

## HAPPY NEW YEAR

*By Gideon Noronha*

Entmax is a privately owned entertainment company with a penchant for hosting a number of high-profile musical shows and events in and around the country. This company is the brainchild of Gamut, a hardcore businessman, but deep inside, he is a soft and vulnerable musician.

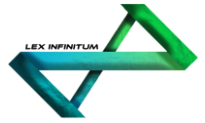
One such event is an annually held electronic music festival by the name of “Clellen” held in Goa to ring in the new year. It is famous worldwide and has been held successfully for the last ten years. This show plays host to tourists from the world over and showcases several local as well as most renowned international artists in the electronic music industry. This event is popular with local music fans and revelers from abroad as well, who make a special trip to Goa in many a case just to attend this music fest. Lots of local tourist businesses profit handsomely from the revelers coming from far and wide, many of them booking rooms and home stays months in advance, this is also billed as the 10<sup>th</sup> largest music festival of its kind the world over.

In order to successfully host this event Entmax relies on local contractors for various facets of goods and services to be provided, one such being Trans electronics, a local supplier of the sound system and stage electronics, a family run business concern, which practically form the backbone of the entire music festival.

Mr., Trinister, the head of the family running this business, is a proud partner to the event. He has robust business ethics and practice. He is no-nonsense businessman, with penchant for new technologies. It is believed that he reinvests the majority of his earnings back into the sound business.

Over the year that it has been held, Entmax has faced a lot of criticism and contention from a small but vocal section of the local villagers as well as a certain section of the stake holders in the tourism business, who have decried its hosting and called for outright ban on its being held. This year, with great difficulty Entmax has despite having been threatened by the local govt, as well as several business owners somehow managed to acquire all the licenses and permissions to host the event and





to secure its existence, despite having opened up ticket sales online, in the face of last-minute uncertainty among fans and revelers, and calls for refunds. Entmax generally pays the sub contractors including Trans electronics half their fees in advance and half within a week of the completion of the event.

However, this year things came to a head when the owner of Trans electronics, who has a standing contract with Entmax for the provision of the sound system, suddenly within 30 days of the date of the event on the 1<sup>st</sup> of December has now demanded a Rs. 20,00,000/- Increase in the Fee that was originally Rs. 30,00,000/-. Entmax has been put in a fix and a quandary as they feel this demand is blatant and very last minute, and they feel they might have time to make an alternate arrangement. Yet, with the flawless success of the yesteryear events, they do not feel they want any added variables. Hence Mr./Ms. Gamut have called upon Trans electronics, represented by Mr./Ms. Trinister vide a mediation request dated 10<sup>th</sup> of December. To respond in earnest to their mediation request, which has been responded to and both are now at the mediation session on the 15<sup>th</sup> of December.

