

## WHITE EAGLE ENTERTAINMENT INTEGRATES HARD ROCK CAFE IN ANDHERI

New Link road in Andheri, Mumbai, popular for the wide range of restaurants, pubs, lounges and restobars it sports, more recently got a second *Hard Rock Cafe* in the vibrant Mumbai suburb.

This music themed cafe has been making a mark within generations since its first setup at Worli couple of years ago. Intending to expand the music scope, JSM Corporation Pvt. Ltd., who own the HRC franchise in India, opened up another *Hard Rock Cafe* at Andheri and called on the services of Mr. Arun Kalra. The integration of the Cafe was handed over to Kalra and his team at White Eagle Entertainment.

Arun states, "We've worked with the JSM group since the beginning, and have established a great working relationship. We designed and integrated the original system at the first Worli HRC and also had the privilege of designing and integrating the audio system at the new Andheri venue, which was the first HRC to have the *Outline* system. The management was so pleased with the *Outline* system's performance that when it was decided to

upgrade the setup at the original venue in Worli, they had absolutely no doubts when opting for an all-*Outline* solution."

The equipment used by Mr. Kalra's team

118 sub to ensure better comfort. Since HRC is all about music, sound plays a vital role. The White Eagle team has powered the systems with *Outline* powerhouse.



**Hard Rock Cafe, Andheri**

included Doppia II 9075 and DBS 18-2i subs (four each) at the main stage's FOH area, along with eight EIDOS 12 and two EIDOS 15 loudspeakers across the venue. This strategic placement optimizes the sound coverage. Also, the VIP area got an EIDOS

JSM group and Mr. Arun Kalra have worked together since the inception of HRC in Mumbai and looking at the popularity, not just JSM Corporation but also every person who visits the venue is pretty happy with the audio set-up.