

# ZeeVee Partners with Alphatec to Expand Presence in India Market



LITTLETON, Mass., and MUMBAI, India, February 20, 2024 – ZeeVee, a global leader in AV signal distribution technology, is partnering with Mumbai-based [Alphatec](#) to further expand its presence throughout India.

Alphatec is a leading distribution house for the world's best and industry-leading professional audio and video equipment across India and an exclusive partner of the best AV brands around the world.

The strategic partnership aims to simplify AV installations throughout India. Alphatec will carry ZeeVee's full line of AV over IP and RF signal distribution products, as well as its award-winning ZyPer Management Platform which helps make AVoIP installations easy. The relationship underscores both companies' focus on delivering innovative AV solutions across diverse sectors including corporate, healthcare, government, education and more.

According to Rajesh Patkar, ZeeVee's India country manager, "Our collaboration with Alphatec signifies a strategic alignment of our objectives to provide cutting-edge AV solutions to the Indian market. Alphatec's extensive reach and expertise complement ZeeVee's innovative product offerings, enabling us to better serve our customers and drive growth in India."

This partnership marks a significant milestone in ZeeVee's continuing expansion into the Indian marketplace. In 2022, the company appointed Patkar, a seasoned business strategist and sales leader with more than 30 years of experience in the AV industry, as its country manager for India.

"We are thrilled to join forces with ZeeVee, a global leader in AV distribution technology. Alphatec is committed to delivering the best-in-class AV solutions to our customers across India," said Devasis Barkataki, founder and managing director, Alphatec. "This partnership enables us to enhance our portfolio with ZeeVee's state-of-the-art products, further solidifying our position as a leading distributor of professional audio and video equipment."

## About Alphatec:

Alphatec is a leading distribution house for the world's best and industry-leading professional audio and video equipment across India and an exclusive partner of the best AV brands around the world. Headquartered in Mumbai, Alphatec is associated with over 30 global AV brands. Alphatec is currently managing products that are committed to reproducing the most truthful sound and visuals; and bringing integrated AV solutions to clients and their spaces. It currently has a presence across 14 regions, 500 cities and towns with 2000+ dealers and system integrators, and 32 authorized service centers. In addition to its expansive physical presence, the company is also present across all major e-commerce platforms like Amazon, Flipkart, and Bajajao.

Website Link: [Audio Visual Equipment Distributors and Integrated Solutions \(alphatec.co.in\)](https://alphatec.co.in)

## About ZeeVee

[ZeeVee](#) is a leading provider of AV signal distribution technology. The company has revolutionized the pro AV and IT industries with its award-winning encoders, decoders and software. Integrators and AV consultants rely on ZeeVee for its reliability, excellent value and easy-to-install AV over IP and RF distribution platforms for enterprise, academic, government, healthcare, casino, museum, hospitality and retail customers. The company is a founding member of the SDVoE Alliance. It holds a GSA schedule and its products are TAA-compliant. ZeeVee is headquartered in greater Boston with its European head office in Augsburg, Germany and Southeast Asian offices in Singapore.

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