

COMPANY PROFILE



SOUTH CENTRAL[®]
BROADCAST COMPANY

ACOUSTIC • AUDIO-VISUAL • BROADCAST



Engineering sound. Designing *experiences.*

TURNKEY ACOUSTIC • AUDIO-VISUAL • BROADCASTING SOLUTIONS

We make rooms sound the way they should.

South Central Broadcast Company designs how a space sounds, then installs the sound, screen and control systems that go inside it. Cinemas, auditoriums, conference halls and studios — **one team handles the whole job**, from the first drawing to the day you start using the room.

WHAT WE DO

ACOUSTICS

We shape the room so sound behaves — **no echo, no noise leak**.

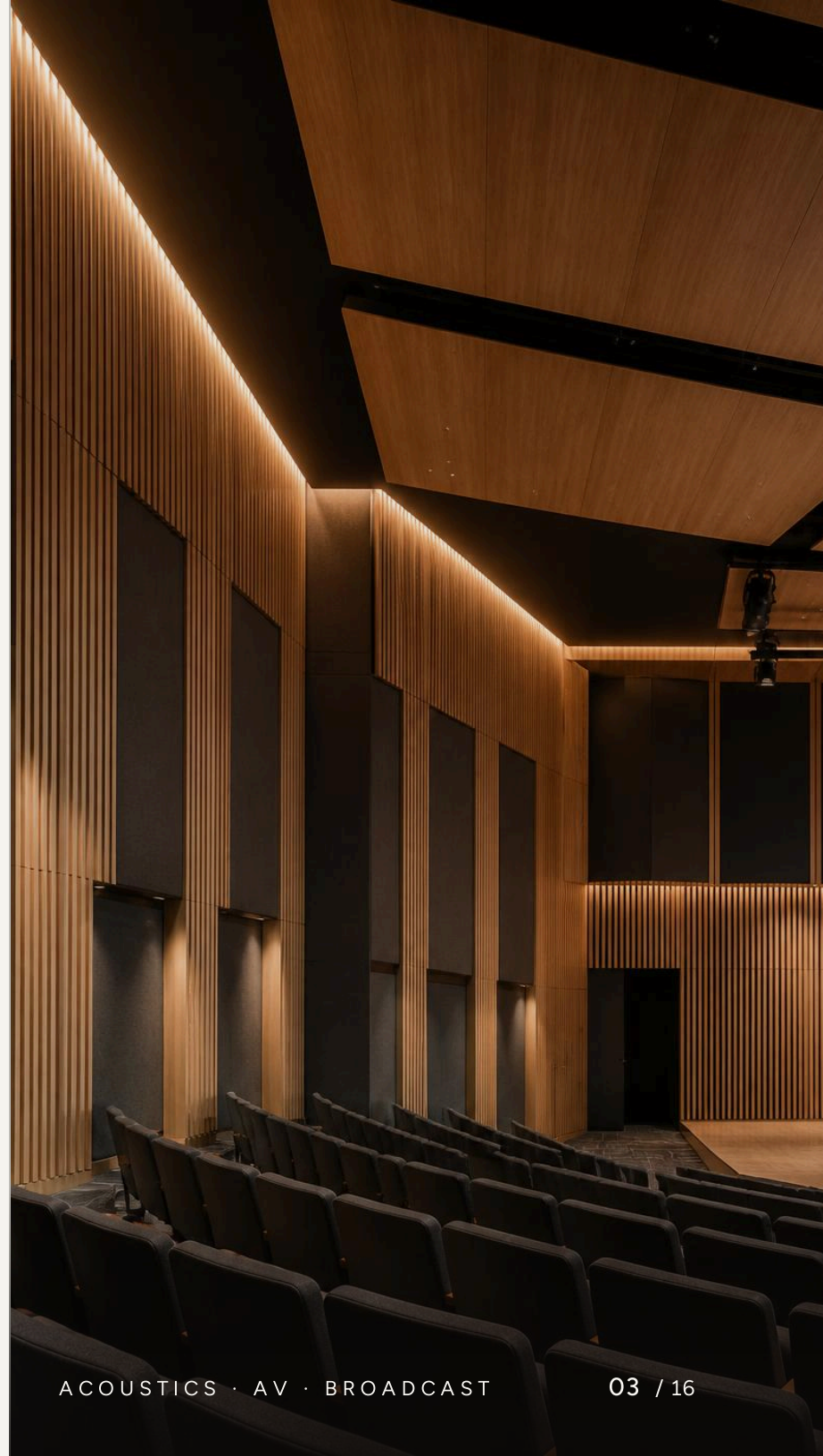
AUDIO-VISUAL

Speakers, screens, lighting and **one simple control system**.

BROADCAST

Studios built and wired to **stay on air, day after day**.

12+ YEARS OF
EXPERIENCE



We know the science. We have done the work.

Acoustics is not an
afterthought.
*It is part of the
architecture.*

Every engagement is led personally by our founder — meet him on the next page.

01 ACOUSTIC DESIGN

Shaping the room so **sound behaves the way you want it to.**

03 NOISE ASSESSMENT

Measuring how much noise your site sends out, and **how to contain it.**

05 ACOUSTIC SIMULATION

You hear how the room will sound on software, **before it is built.**

07 AV INTEGRATION

Sound, projection, display and control installed as **one working system.**

02 NOISE & VIBRATION

Keeping traffic, generator, AC and equipment **noise out of the room.**

04 SOUND INSULATION TESTING

Testing and proving that **sound does not travel between rooms.**

06 EARLY DESIGN INPUT

We join your architect early, so **nothing has to be broken and redone.**

08 BROADCAST ENVIRONMENTS

Studio layout, equipment integration, streaming and **connectivity.**

Every project is led by the person whose name is on the door.

Shashikant Sirsaath has spent over 12 years practising acoustic design, noise and vibration control across cinemas, auditoriums, conference halls and studios. He stays personally involved from the **first site visit to final handover** — which is why projects are delivered **on time and within budget**.

12+

Years of
practice

6

Types of spaces
tuned

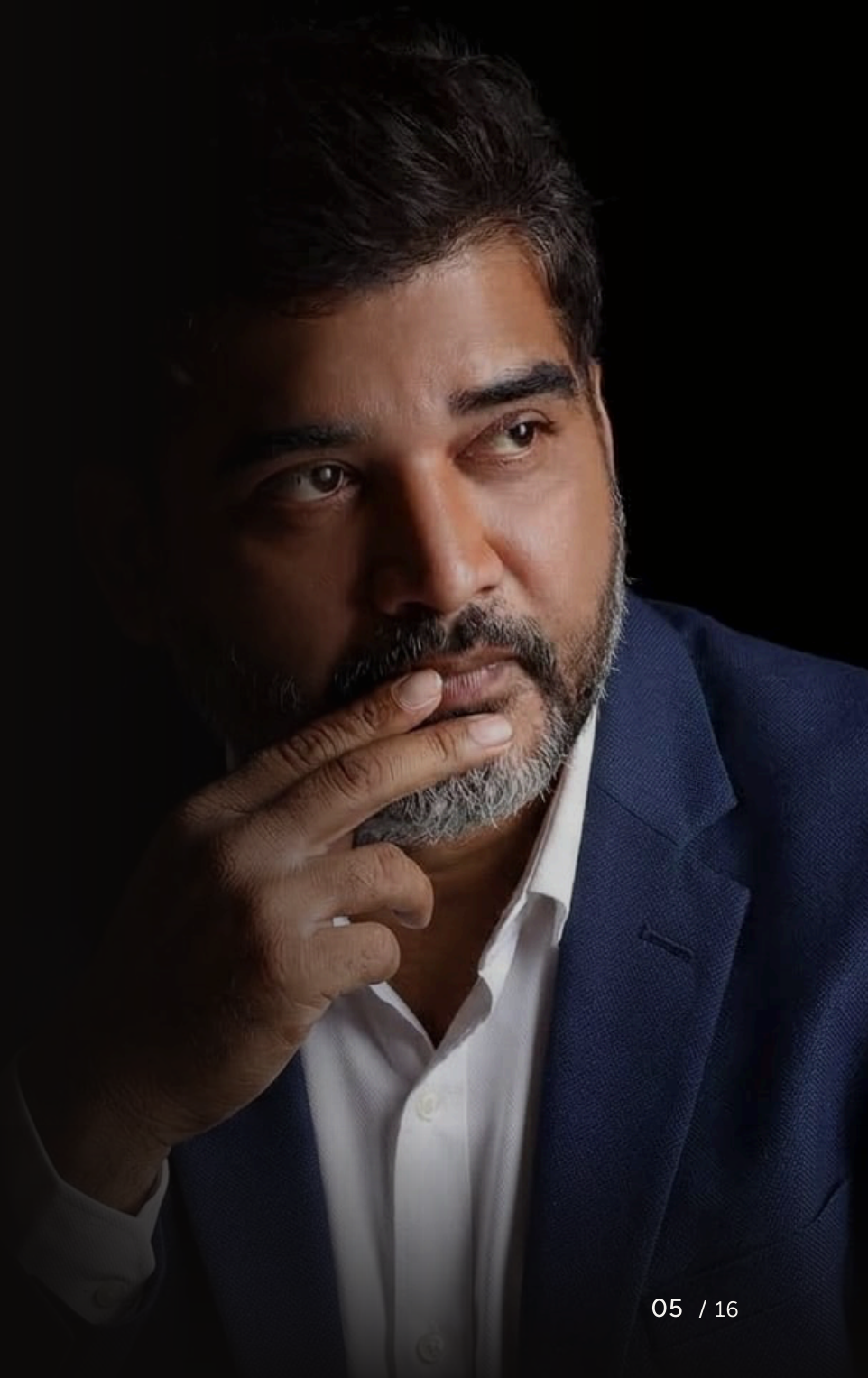
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Person responsible,
end to end

FOUNDER & ACOUSTIC CONSULTANT

Shashikant Sirsaath

12+ years · Acoustic design · Noise & vibration · AV & broadcast



Every space has a sound story.

MULTIPLEX CINEMA · ACOUSTIC & AV INSTALLATION



CONFERENCE HALL



BROADCAST STUDIO

Different rooms. Different problems. One team.

PROJECT TYPES

01 MULTIPLEX & CINEMA

One screen never leaks into the next — with immersive surround and laser projection.

02 AUDITORIUMS

The last row hears what the first row hears. Plus stage lighting, streaming and recording.

03 CONFERENCE HALLS

Every word clear on both sides of the call — video conferencing and wireless presentation.

04 BROADCAST STUDIOS

Built for live, on-air work — studio design, equipment integration and connectivity.

05 RECORDING STUDIOS

Quiet, controlled rooms for musicians, producers and content creators.

06 HOME THEATRES

Cinema sound at home — treated room, calibrated surround, single-remote control.

Built for performance. Designed for experience.

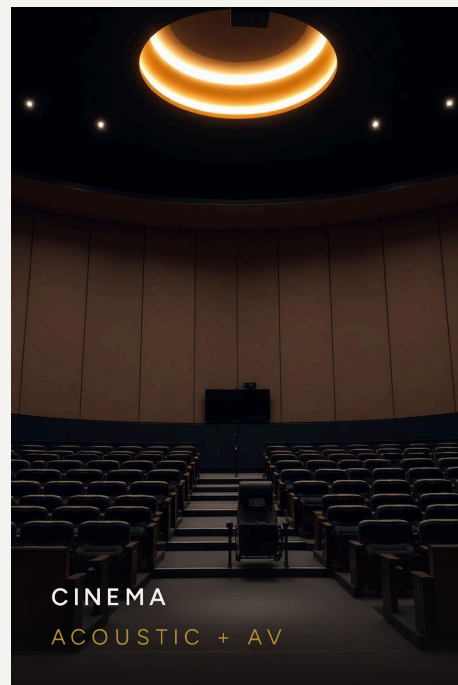
Every project here was handled by **one team** — acoustics, equipment and installation together. No handover gaps, no finger-pointing between contractors. And every room was **tested and tuned** before the first audience walked in.

01	100%	07+
TEAM, END TO END	TESTED BEFORE OPENING	SPACE TYPES DELIVERED

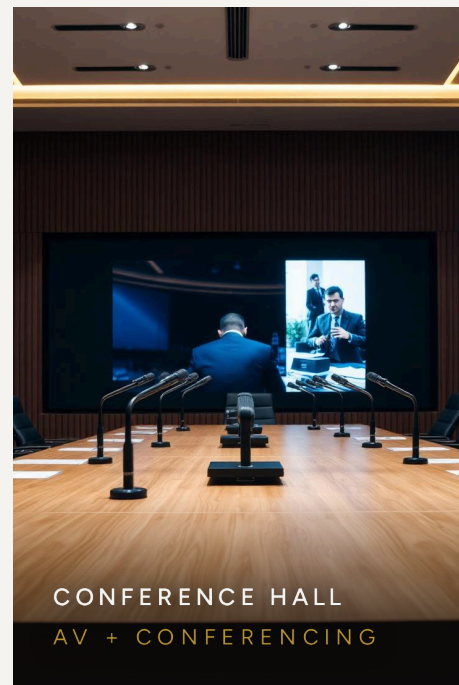
Rooms that work
on opening day.



AUDITORIUM
ACOUSTIC + AV



CINEMA
ACOUSTIC + AV



CONFERENCE HALL
AV + CONFERRING



BROADCAST STUDIO
BROADCAST + AV

Trusted across industries.

Trusted enough to come back.

Most of our work comes from **clients we have served before** — and from the people they recommend us to.

CORPORATE & INDUSTRY 13

Haldiram's
 Hero MotoCorp (India) Pvt. Ltd.
 Wirtgen India Pvt. Ltd.
 John Deere Group
 Nakoda Machinery Pvt. Ltd.
 Specialty Films (I) Pvt. Ltd.
 Relan Industries Pvt. Ltd.
 Karria Foods & Snacks Pvt. Ltd.
 Fabric Gripper Corporation
 Cuelogic Technologies
 D.K. Tech
 Adnet Global Pvt. Ltd. (Mumbai)
 Karishma Electricals Pvt. Ltd. (Mumbai)

INSTITUTIONS 12

Brahmakumaris
 Medicovert Hospitals
 Medicovert Hospital, Kokapet, Hyderabad
 Medicovert Hospital Auditorium, Bangalore
 Holy Cross English School Auditorium, Sambhaji Nagar
 St. Paul School, Indore
 Vaidik Vidyapith, MP
 Bansod Classes, Sambhaji Nagar
 IHM-A (Chh. Sambhaji Nagar)
 Punyashlok Ahilyadevi Holkar University, Solapur
 Mumbai University
 Russian Embassy (India)

BROADCAST & MEDIA 04

Magic Radio 90.4 FM
 Peace of Music (Television Channel)
 Disha News (Satellite TV News Channel)
 Times of Democracy, News Channel

STUDIOS 07

AMD Recording Studio (MS)
 Godly Woods Studio (Ahmedabad)
 Lotus Studio (Mumbai)
 C7 Studio, Mumbai
 Shivyogini Studio
 Bombay Beat Jamming Studio (Mumbai)
 United Music Records (Chhattisgarh)

CINEMA & AUDITORIUM 04

Vyankatesh Auditorium (Balaji Trust)
 Balaji Trust Auditorium (Bangalore)
 Swami Narayana Auditorium (Surat)
 Jolly Max Cinema (Assam)

DEFENCE & SPECIALISED 06

Albert Ekka Auditorium (Indian Army)
 Shangrila Multiplex (Indian Army)
 3TTR Training Center (Indian Army)
 Sarvatra Cinema (Indian Army)
 321 Med Regt (Indian Army)
 International Wrestling Stadium (Pune)

DESIGN & BUILD PARTNERS 05

Mahalaxmi Interiors
 B.K. Khose Constructions
 Archipedia 3Designs
 Social Equation Interiors
 RMARK, Sambhaji Nagar

Immersive sound. Seamless cinema.

A cinema works only when the **room and the equipment are designed together**. We handle both — the walls, the isolation and the echo control, along with the sound, projection, lighting and controls. So the screen, the room and the audience all agree.

Every seat should hear
the same story.

01 SOUND ISOLATION

An action film next door stays next door — **no bleed between screens**.

03 NOISE CONTROL

Traffic, lobby crowds and AC plant **stay out of the auditorium**.

05 PROJECTION & DISPLAY

Large-format, laser and advanced display solutions.

07 LIGHTING & AMBIANCE

Show-start, interval and clean-up lighting on cue.

02 REVERB CONTROL

No echo, no boom — **dialogue stays crisp at every volume**.

04 SOUND DISTRIBUTION

Front row, back row, corner seat — **the same quality of sound**.

06 SURROUND SOUND

Immersive formats such as **Dolby Atmos** and **DTS:X**.

08 INTEGRATED CONTROL

One operator, one panel — **audio, picture and lighting together**.



Clarity for every seat.

We design auditoriums of every size so speech stays clear and music stays balanced — from the front row to the last. Sound, projection, stage lighting, recording and streaming are **installed and tuned by the same team.**

ACOUSTIC SOLUTIONS

01 ACOUSTIC ANALYSIS & PLANNING

We study the hall's shape, size and materials to find **where echo and dead spots will occur.**

02 ACOUSTIC TREATMENTS

Absorption and diffusion on walls, ceiling and stage — **worked into the interiors, not stuck on later.**

03 NOISE CONTROL

Traffic, corridors, generators and AC **kept outside the hall.**

04 SPEECH INTELLIGIBILITY

A speaker without a mic should still be understood — **that is the standard we tune to.**

AUDIO-VISUAL INTEGRATION

05 PROFESSIONAL SOUND SYSTEMS

Even coverage for speech, music and performance.

06 PROJECTION & DISPLAY

Screens sized so **the last row reads them comfortably.**

07 STAGE LIGHTING

Lighting rigs for events, functions and presentations.

08 CONTROL & AUTOMATION

Simple enough for your own staff to operate.

09 STREAMING & RECORDING

Record the event, or stream it live.

Clear communication. Seamless collaboration.

Good equipment alone does not fix a meeting room. The room, the microphones, the screens and the controls have to work together — so people in the room and people on the call **hear every word the first time.**

When every voice is heard, every idea travels further.

ACOUSTIC PERFORMANCE

01 ACOUSTIC ANALYSIS & PLANNING

We check the room's shape and materials **before any equipment is chosen.**

03 NOISE CONTROL

Corridor chatter, AC hum and street noise **kept out of the meeting.**

02 ACOUSTIC TREATMENTS

Treatments and partitions that stop **the hollow, echoing boardroom sound.**

04 SPEECH INTELLIGIBILITY

Everyone is heard clearly — **in the room and on the far end of the call.**

AV & COLLABORATION

05 PROFESSIONAL SOUND

08 WIRELESS PRESENTATION

06 VIDEO CONFERENCING

09 INTEGRATED CONTROL

07 PROJECTION & DISPLAY

10 RECORDING & STREAMING



Built for what you create.

We build studios for recording, broadcast, video, streaming and content work — starting with the room itself, then the equipment, the wiring and the support after handover. **One team, so nothing falls between two vendors.**

*The studio is not just a room.
It is a workflow.*

MUSIC RECORDING

Rooms **quiet enough to record in, and accurate enough to mix in.**

VIDEO RECORDING

Set, lighting, camera and sound planned together for **clean video output.**

BROADCAST

Audio, video, lighting, networking and workflow built to **stay on air.**

FROM ROOM DESIGN TO LIVE DELIVERY

01

SPACE & ACOUSTICS

02

AUDIO & MICS

03

CAMERA & VIDEO

04

SWITCHING

05

NETWORKING

06

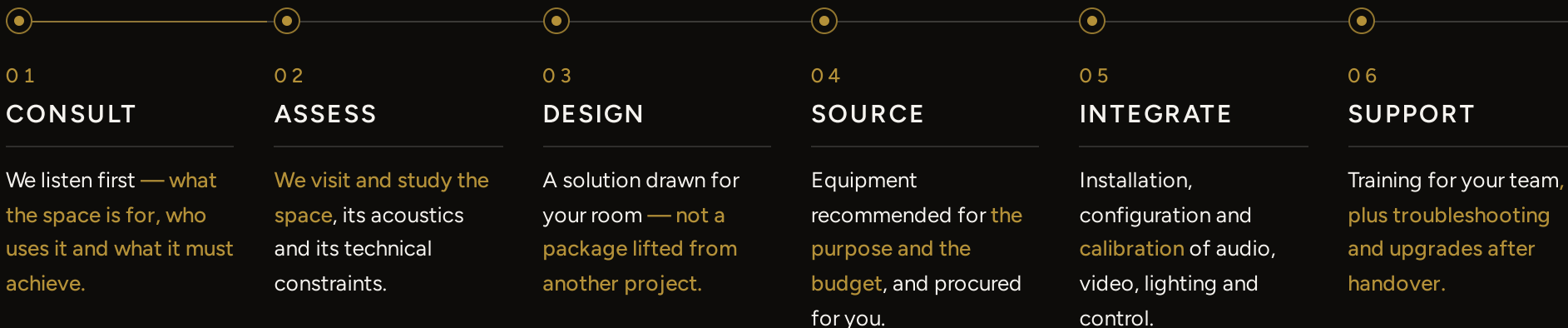
STREAMING



— 13 OUR APPROACH & PROJECT JOURNEY

One team. First visit to **final handover.**

Consulting, design, equipment, installation and after-sales support all sit under one roof — so nothing is passed on to someone else halfway through your project.



*One team, one responsibility —
first visit to last check.*



Your space.
Your sound.
Your cinema.

A home cinema starts with the **room, not the shopping list**. We plan the acoustics, the seating, the sound, the screen and the controls together — so it feels like a real theatre, and your family can run it with **one remote**.

THE HOME THEATRE EXPERIENCE

01 ACOUSTIC DESIGN

The room is studied **before a single speaker is placed**.

02 ROOM TREATMENT

Treatment worked into the interiors — **nothing looks industrial**.

03 SOUND SYSTEMS

Surround calibrated to **where your family actually sits**.

04 DISPLAY & PROJECTION

Screen and projection sized correctly for the room.

05 LIGHTING

Movie, music and clean-up light settings at a touch.

06 CONTROL & AUTOMATION

One remote for sound, picture and light — **anyone can use it**.

*A private space.
A cinematic experience.*

Where every detail matters.

A recording room has to be **built, not decorated**. We study the room, treat it correctly, and set up the recording, monitoring and wiring — so what you hear on the speakers is **exactly what is on the track**.

CORE EXPERTISE

01 ROOM ANALYSIS

Shape, volume and materials assessed **before anything is designed**.

03 ACOUSTIC TREATMENT

Absorption, diffusion and isolation applied **where the room needs them**.

05 RECORDING SYSTEMS

Microphones, consoles and **a clean signal chain end to end**.

07 NETWORKING

Tidy, labelled cabling and connectivity across the studio.

02 ACOUSTIC DESIGN

Planned for both recording and mixing, **not one at the cost of the other**.

04 CONTROL ROOM DESIGN

What you hear at the console is **what is actually on the recording**.

06 STUDIO MONITORING

Monitors matched and positioned for the room, **then calibrated**.

Good recordings begin with the **room**.



Let's design what comes next.

A cinema, an auditorium, a conference hall, a studio or a home theatre — every good room starts with a simple conversation about how it will be used. **Send us your drawings or site details, or just call** and tell us what you are planning.

DISCUSS YOUR PROJECT | +91 91755 35103

*This is the last page of
our brochure — **the first**
page of yours.*

PHONE

+91 91755 35103

EMAIL

clientsolution@southcentralbroadcast.com

WEB

www.southcentralbroadcast.com

ADDRESS

A-12, Prozone Trade Centre, Prozone Mall, Chh. Sambhajinagar, Maharashtra — 431006.