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RAJESH SADARANGANI

CEO OF RIVERA INTERNATIONAL

When and how did Rivera International first begin?

Although Rivera International is just a 14-year-old company, our business dates back more than 50 years. My father Mr Gagu M. Sadarangani originally started a cinema business, before expanding into photography and AV. Then came Rivera, which began life in the AV and DJ industries, before progressing into professional audio, home entertainment solutions, broadcast and a bit of cinema.

When did you first begin working for the company, and what is your role today?

I have been working for Rivera since its inception and presently I am the CEO of the company. However, I have been in business and gaining experience in different fields for almost 30 years now.

Have you always had an interest in the sound and lighting industries?

We have been in the sound business for the past eight years. We still need to venture into the lighting business and hopefully that should happen some time soon. We combine good ideas from our customers with our extensive knowledge to find a perfect solution for any challenge.

What is the best thing about working at Rivera?

We are a fairly young team (except for me!), and each one of us are open to new ideas and challenges. Our achievements are a result of team work.

You represent a number of high profile brands including DiGiCo, Lab.gruppen, HK Audio, Kling & Freitag, Pioneer, and more recently you have taken on distribution of Adamson. What do you think makes Rivera stand out from other Indian distributors?

From the beginning we have had one vision and one approach - we want to offer the best to our customers, and to all in the Indian industry. We have not compromised on the products or brands we offer or in the services we provide. The road has been highly challenging, thanks to the Indian market being highly sensitive to price and branding. But we have stuck to the original path. We have not looked at, or offered brands, just to achieve volume, instead we have offered brands and products which offer the upmost quality to the Indian customers. Our brands are world renowned, and pioneers in the products they manufacture.

Where would you like to see Rivera in 10 years time?

I would like Rivera to be known and renowned as a company that always offers the best in the industry.

Not just in terms of products and brands, but in terms of services offered and the commitments made by us to the Indian customers at every stage. And I hope that Rivera will be at the top of the industry.

How would you describe the entertainment industry in India today?

I would say it is still at an early stage, although it is opening up. It's a big market for low priced products, a bit immature, and highly price sensitive.

What has been the highlight of your career so far?

Being diversified, working with offering the best brands and products.

What is your ultimate goal in life?

To offer a one-stop solution and a company which offers only the best.

If you could go back in time and pass on a few words of wisdom to a 20-year-old Rajesh, knowing what you know now, what would they be and why?

Don't be afraid to accept challenges. Don't lose hope, remain committed and dedicated, work hard and success will follow. 📧