

BUILDING FOR SCALE: AVI-SPL'S EXPANSION STRATEGY IN INDIA

In Conversation with Mala Prasad, Managing Director, AVI-SPL India

AV-ICN Expo Magazine, gets in touch with Mala Prasad, Managing Director, AVI-SPL India, to uncover the brand's expansion plans, industry opportunities, and growth strategies in India. Mala Prasad elucidates on how AVI-SPL is redefining systems integration in India as one of the leading global AV, UC, and collaboration technology providers, and the brand's partnerships, innovation, and market leadership.



What is your vision for AVI-SPL India over the next 3-5 years, and what key milestones do you aim to achieve?

Over the next three to five years, our vision for **AVI-SPL India** is centred around scaling with purpose. We see India as a very strategic growth market, and our focus will be on expanding our footprint further, both in terms of geography and the depth of our customer engagements.

At the same time, we want to continue delivering consistent excellence across all key verticals, whether it's corporate enterprises, experiential spaces, healthcare, education, or the public sector. Each of these segments is evolving rapidly in India, and we see strong opportunities to add value through integrated AV and digital workplace solutions.

Another important priority is growing our team in India. As demand increases, we want to ensure we have the right talent and capabilities in place to support not just India, but the wider subcontinent. Building local expertise, while aligning with global standards,

will remain a key focus area for us.

Finally, we are particularly excited about expanding further into experiential projects. This is a space that's gaining a lot of momentum in India, and with AVI-SPL's global experience, we believe we are well positioned to bring innovative, immersive solutions to this market.

Overall, it's about combining growth with capability scaling our presence while continuing to deliver the high standards and customer experience that AVI-SPL is known for globally.

In your capacity as Managing Director of AVI-SPL India, how would you characterise India's importance to the company's international growth trajectory?

India is the world's fastest-growing major economy, and within the AV industry, its growth continues to outpace many global markets. At AVI-SPL India, our trajectory has closely followed this momentum.

Over the past few years, India has played a pivotal role in the company's international growth story, emerging as its fastest-growing region worldwide. The rapid expansion of global capability cen-

tres, technology hubs, and multinational enterprises, post-covid need for reimagining and revamping offices in India, has created significant demand for advanced collaboration and audiovisual solutions. As a result, India has become not just a high-growth market but also a strategic hub for delivering innovative workplace experiences.

Our India team has contributed meaningfully to the growth of the international region by supporting clients, delivering complex deployments, and strengthening service capabilities. The combination of a highly skilled talent pool, strong technology adoption, and the scale of enterprise growth in India positions the country as a key pillar in AVI-SPL's long-term global strategy.

Looking ahead, we see India continuing to play an increasingly influential role, both as a market with immense opportunity and as a centre of excellence that supports the company's global delivery and innovation.

What is the current staff strength of AVI-SPL's India offices and what initiatives having AVI-SPL India implemented for

employee training, skill development, and career progression?

In India, we have built a strong and growing team of over 300 professionals across multiple cities, supporting everything from design and engineering to project delivery and managed services. It's been a very organic journey of growth for us, aligned with how the market itself has evolved.

At AVI-SPL, we genuinely believe our people are our biggest strength, so we invest heavily in their development. Training isn't a one-time activity for us, it's continuous and very role specific. We run structured programs that are consistent globally, and we also partner with leading industry bodies like AVIXA to ensure our teams stay current with the latest technologies and certifications.

What we are particularly proud of is the longevity of our team globally. Many of our employees have been with us for years, some even decades and have grown alongside the organisation. As the business has evolved, so have their roles, with many moving into more strategic and leadership positions over time.

So, it's really a combination of scale, continuous learning, and a strong focus on career progression that defines our people story worldwide.

How does the India office collaborate with AVI-SPL's global teams to deliver solutions to clients, and what benefits does this collaboration bring?

AVI-SPL's India offices collaborate with global teams through a centralised delivery model that aligns local execution with global standards and processes. India teams work closely with international stakeholders on project management, engineering, and support, ensuring seamless cross-border delivery. This approach provides clients with a single global point of contact while benefiting from strong local expertise and on-ground support. As a result, clients experience consistent quality, faster delivery, cost efficiency, and scalable solutions across multiple geographies.

How does AVI-SPL India differentiate itself from established local integrators and other multinational competitors in the Indian market?

Our focus on people is one of our biggest differentiators. We invest heavily in building skills, developing talent, and creating long-term career paths, and that investment shows up in the quality of

our work. A well-trained, motivated team directly impacts how projects are delivered and how customers experience our brand.

The second key aspect is the global playbook we bring to India. Over the years, AVI-SPL has developed very structured and proven methodologies for project delivery, drawn from experience across markets worldwide. This allows us to bring consistency, predictability, and a very high standard of execution to every engagement. We deliver reliable post-sales support across major cities through an efficient ticketing system and a responsive team, ensuring quick issue resolution and minimal downtime.

What this really translates to is a more seamless and enriched customer experience, from design and deployment to ongoing support. While local integrators may offer flexibility and multinationals bring scale, we believe our strength lies in combining both, with a strong foundation of people, processes, and global best practices tailored to the Indian market.

AVI-SPL what opportunities in this market energize you? And what do you see as the biggest market constraints or challenges in the Indian pro AV industry? How is AVI-SPL tackling them?

India's growth story is highly energizing, especially with the rise of Global Capability Centres (GCCs) and increasing digital adoption in the education sector as well as experiential places and corporate broadcast. As enterprises and institutions expand, there is strong demand for scalable, workspace solutions that support hybrid work, learning, and global connectivity.

The Indian pro AV industry faces challenges such as varying levels of technology maturity, budget sensitivity, and limited awareness of integrated AV solutions versus standalone deployments. Additionally, ensuring standardisation and scalability across geographically diverse operations remains a key constraint.

As a global systems integrator, AVI-SPL can help address these challenges by combining global best practices with locally tailored solutions and its **Symphony platform** to enable smarter workplace management.

How would you characterise the speed at which Indian businesses are implementing enterprise audiovisual and unified communication technologies?

At AVI-SPL, we see Indian businesses adopting enterprise Audio Visual (AV) and Unified Communications and Collabora-

tion (UCC) technologies at a rapid and accelerating pace, driven by hybrid work, digital transformation, and the need for seamless collaboration. Large enterprises are leading this shift, investing in standardised, scalable AV and UC solutions across multiple locations.

While mid-sized and smaller organisations are also progressing, their adoption is slightly more measured due to budget and infrastructure considerations.

Overall, the market in India is fast-evolving and maturing, making it a key growth region for AVI-SPL to deliver integrated, future-ready collaboration solutions.

How do you balance global standards or best practices with local pro AV dynamics when executing large UC collaboration projects? And can you discuss AVI-SPL India's partnerships with technology vendors and how these relationships strengthen your service delivery?

At AVI-SPL, we balance global standards with local market dynamics by following a "global framework, local execution" approach. We bring in proven global design standards, governance, and best practices, while adapting them to local infrastructure realities, regulatory needs, and client expectations in India. This ensures consistency in quality and user experience, without losing flexibility on ground during deployment.

Our strong partnerships with leading technology vendors like **Microsoft, Cisco, Crestron, Q-SYS, Logitech, Neat** and others further strengthen this approach. These relationships give us early access to innovations, certified expertise, and deeper integration capabilities.

As a result, we're able to deliver reliable, scalable, and future-ready UC and AV solutions, backed by both global excellence and strong local execution.

Can you share a few recent hallmark projects that showcase AVI-SPL's strength? And what emerging vertical markets or geographic regions within India are you targeting for expansion?

Over the past year, we've delivered several standout projects highlighting AVI-SPL's growing impact in India. Our work has centred around large-scale enterprise transformation initiatives, particularly advanced workplace and collaboration environments for global and Indian organisations undergoing rapid modernisation. Many of these projects extend across multiple sites, creating consistent collabora-

tion platforms and command-and-control environments that enhance hybrid work, innovation, and operational efficiency.

We are also seeing increased interest from organisations building their own internal broadcast and content production capabilities. That includes in-house studios, live streaming setups, and corporate broadcast systems that enhance leadership communications, training, and company-wide engagement. These projects bring together AV, IT, and content-workflows – an area where AVI-SPL's design and integration expertise makes a real difference.

Education and healthcare organisations are also continuing to invest in technology-rich environments that promote collaboration and digital transformation. In these sectors, reliability, scalability, and integrated design remain top priorities.

Looking ahead, we see strong potential across multiple industries and regions in India. Key growth areas include Global Capability Centres (GCC), manufacturing and industrial firms embracing digital operations, and large technology and business services companies redefining their workplace strategies. While metro cities

remain important, demand is increasingly coming from Tier-2 and Tier-3 cities as enterprises expand their footprint. Our goal is to support this momentum with scalable, future-ready solutions and strong local delivery backed by managed services expertise.

From a global vantage point, what pro AV technology trends are you seeing that might significantly affect the Pro AV industry over the next 2-3 years? And What's your take on AI in unified collaboration solutions?

Looking at the global landscape, it's clear there are a few big trends that are shaping how organisations think about their workplace technology. One of the most significant is the continued blending of AV and IT. Today's collaboration environments are more connected and software-driven, which is changing how companies design, deploy, and support these solutions. We're seeing a clear move towards platforms that are easier to scale, manage, and monitor – helping teams stay productive without worrying about complex infrastructure.

Another important shift is the focus on

creating experiences, not just meeting rooms. While this concept is not new, organisations are continuing to think about how technology can make people feel more connected, engaged, and motivated; whether they're in the office or working remotely. That is driving interest in more flexible spaces, creative studios, and workplace ecosystems that allow hybrid work to function more effectively. At the same time, managed services are becoming a must-have to ensure reliability and long-term value.

AI is a big part of this story. In the near term, tools like intelligent audio and video, live transcriptions, and smart meeting summaries are helping make collaboration smoother and more inclusive. Moving forward, AI will add even more value, helping organisations understand how their spaces are used, predict maintenance needs, and improve overall performance.

What's important is using AI in a way that's meaningful and practical. It's not about replacing people or design expertise; it's about making technology more intuitive, efficient, and aligned with each organisation's goals.