of sectors, including: stadiums, auditoriums, convention centres, hospitality venues, corporate spaces, educational institutions, and entertainment facilities segments where Peavey has deep global expertise.

For PRO FX, this partnership marks a strategic expansion of its addressable market. While the company has traditionally focused on premium residential audio, home theatre, and automation solutions, the addition of professional audio products significantly broadens its presence into high-value institutional and infrastructure projects. Notably, PRO FX will focus exclusively on Peavey's professional audio range, distinct from Peavey's existing musical instruments and accessories currently sold in India.

Commenting on the partnership, Mr. Manmohan Ganesh, Chairman & Managing Director, PRO FX Tech Limited, said,

"We are delighted to partner with Peavey Electronics and bring globally recognised brands such as Peavey and Crest Audio to the Indian market. Peavey's strong legacy in professional audio, combined with PRO FX's execution capabilities and nationwide service infrastructure, makes this a natural strategic fit.

This association marks an important expansion of PRO FX's participation in the projects and systems integration segment. With dedicated technical teams and an established integrator ecosystem, we are well positioned to support Peavey's project-focused strategy in India and address opportunities across large-format and institutional installations.

The partnership comes at a time when India is witnessing sustained investments in public infrastructure, entertainment venues, educational facilities, and large gathering spaces, driving demand for reliable and scalable professional audio systems. Peavey and Crest Audio's solutions are well aligned with these evolving requirements, enabling coverage across a wide spectrum of project applications. We look forward to building the brand in India and creating long-term value for our customers, partners, and stakeholders."



Pro Fx Tech Limited

Commenting on the partnership, Mr. Akshay M. Vaidya, Managing Director – APAC, Peavey Electronics, said,

“We are extremely excited to partner with PRO FX, a company that truly understands the Indian AV landscape. With PRO FX’s market leadership and technical depth, we are confident this partnership will showcase the very best of Peavey and Crest Audio solutions to the Indian marketplace. We look forward to building a long-term strategic relationship that drives growth, innovation, and exceptional project execution.”

About Pro Fx Tech Limited

PRO FX Tech Limited is a leading Indian AV solutions company with close to 20 years of experience in audio, video, and home automation. Headquartered in Bengaluru, the company has a strong nationwide presence, serving residential, retail, and corporate sectors through a network of partners, dealers, and service centres. With this partnership, PRO FX Tech is strategically expanding its footprint into the professional audio and large-scale projects segment, reinforcing its position as a comprehensive AV solutions provider in India.

About Peavey Electronics

Founded in 1965 in the United States, Peavey Electronics is a globally recognized manufacturer of professional audio equipment, including loudspeakers, amplifiers, mixers, and digital signal processing solutions. The company is known for its engineering innovation, reliability, and strong presence across live sound, fixed installations, and performance audio applications worldwide. Crest Audio, a premium brand within the Peavey portfolio, is highly regarded for its high-performance power amplification solutions used in critical professional environments.

Safe Harbour Statement

Any forward-looking statements about expected future events, financial and operating results of the Company are based on certain assumptions which the Company does not guarantee the fulfilment of. These statements are subject to risks and uncertainties. Actual results might differ substantially or materially from those expressed or implied. Important developments that could affect the Company’s operations include a downtrend in the industry, global or domestic or both, significant changes in political and economic environment in India or key markets abroad, tax laws, litigation, labour relations, exchange rate fluctuations, technological changes, investment and business income, cash flow projections, interest, and other costs. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

Pro Fx Tech Limited	Investor Relations: X-B4 Advisory
CIN : U51500KA2006PLC040879	Name: Rasika Sawant / Ishika Shah
Email: cs@profx.com	Email: Rasika@x-b4.com / Ishika@x-b4.com
Phone No: +91 8043718978	Mobile No: +91-9594457518 / +91 8080326640
Website: www.profx.com	Website: www.x-b4.com