

Alphatec Brings MC²'s World-Class Amplification to India - Partnership Unites Audio Engineering Legacy, Innovation, and Market Expertise



****Mumbai, India - Alphatec Audio Video Pvt. Ltd., a trusted leader in professional audio-visual distribution, is proud to announce its exclusive partnership with UK-based amplifier pioneers MC², bringing their world-renowned professional amplifiers to the Indian market.**

MC²'s story begins in 1993 with founders Terry Clarke, acclaimed for his work with Klark Teknik, and Ian McCarthy, an experienced manufacturer in the hi-fi and retail audio space. Motivated by the lack of reliable, high-fidelity amplifiers in the early 90s, they combined their expertise, giving the brand its name from their initials, MC². Their vision produced legendary amplifiers such as the MC1250, still in use in studios and live venues after more than 30 years.

MC²'s legacy is defined by relentless innovation and a refusal to rely on "bought-in" modules. Each product, engineered and manufactured in Honiton, Devon, UK, embodies the brand's philosophy: to deliver sonic excellence, robust power delivery, and unmatched reliability across touring, fixed installation, and recording studio applications.

The 2007 merger with XTA expanded this philosophy into digital audio management, pairing MC²'s amplifiers with XTA's breakthrough DSP technology. Today, the duo remains independently owned with founders Terry Clarke and John Austin at the helm, ensuring continuity of vision and quality.

Richard Fleming, representing **MC² and XTA**, shared his excitement about the partnership: "Alphatec's extensive coverage and detailed knowledge of the Indian market is unrivalled. Their aim is to elevate the audio industry in India by supplying

professionals, businesses, and enthusiasts with the tools they need to create exceptional sound experiences. We are excited to be part of that mission and look forward to working closely with Alphatec in this vibrant and exciting market.”

Devasis Barkataki, Founder and Managing Director of **Alphatec**, added: “We are proud to bring another renowned global brand to the Indian market. MC² has an excellent international reputation for manufacturing premium amplification technology, which is used for a host of installed and touring applications on every scale. We look forward to sharing the advantages of these cutting-edge, innovative, and robust technologies with our clients, and anticipate very strong interest from the Indian market.”

MC² Product Highlights for India:

- *Delta DSP & Delta ND*: Flexible amplifiers with/without DSP, covering applications from clubs and studios to stadiums and touring.
- *I Series*: Installation-focused, multi-channel amplifiers, easy integration in commercial venues.
- *S Series*: Class AB studio-grade models, renowned in professional environments.
- *T Series*: Cost-effective, uncompromising performance for straightforward installation needs.

With India’s rapid growth and a market ready for superior solutions, MC² and Alphatec are poised to lead, offering audio professionals unprecedented performance, robust support, and the tools to create remarkable soundscapes.

About MC²

Founded in **1993 by Terry Clarke and Ian McCarthy**, MC² Audio has over three decades of expertise in designing and manufacturing sonically superior professional amplifiers. The company’s products are trusted in studios, live events, stadiums, and installations worldwide. Following its merger with **XTA Electronics in 2007**, MC² continues to innovate from its **UK manufacturing base**, offering industry-leading Class AB and Class D amplifiers known for their power, clarity, and reliability.

About Alphatec:

Alphatec is an exclusive partner of the best AV brands around the world and a leading distribution house for the world’s best and industry-leading professional audio and video equipment across India. 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 30+ 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: <https://www.alphatec.co.in/>