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Meridian Audio Announces India's Boutique Expansion

Meridian Audio is pleased to announce the opening of its third boutique in India, providing a unique Meridian retail environment in Hyderabad. **Meridian Hyderabad** will be marking its official opening with an exclusive invitation-only event on Friday 6th September. The boutique will be a dedicated showcase for Meridian's stylish and innovative products, offering customers a full Meridian experience, including a state-of-the-art home cinema setting.

The boutique is owned and operated by Jaleel Sabir. "Having been a Meridian partner for many years, we have great respect and admiration for the brand," said Sabir. "Once the Meridian boutique concept started evolving, we knew that our area and expertise would be well-suited for the expansion. We love selling the Meridian experience it's something we have a personal passion for and this opportunity is perfect for us."



He continued: "The boutique offers a truly unique experience. The bespoke design offers a quietly luxurious experience for customers and aims to highlight Britain's reputation for prestige and technical luxury – the DNA of Meridian Audio - with

innovative design. This has been achieved through the selection of natural materials such as hard woods, leather and fabrics in combination with accents of technology being fine metals, architectural glass and lighting. Customers will experience a truly unique retail environment.”

John Buchanan, Executive Vice President Sales and Marketing at Meridian, commented, “We are very excited about the third Indian boutique and the continued growth of our global boutique programme. Jaleel is very passionate about the brand and Meridian Hyderabad will provide a great experience for customers.”

RELEASE ENDS

No Embargo

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ABOUT MERIDIAN AUDIO

Meridian Audio is based in Cambridgeshire, UK, and was founded in 1977 by psychoacoustics expert, Bob Stuart and design engineer, Allen Boothroyd. With over 35 years’ history of innovation and development of uncompromised consumer home entertainment systems offering exceptional performance, this award-winning company is widely recognised as a world leader in high-quality audio and video reproduction. Meridian developed the first audiophile CD player, the world’s first consumer digital surround controller, and the MLP lossless packing system included in Blu-ray Disc. The company’s optical disc players, DSP-based loudspeakers, video projectors, and scalars are unique in the industry, maintaining a super-quality digital signal throughout the path from the studio to the home, using advanced digital signal processing to deliver natural sound and smooth, crystal-sharp images with true cinematic realism. In 2008, Meridian established its Automotive division and has since developed in-car entertainment systems featuring their unique Trifield technology for models including the McLaren MP12C supercar, the Range Rover Evoque, and more recently, the luxury Jaguar XJ Ultimate.

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