



*From Norway
to Norge Audio*

Thanks to:

I dedicate this book with great love and affection to my parents. They not only gave me the gift of life but also a great passion to live life to it's fullest, for which I am eternally grateful!



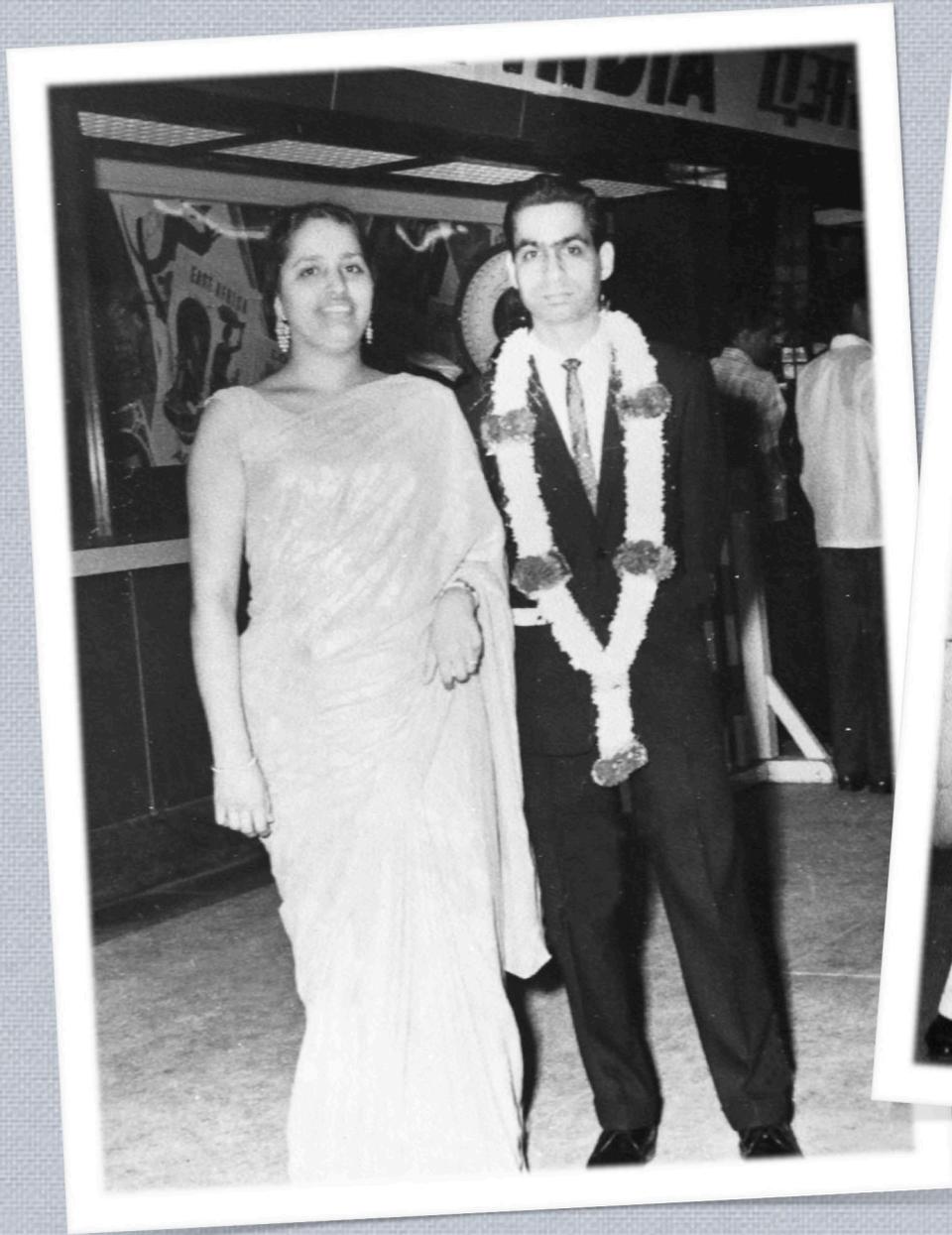
About my book!

This photo book unfolds my long cherished dream of getting trained in some world renowned audio factory, which would inspire my company to produce quality audiophile products of the highest order . As luck would have, it turned out be " Tandberg Radiofabrikk"

It relates to my intensive training and memorable interactions with the Norwegian way of life, their culture and their quality work ethos. All this inspired my company to establish NORGE Audiophile components.

Tandbergs Radiofabrikk A/S was unique ,as they manufactured the worlds best tape recorders and audio equipments. And most note worthy point was that the founder Mr.Vebjorn Tandberg gave all the shares to his factory workers and retained ONLY ONE share for himself.... A very selfless and humanitarian gesture, worthy of emulation.

We at Eastern Electronics are greatly indebted to Mr.Vebjorn Tandberg and its employees who have given us a unique place in the Indian audio field. Last but not the least, are the great Norwegian race, which has given us their work philosophy, inspiration and the drive to reach greater heights.



Farewell at airport with my wife and Parents.

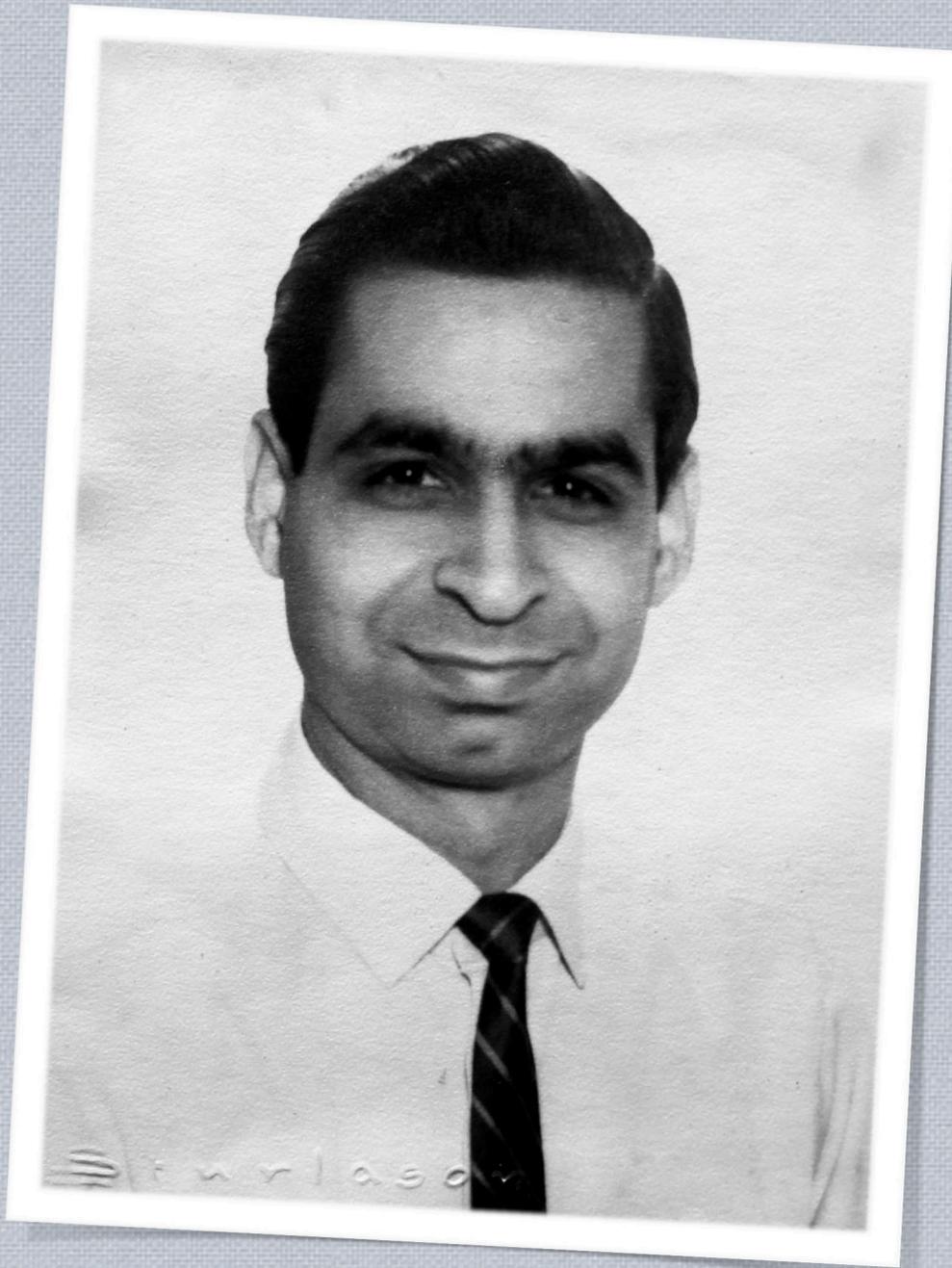


NORWAY

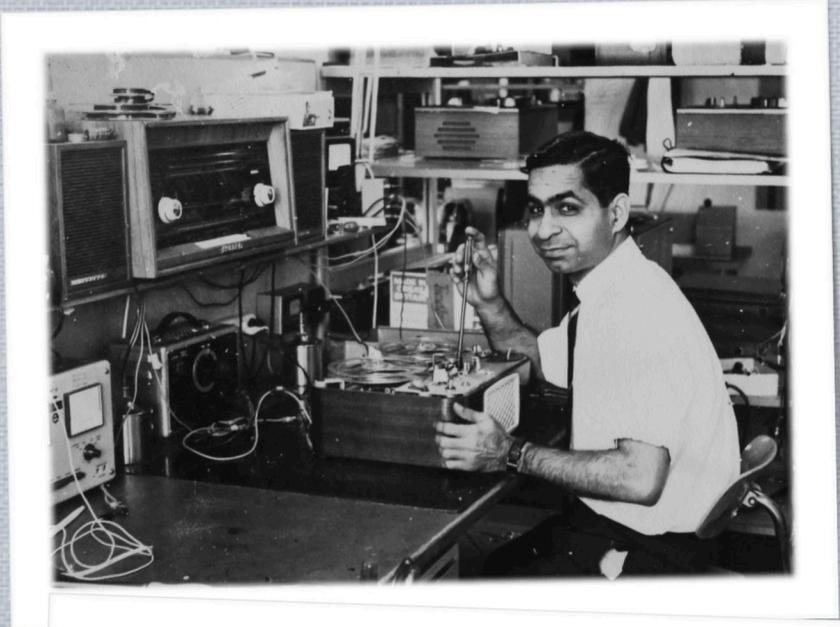
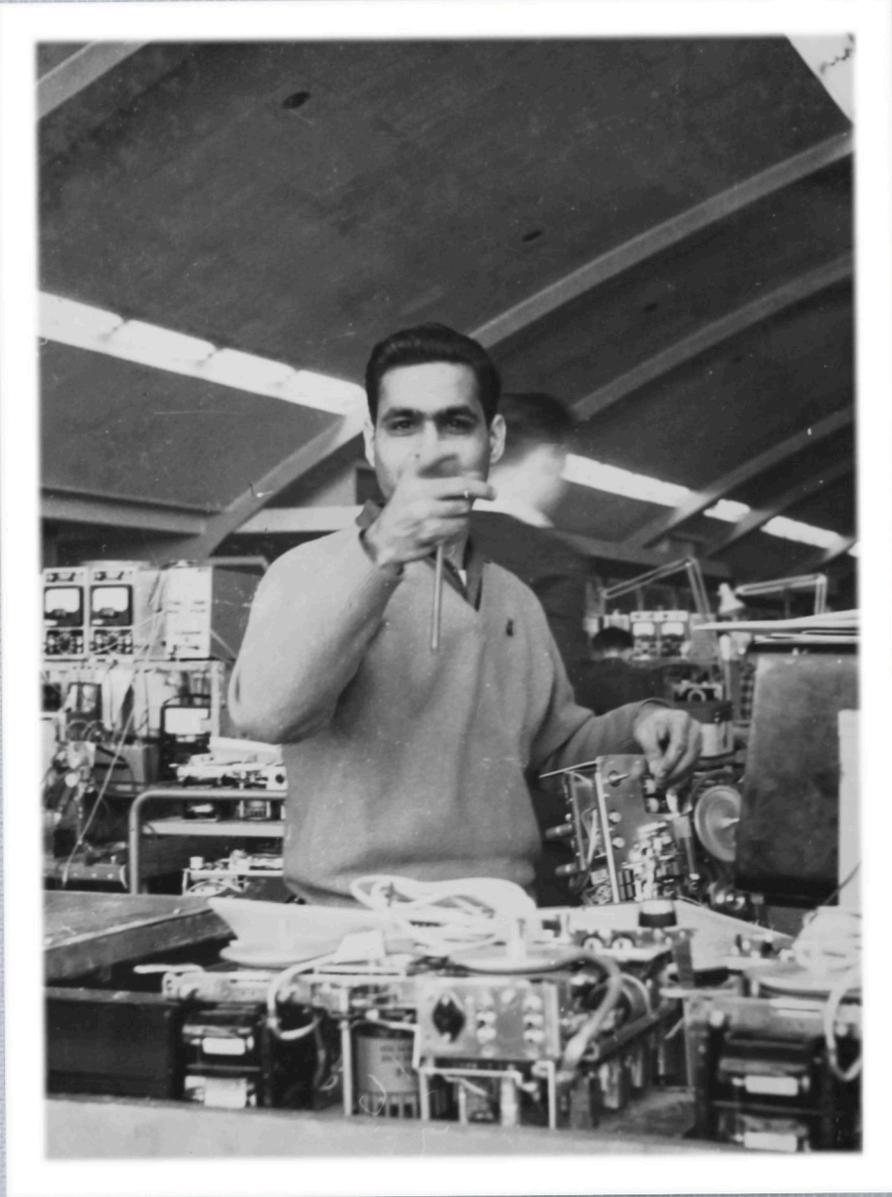
INDIA

Mumbai

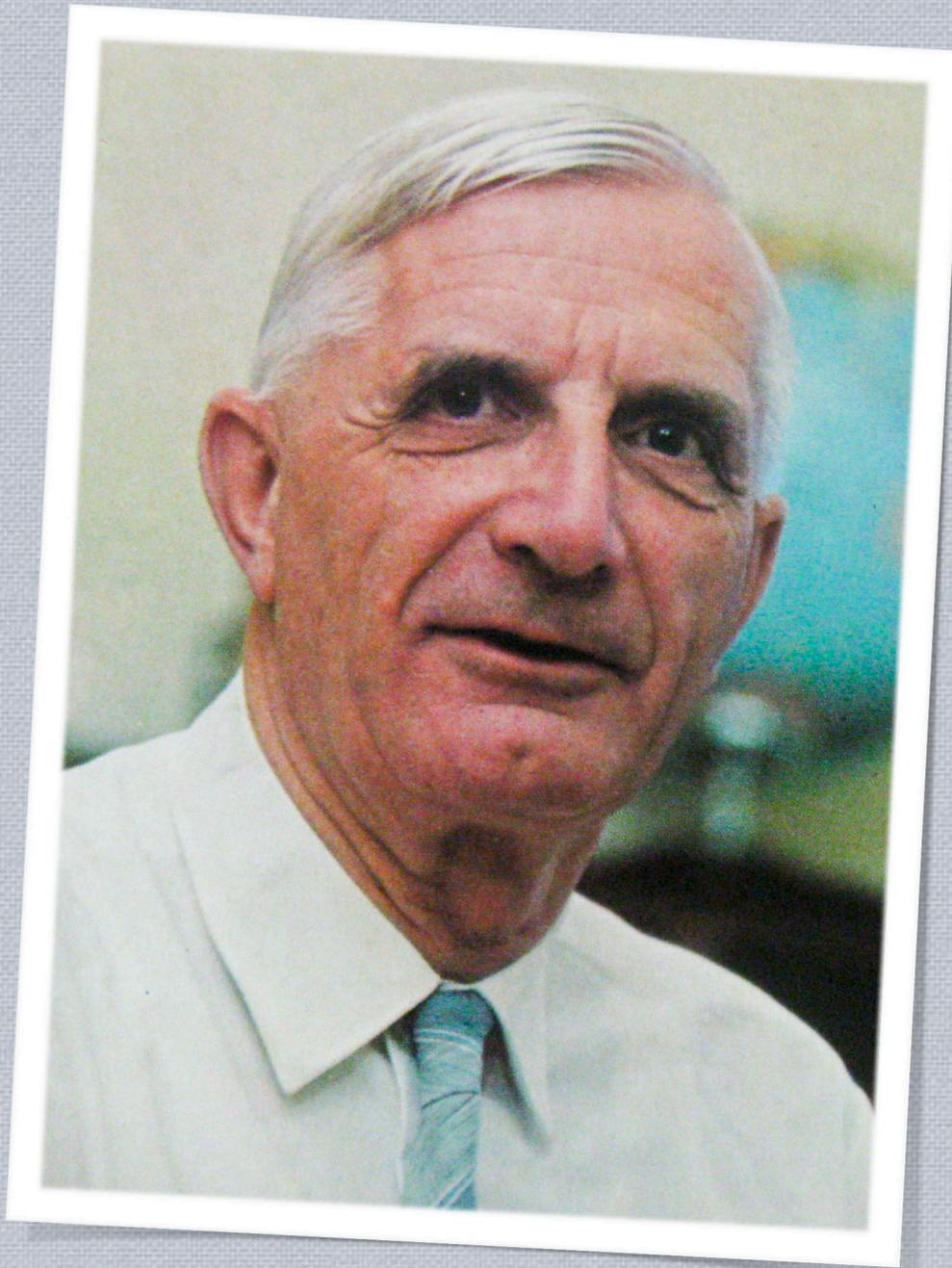
From India to Norway



Employee photo taken for factory record.



Photos taken at various locations in factory



The great and respected Mr. Tandberg

Mr. Vebjorn Tandberg

Vebjorn Tandberg, (September 16, 1904-August 30, 1978) founded the Tandberg radio factory of Oslo, Norway in 1933, and made it a great worldwide success.

In addition to his technical and commercial achievements, Tandberg was a pioneer in providing good conditions for his workforce. He instituted a 42 hour week and 3 weeks yearly vacation for all in 1937, and a free pension and health insurance scheme for all from 1938. A 4 week vacation for all employees over 40 years of age was introduced in 1947, while the working week was reduced to 39 hours in 1948. There was a five day work week during the summer months from 1955, over the full year from 1969.

His life ended under tragic circumstances, after financial problems at Tandberg, which lead to the company's bankruptcy and eventual shut down.





Unforgettable experience in Norway

As my working hours at the factory were only seven hours from 8 a.m, I had a lot of spare time on hand. This free time, I utilized to learn the Norwegian language as well as appear for a transistor theory course from RCA of USA..A volt- ohm Meter kit was a part of this course.

This kit was to be collected from the Norwegian customs department. On learning that I was a trainee at Tandbergs Radiofabrikk A/S, the officer of the customs waived off the duty, wishing me all the best with a friendly smile. Are the Indian Customs listening ?



*Serving at the Christmas party. Earning 100 NOK for that night...
a lot of money in those days!!*





Receptionist Mrs. & Mr. Lars Olsen and friend's at the Norwegian youth hostel. (Ungdoms herberget)

Foreigner at Tandberg

This time; Mr. Shyam Bajaj

The editor was right, it was not difficult to locate him. An original Indian working on the Tandberg 8 model assembly line. He was actually from the East, our new co worker. Not afraid of the journalists, he gives a friendly smile and requests me to take a seat as I presented myself as the Tandbergs Nytt interviewer.

" Come from Bombay" says Shyam Bajaj in perfect English--- and there is a strange story of my trip to Norway. My father had a small company that handled radios, tape recorders and other Hi Fi equipments.

One fine day, a friend of mine brought in a Tandberg tape recorder for repairs. I did not have the necessary spare parts to set it right. Exchange of some correspondence with the factory engineer Brodtkorb to train for tape recorders. Soon after, I took a flight to this unknown land about which I knew nothing."

"Have you travelled much, earlier?" I asked. " No this is my first trip out of India" answers Shyam" that is a big experience for me. I shall be here for one year, perhaps two, so that I get to know more about Norway."

My Instructor, Roar Kraabol has promised me a tour by car to Denmark, Germany and maybe other countries in Europe during summer holidays, so that I will be an experienced traveller before I get back to Bombay again".

"I am interested to know more about your life in your own country" and I bombarded him with some small and big interesting questions.

"India is a big country and is populated by 500 million people. It measures about 3 1/4 million sq.meters. (Norway is exactly one third). The living standard has had a strong growth lately. We have refineries, iron and steel industry.

We have factories which manufacture Fiat, Oxford and Herald cars. Huge assembly factories for assembly of electronic items such as Philips, Murphy, Pye and Grundig. These are assembled from knocked down condition, as import of complete products is banned."

" Can you not sell Tandberg products?" "No, not the consumer products, but we could try The Tandberg Language Lab products".

"Language difficulties?" (standard question to a foreigner). "I am used to that from back home... We have several languages and dialects in India. The main Indian language is Hindi.

"My mother tongue is Sindhi and in Bombay several others, like Marathi, Gujarati and Urdu.. In school we learn English from the age of six. What type of education have you undergone, I ask carefully and I feel that I have spoken like Kari Borg Mannsaker.

First 11 years in a high school and thereafter 4 years at the university level, graduating in Economics, Simultaneously, I studied electronics in valve theory and took a diploma in that... Now, my ambition was to learn more about electronics .

Have you seen anything in Oslo? "Oh yes. I have already seen Frogner park, Kontiki Museum and viewed the city from Grefsenkollen, from where I live"

"What are your impressions of Oslo and Norway? " Absolutely very impressive and I am looking forward to seeing the snow for the first time and perhaps attempt to ski as well".

What about the climate? " Its a bit cold, but I will get used to it" says Shyam Bajaj and smiles after this interesting interview".

Roger Jensen



Roar Kraabol in Travelmunde, a resort of Germany



*86 Grefsenkollen veien, Surroundings of hybel and Tandberg factory
and last the kind and hospitable Norheims*



Clockwise: Mr. Brodtkorb head quality control, The Andersen's, Paul & June family and last my great Norwegian Godfather Mr. Andersen



Mr. Siebke acoustic engineer and Family and last me with Knut Hidle.



Mr. Andersen again, Andersen's summer house at Tjome & last at home.

Dear Shyam

On a visit to Chicago I had a long trip with a taxi driver who actually was as an Electronic engineer from Mombay, with a plan for a future in USA. On our long taxi-trip I mentioned your name, and he happened to recognize it. He told me that I surely would find you on the Internet, which I just did!

After all these years, it was exiting for me to find your EASTERN ELECTRONICS and see the names "NORGE" and "Tandberg" in your text. I did not, however, find any e-mail-address to you. But I would appreciate very much to hear from you, how you are and how you are doing.

The year before the Tandberg bancrupcy in 1978 I accepted a position as a director in The Norwegian Export Council. After that I served as an industrial professor in the Norwegian School of Management for 10 years.

The last 25 years I have been running my own consultant companies, now led by my daughter, Annette, but me as a supporter - at an age of 77! Both June and I are in fairly good health and live in the city of Sandvika, 15 kilometers west of Oslo.

I spend my time playing golf in the summer, skiing in the winter, helping my daughter in our consultancy company when she needs me, being active in the Red Cross, Rotary International and a couple of local singing associations. I had great pleasure of your year in Oslo and has wanted to hear from you – for many years.

I will never forget the lamb curry you made in your room at Grefsen in Oslo, after I had told you - before your invitation - that nobody had ever made me a curry strong enough.

You did! It would be very interesting to hear from you and how both you and your family are.

Regards,

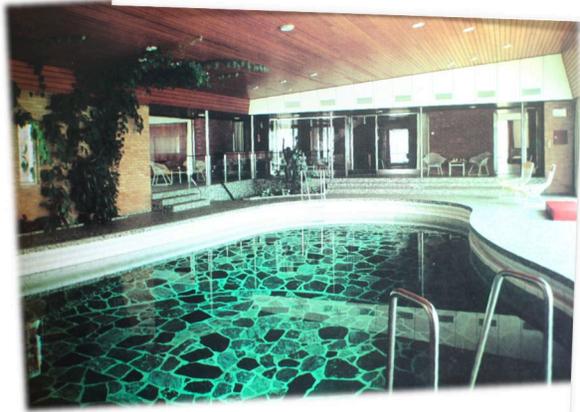
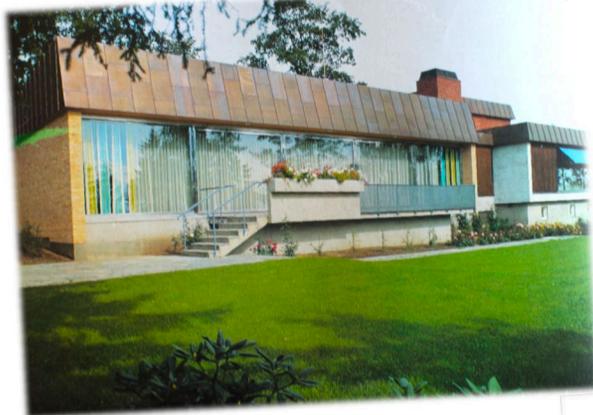
Paul



At Kjell Ekornhoel's Head of Language Lab and his family during Xmas.



*First Photo Kjell Teien home,
second photo at Andersen's family during Xmas*



Home at Mr. Tandbergs.



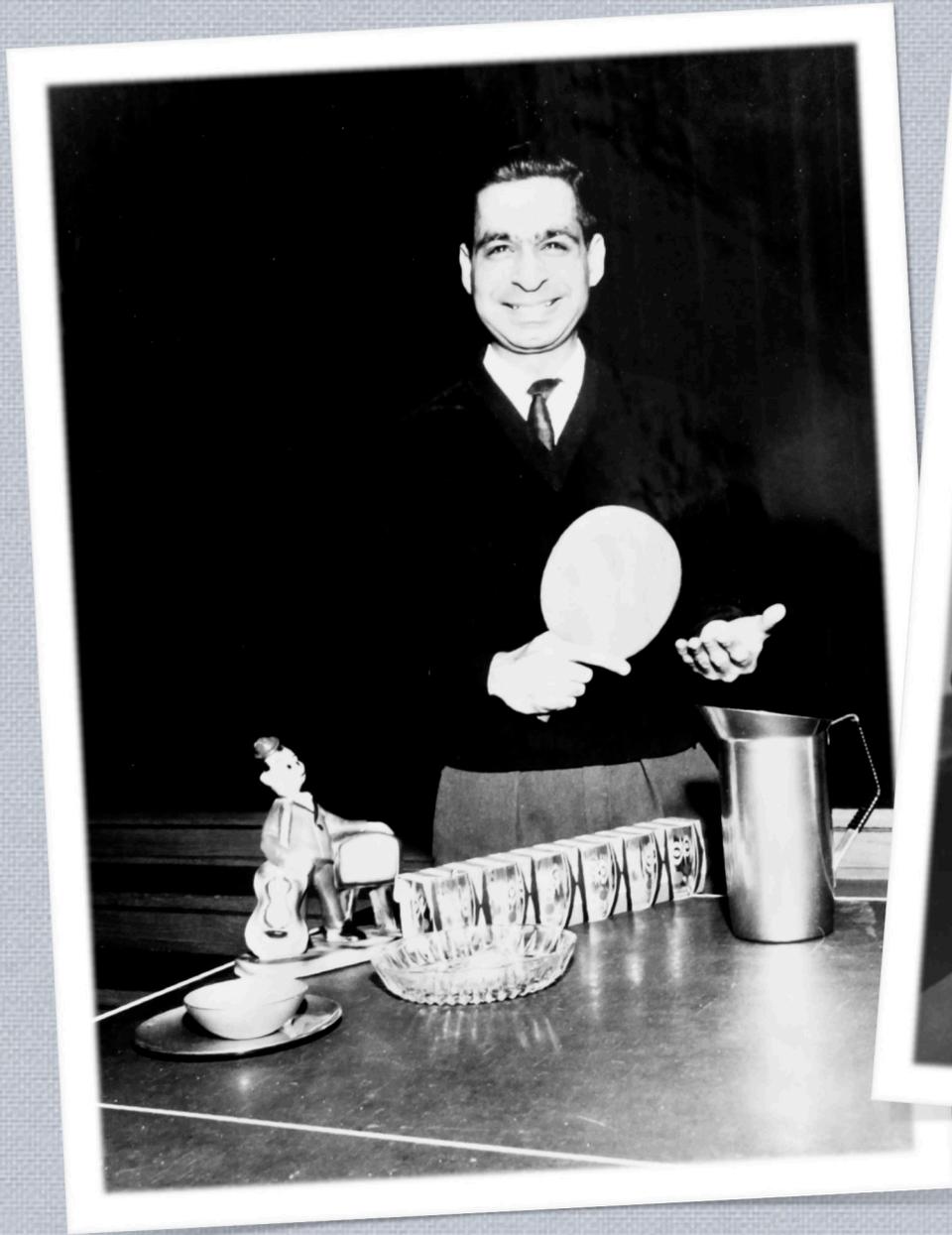


Table Tennis Champion... with trophies.

Photo from in Aftenposten, largest circulated newspaper in Norway.

Star - Oslo Bedriftsrettsskole
Badminton utvalget.
sesong 1

Fellesmeieriets stjerne
- oslo -

rum Kommune IL's stjerne
- oslo -

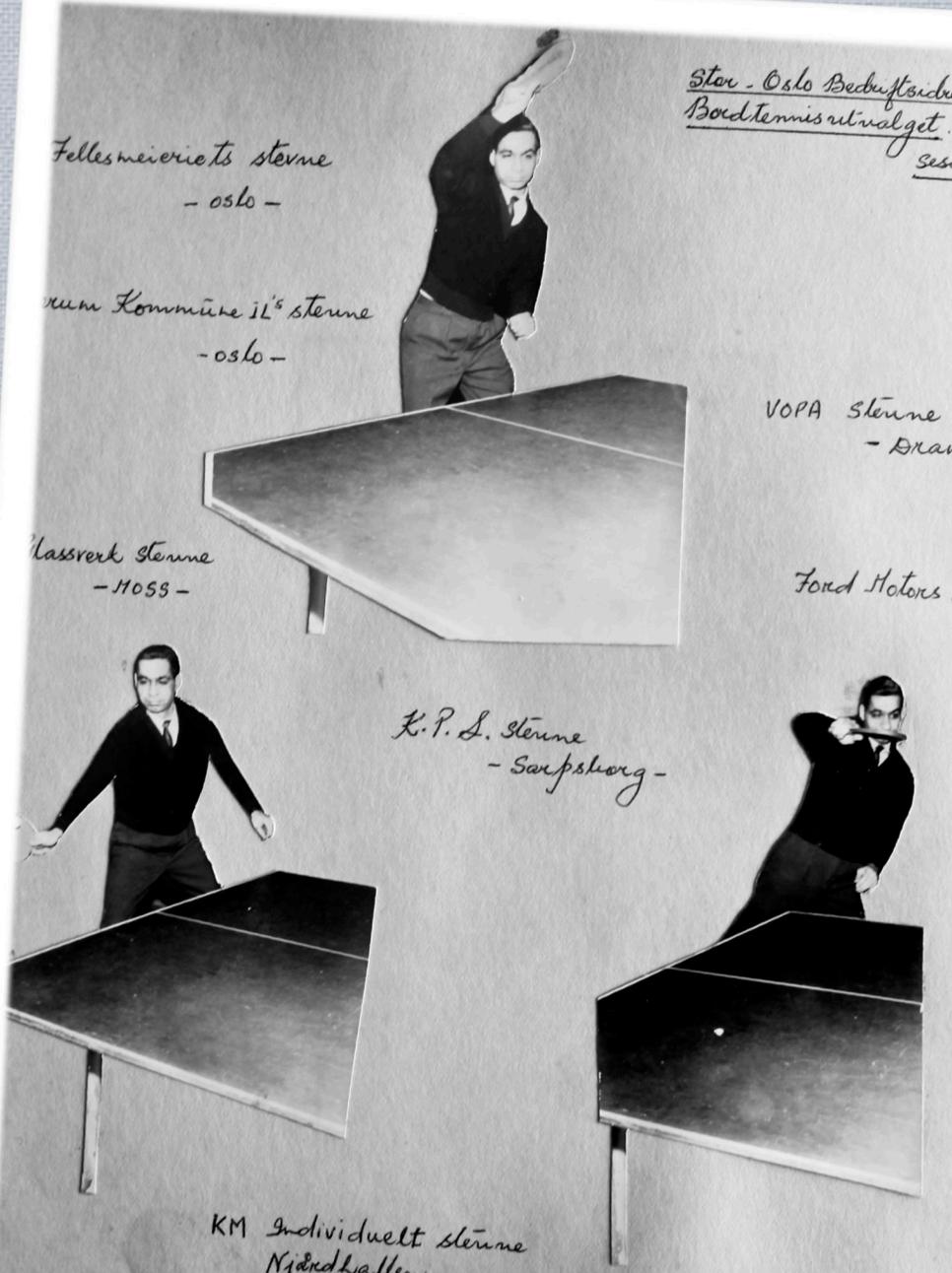
VOPA stjerne
- Drammen

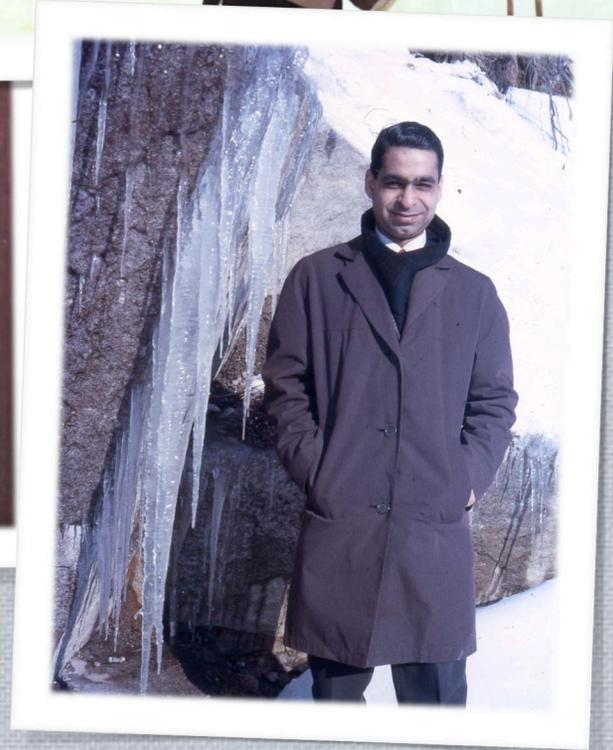
Kassverk stjerne
- Moss -

Ford Motors stjerne
-

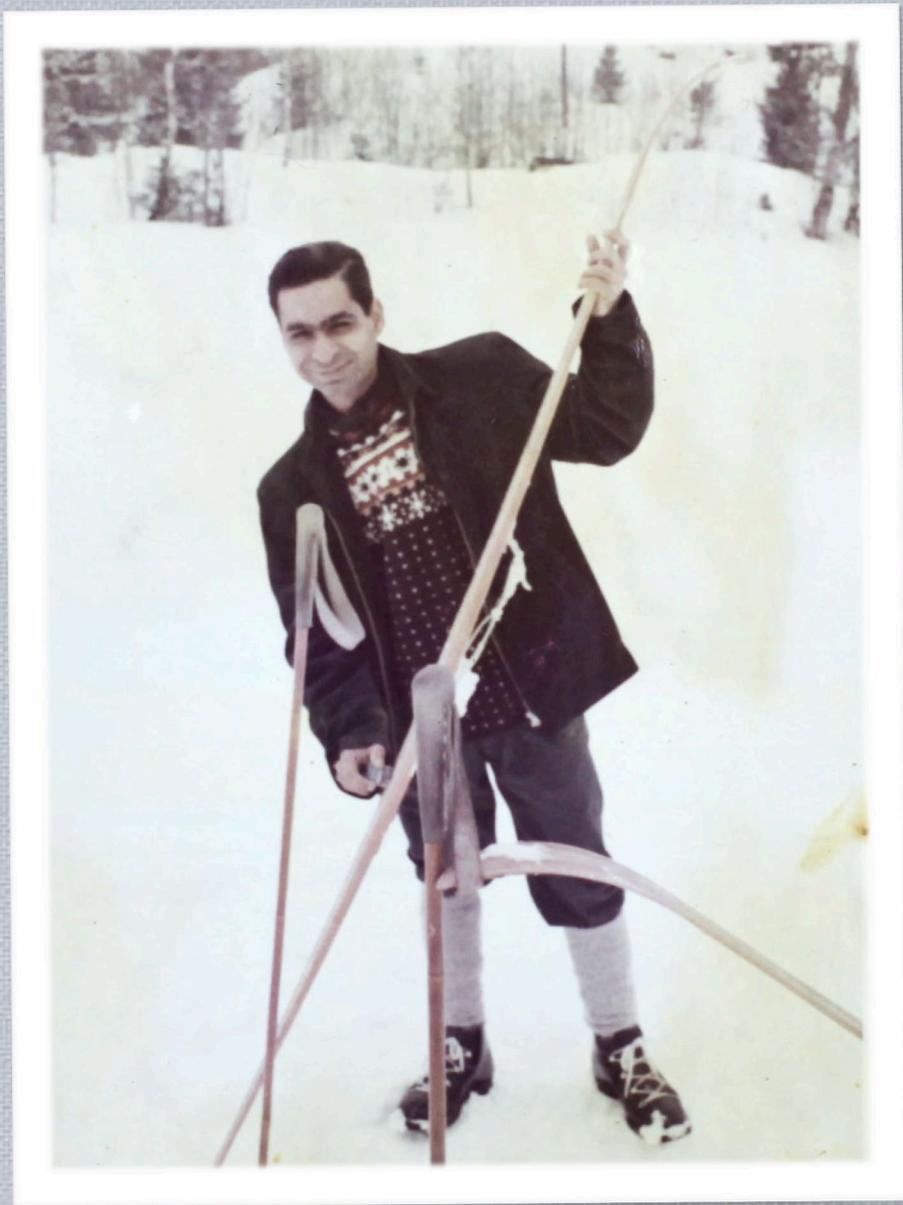
K.P.L. stjerne
- Sarpsborg -

KM Individuelt stjerne
Njårdhallen
- oslo -





*Egil Andersen and me, Out skiing with my dear friend Leif Bye
and me on the last photo.*



*Preparing my skies for my cross country trip!!
Next two photo's from the factory*



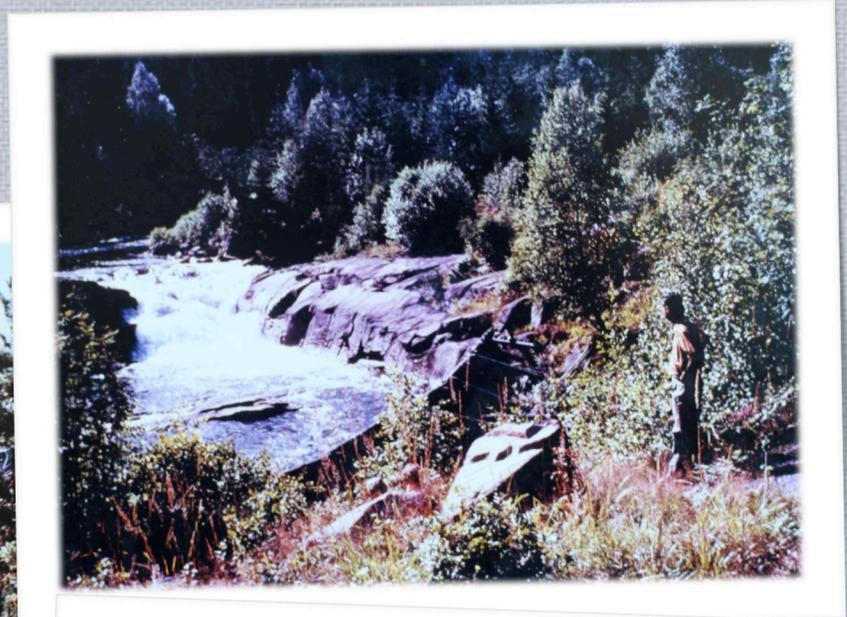
Per Halvorsen (Instructor) and me, Kiid's born with skies



Ulla Ottoson from Goteborg And me (What a man)

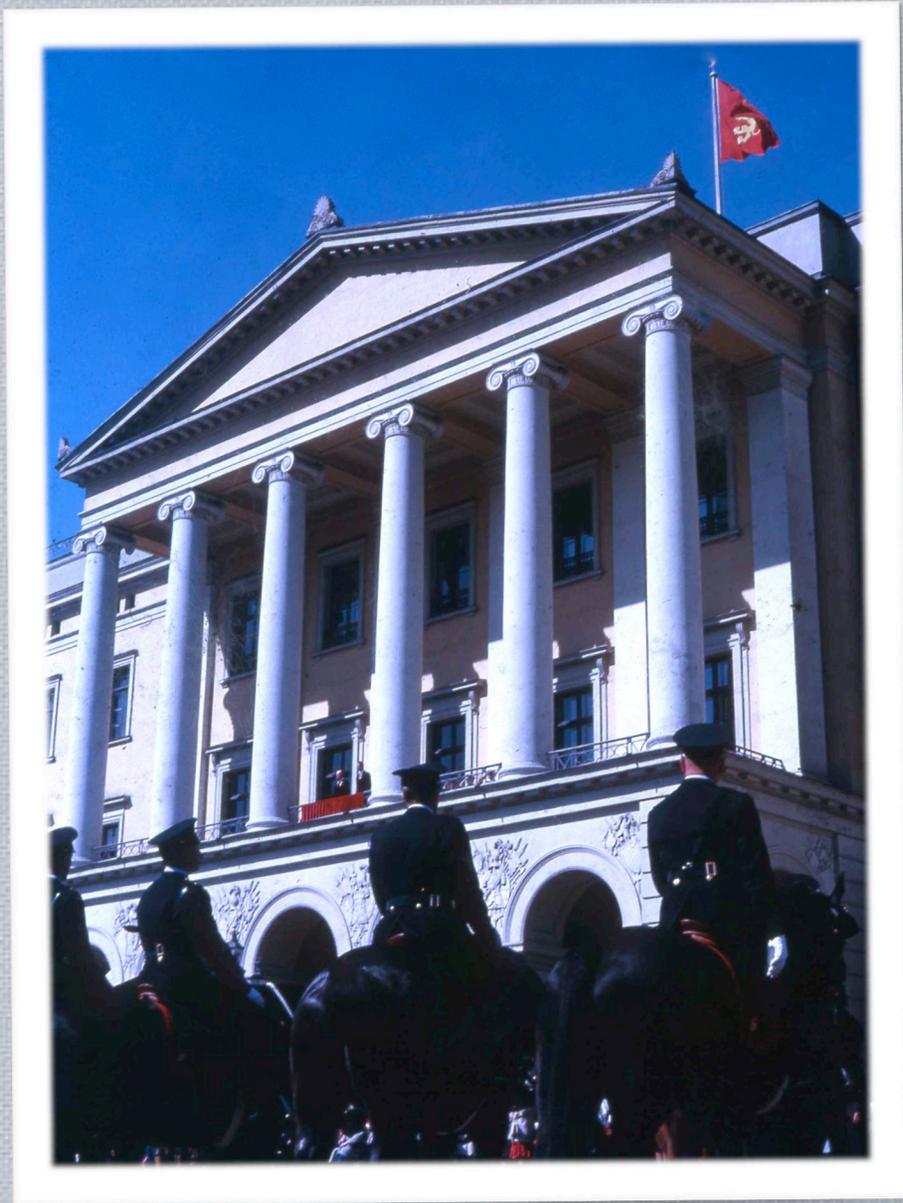


Ula Ottoson & next me and Kenny

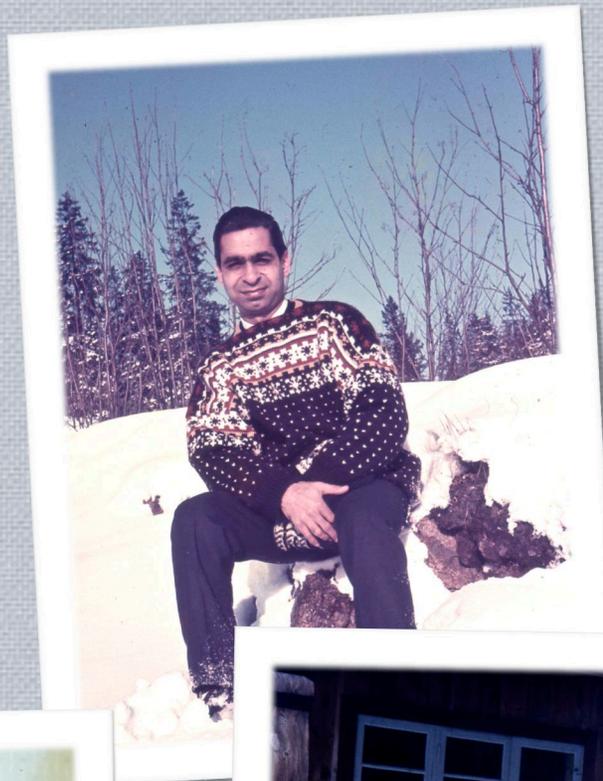


*Various photos taken around Oslo.
Next page award winning photo at Tjome!*





17th of May in Oslo, The King Olav of Norway takes the solute!



Skiing With My friend's, Elisabeth Bjornsen & Torsten Lange

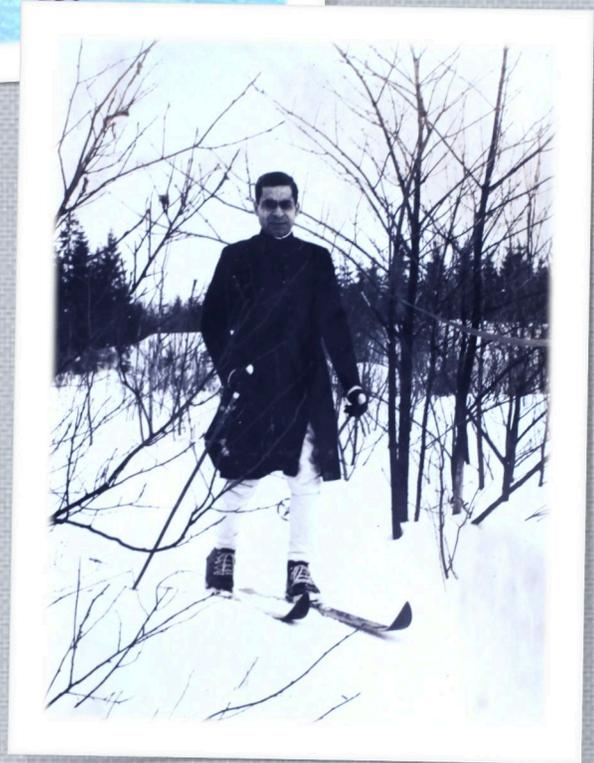
Unforgettable experience from Norway

One fine Sunday, I decided to explore Oslo. I took a tram car to the centre of the city. Lo and behold, whom should I meet, none other than Mr. Vebjorn Tandberg, the boss of the factory.

He asked me, what was I doing in the city." Just sight seeing." Come, he said taking me by his hand. He showed me all the landmarks of Oslo. The Norwegian parliament, Vigelands park, museum, the opera, the Norwegian palace, the Kontiki ,etc



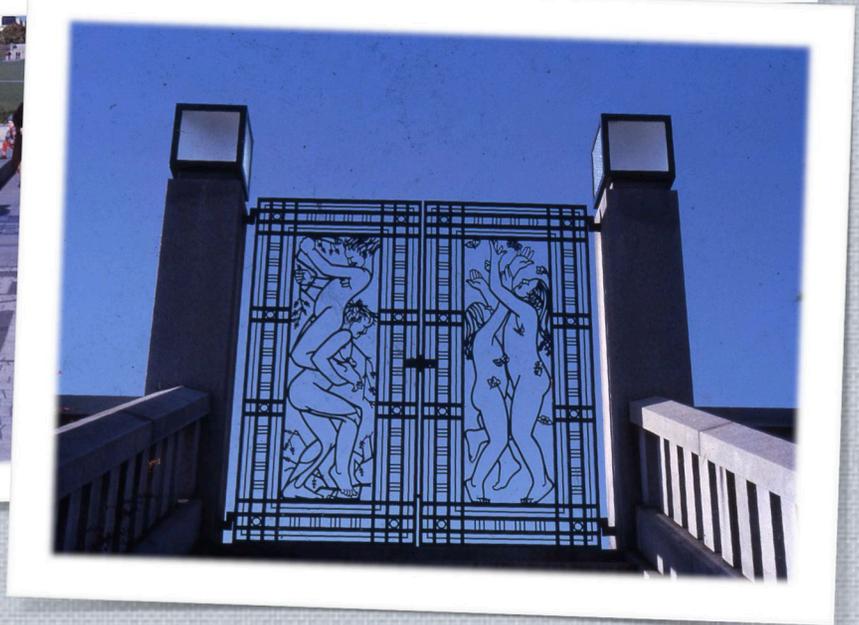
Norwegian palace during winter



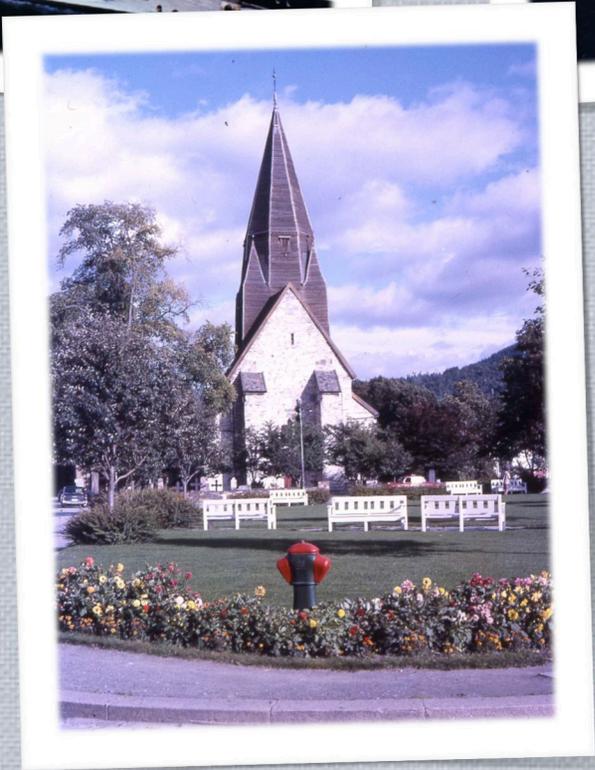


Trip to the Mountain, Sputerstulen in Norway!

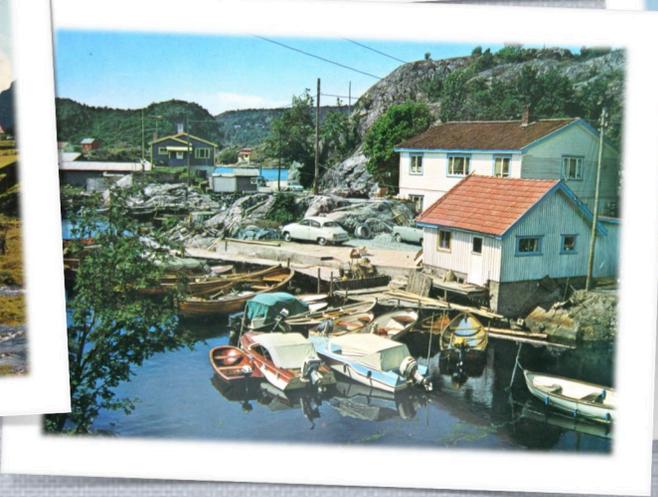
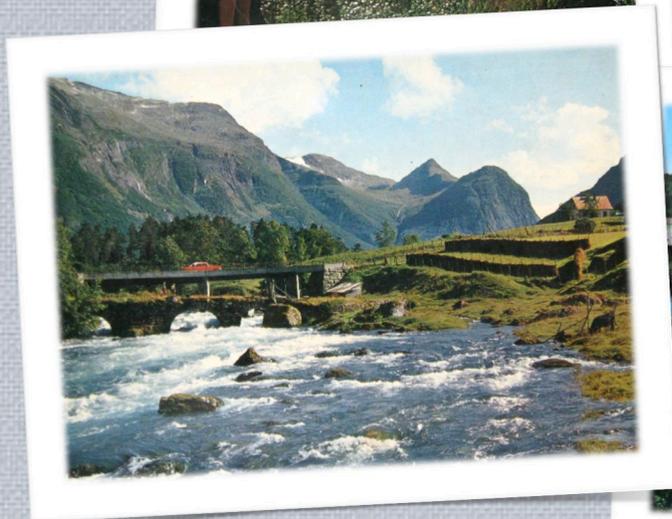
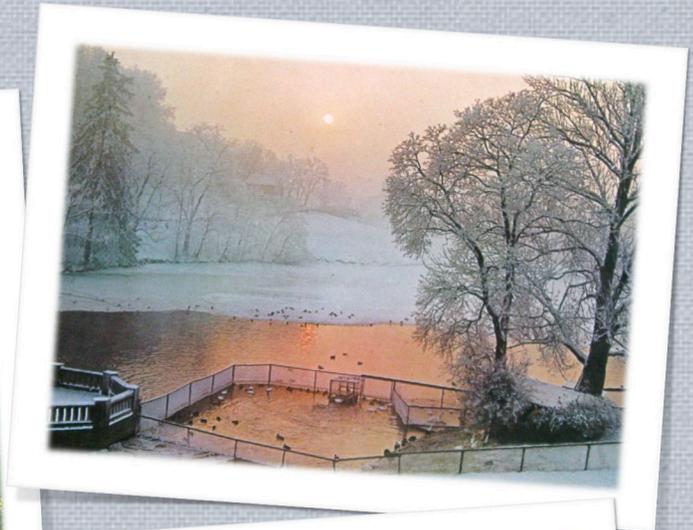
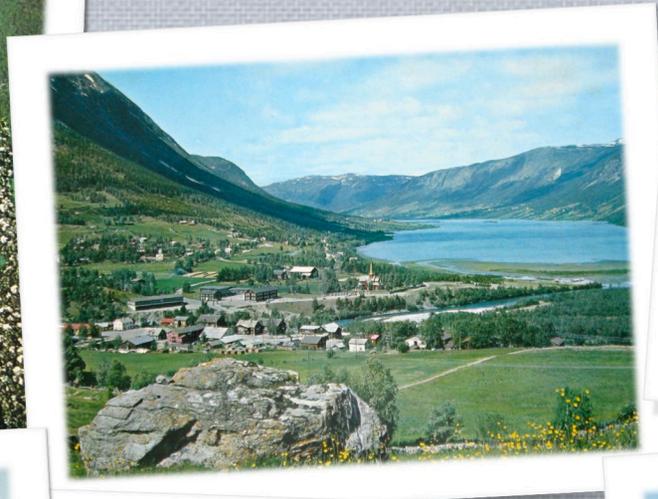




Photos from Fronger parken in Oslo

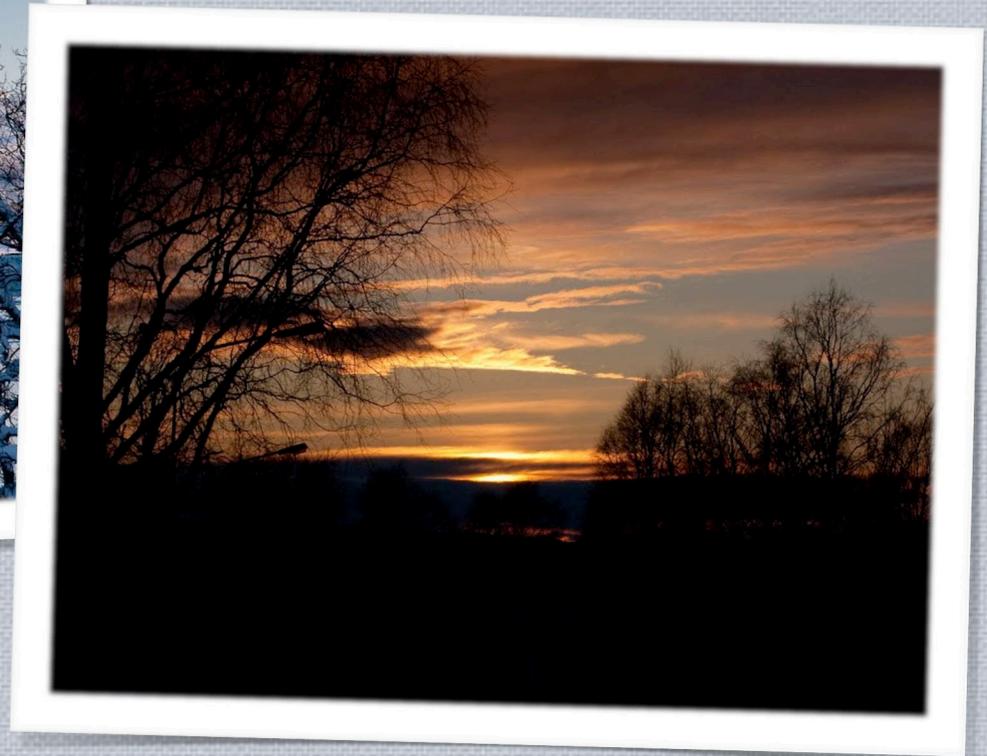


West of Norway, Fjord's of Bergen! and Church in Voss!



Norwegian landscape moods!





Photos of Norway, courtesy... Mr. Jens Strandon



Unforgettable experience in Norway

I had booked my seat to see the movie " SOUND OF MUSIC" in a theatre in Oslo for the 16.30 show. Unfortunately I landed up at for the 18.30 show, only to be told by the escort that the ticket was invalid for the show.

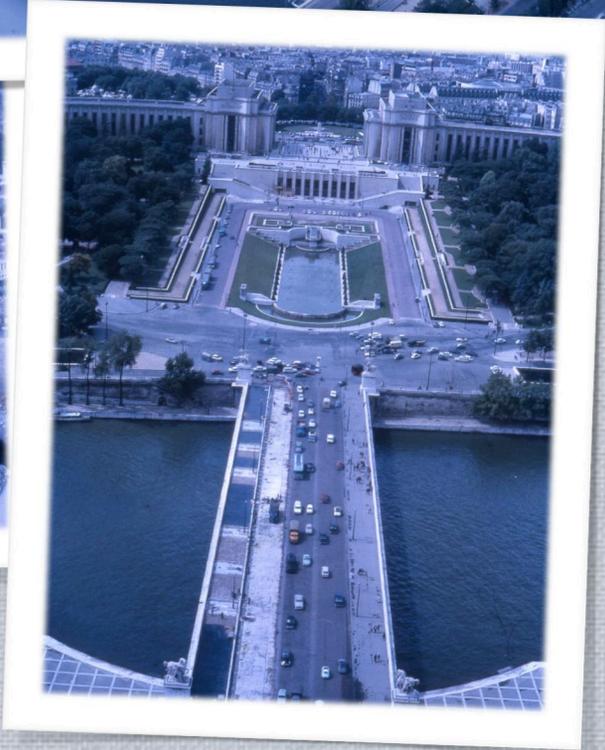
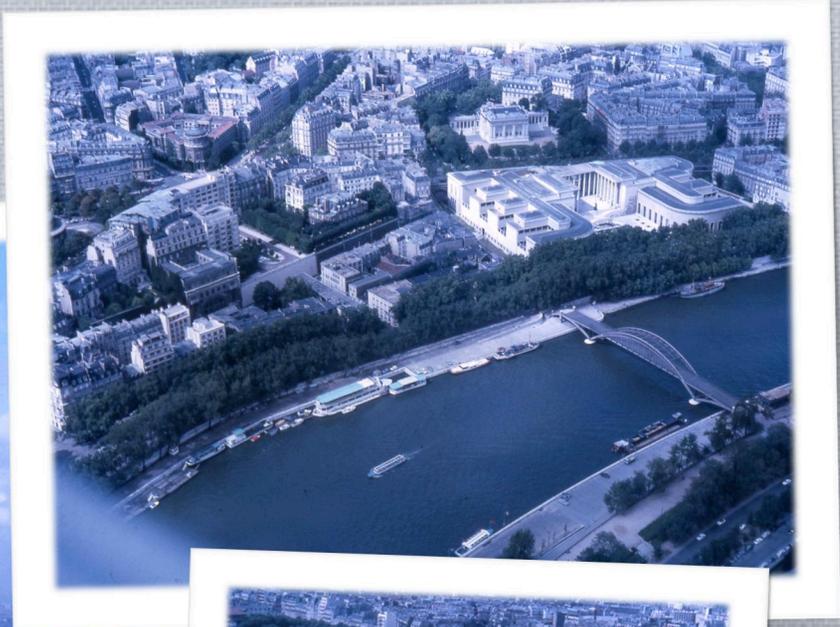
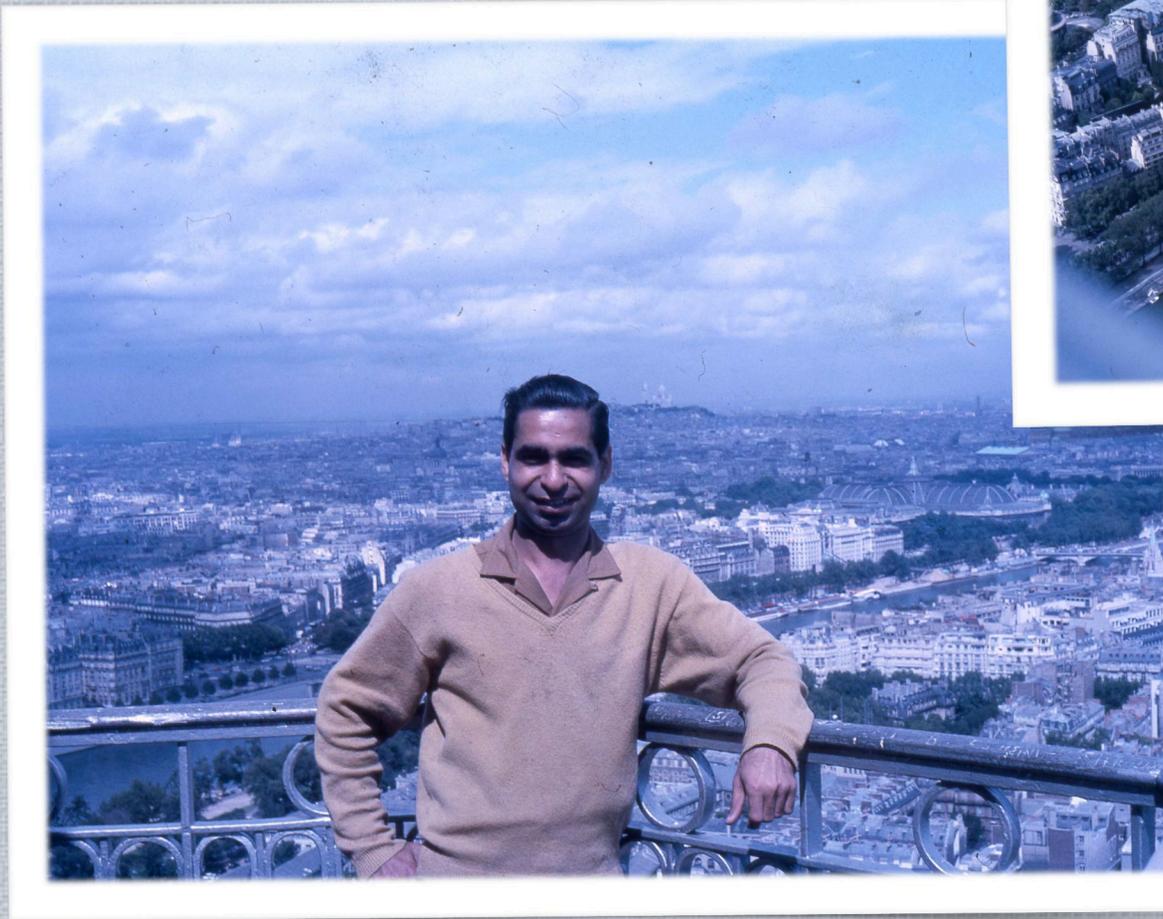
Noticing my crestfallen and sad look, the escort asked me to hold on for a minute. A minute later, he appeared with a chair, which he placed along the aisle and requested me to sit and enjoy the movie. The generosity of the escort really touched me.



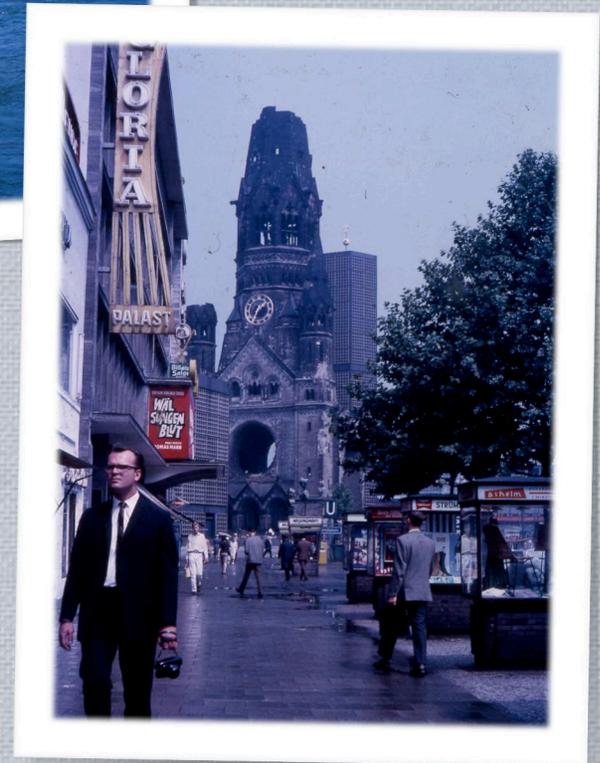
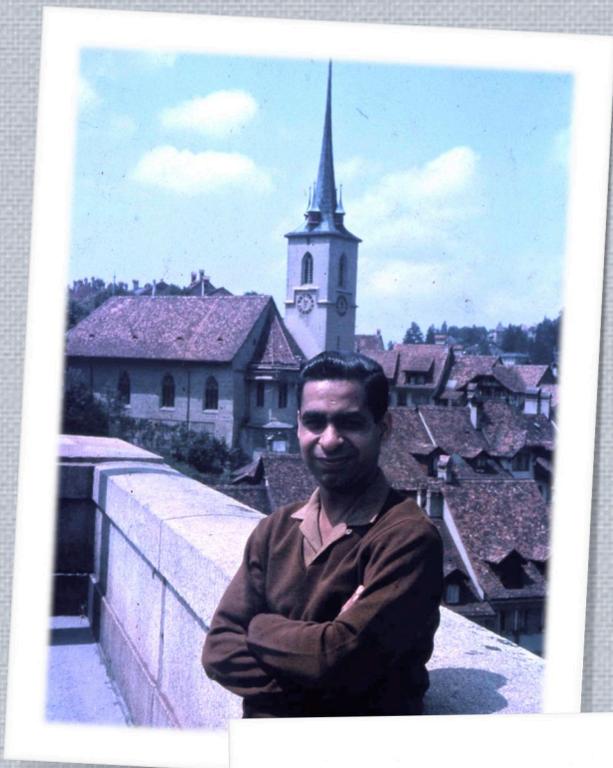
Capital of Norway, Oslo



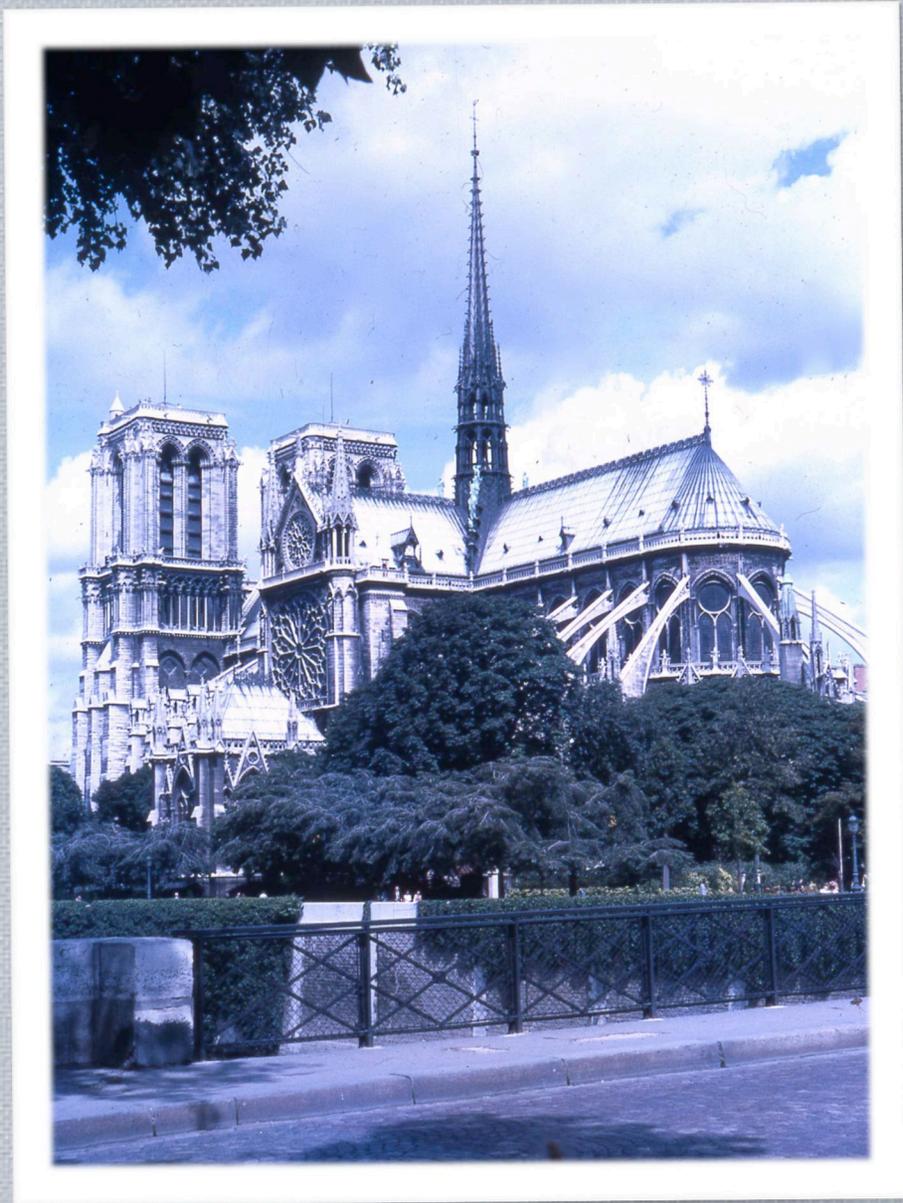
France, Happy time with swedish and Indian Friend's in Paris



Atop Eiffel Tower and views around.



Clockwise: Me and next, my Swiss Model in Berne.... wow! Postdamer platz and last Brandenburg gate



*Clockwise: Notredame, Anne Frank's house
Me in Channel Boat in Amsterdam*



2 first Photo's From Stockholm and Denmark



Farewell Party! Me, Kari, Grethe and Wenche and my Musical farewell.



My farewell from Norway to India via London

Klass	Tåg	Datum
	2016	14.11.65
Påstigningsstation		
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Avgångstid		
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 VOSS NORWAY

nts - Schiedam
 Op verlangen te tonen
 MUSEUM
 Het Rembrandthuis A'dam
 BEWIJS V. TOEGANG
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 Dit bewijs moet gedurende
 het bezoek bewaard worden

The PENGUIN Club

02715
 - 3 OKT. 1965

Oppbevares for kontroll

FABRITIUS, OSLO O

G 64652 VIKINGSKIPENE G 64652

 BYGDY-OSLO-KR. 1.50
 Bell Punch Co., Ltd., London. Eng. J0888

Universitetets Aula

Unforgettable experience from Norway

Towards the end of my trip to Oslo, I shot off a letter to the Norwegian Government, wherein I mentioned the Norwegian hospitality and friendliness bestowed on me by the them. I also mentioned how beautiful their country was.

The only slight objection I had was their steep personal taxation of 25%. I forgot about the letter I had sent... One fine day I got a letter from the Norwegian Government, requesting me to collect my taxes for the past one year. I received N.Kr 2.500/- a princely sum in those days. I gifted myself with a CANON SLR camera!

"Norge Audio"

In 1946, Eastern Electronics, manufacturers of Audiophile systems, started off as a small radio repair shop by the senior Bajaj brothers and subsequently sold MURPHY radios for over 20 years.

I, a self confessed and avid listener of western music since the 1940s. By chanced meeting with a neighbor, who was a sound engineer. I auditioned his home built Hi Fi equipment which sent me into raptures, which still resonates till this day.. I joined My father's workshop in 1952.

While graduating from college and attending night classes in valve electronic theory, I constructed my first valve stereo amplifiers using the EL84 and the EL34 valves.

By then music and amplifier construction had become an obsession with me. My biggest dream was to work in a world class audio factory outside my country.

For 12 long years, plenty of correspondence with European factories like Grundig, Telefunken, Nord Mende, Siemens and learning the German language, resulted with no success - till a friend brought in his Tandberg tape recorder for repairs. Request for the faulty spares from Tandbergs Radiofabrikk and some correspondence for training with them fructified....

A 12 year dream fulfilled. So passionate and obsessed was I, that I left my life partner Rani for two years (1964 to 1966) for this training mission. On my return from Norway, loaded with knowledge and know how from Tandbergs Radifabrikk, NORGE AUDIO was born in 1967. Today Eastern Electronics is considered as one of the best Indian audiophile products manufacturer in the country.

The company is not afraid of the competition from local MNCs and the Chinese. Their secret lies with me using audio grade components, affordable pricing, backed up by excellent after sales service second to none in the country. Eastern Electronics believe in Guarantees and not warranties (even 20 year old Norge products are still serviced till date). The company has a set of loyal workers and suppliers for the past 30 years. Components are sourced from Japan, Taiwan and Scandinavia.

In 2002, I underwent an open heart surgery, the passion for audio still burns and at the age of almost 75, there is no looking back for me. NORGE AUDIO brand still commands a very high brand loyalty and respect among its thousands of users.

Some of the past and present users are the late R.D.Burman, the late Kishore Kumar, the late Mohamed Rafi as well as the well known artists like Usha Uthup and Shaan. Well known corporates like the Taj group of hotels, TIFR, BARC, IPCL, HDFC Bank etc. Lately Recent users are a couple of Norwegians, one in Canada, New Zealand and Bhutan.



*Photos from Factory in Mumbai!! Three man army of Norge Audio.
Shyam Bajaj with Mahadeo Mestry and Laxman Hukeri.*

Dear Mr. Shyam Bajaj,

I would like you to know that I am very happy with the Norge Stereo Gold Amplifier that I had ordered from your company. After going through your website and reading some of the product reviews in AV Max, I felt that the Norge Stereo Gold Amplifier would do a good job in driving the Pinnacle Gold Tower Speakers I have at Home in Bhutan.

Meanwhile, I would use it to drive the Bose Acoustimass AMIII Speakers I have with me at the Royal Bhutanese Embassy, New Delhi.

The Stereo Gold is doing a terrific Job in driving the Acoustimass Speakers. It is very faithfull in reproducing all the notes from the bass to the highest treble and also exposes the faults of badly recorded CDs while doing full justice to good recordings. I am sure that it will do an equally good job in driving my Pinnacle Speakers.

The Norge Stereo Gold Amplifier is a quality audiophile product and an exceptionally good buy at Rs. 10,000. Keep up the great work you are doing in producing quality audiophile products at very affordable prices.

Yours sincerely,

(V. Namgyel)

Ambassador of Bhutan to India

CUSTOMERS HAVE THE LAST WORD. NEED WE SAY MORE?

NORGE

INDIA'S LARGEST SELLING AMPLIFIERS



TRIBUTES FROM NORWAY

Dear Mr. Bajaj, I have the pleasure of owning the Reference 2000 amplifier and new Millennium speaker for the last one year. I must tell you that I am impressed not only with the best service in India but also a product that stands out from the rest. I can hardly believe that it's possible to make such a quality product in this pricing. Both the amplifier and speaker complement each other. I am truly happy with the follow up you have provided and I just want to thank you for making the world sound better! - Gaute:gaute.johannesen@akersolutions.com

Dear Shyam, Good to see that your company is running very well and your products have very high standards. There must have been lot of work all these years to reach this level. In addition to the high quality products I suppose you're an important ambassador for Norway. - Egil:egj-ande@online.no

www.norgeaudio.com

EASTERN ELECTRONICS

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Mumbai - 16 Tele Fax: 022 24466627 Mobile:9821871023
Email:norgeaudio@hotmail.com

Sweet Little Norga

Proudly made in India, these bookshelves will go a long way in incorporating excellence that can deliver a kick. A true-blue Best Buy!

Norge Audiophile Systems has been giving AV MAX numerous audio products over the years. Although they have Audiphile in their name, they've managed to keep everything at a reasonable price. Sometimes surprisingly reasonable, as in this case with their Nano bookshelves. Clocking in at Rs 6,750, these guys are the least expensive pair we've got in this month's bookshelf special. However, 'least expensive' doesn't always mean 'cheap'.

OUT OF THE BOX
The Nano is more like the speakers supplied with mini-systems: smaller than standard bookshelves that need to be fitted in smaller rooms like a bedroom. Each of them is about as light as a concise dictionary and you can pretty much put them on any surface on any stand in your bedroom. Their wood-finished, rather boxy cabinet and cute little drivers peaking out of the front baffle almost made us hug them like teddy bears. But then it hit us that we're grown men, so with a shrug, we passed over to the technological phase of testing.

TECHNOLOGY
The Nano come sporting nano drivers, namely a 4.5-inch Wavecor ceramic magnet mid-bass woofer above which peaks the 3/4-inch Peerless tweeter fitted with a radar waveguide atop of it for high-frequency dispersion and a wider sweetspot. As for the latest versions available and has been built to toughen the mid and bass range without hampering either in the process. It can take anywhere between 60-100-watts as mentioned in the Norga specifications, and if so, it's quiet a remarkable feat for a speaker this size. As for its tweeter, they're claiming a super 22kHz. The cabinet doesn't look like a lot has gone into its design, from the parallel sides and back, the standard banana connectors on the back and the crazy-bal sized hole as a bass reflex port on the back.

However, never judge a book by its cover or a speaker by its simple aesthetics. You must listen first.

PERFORMANCE
We weren't expecting the world from the Nano, at least not as much as the world is expecting from the car by the same name. But we gave them all the standard treatment and attention we give to all our speakers: ample time to get them set up anywhere between 4ft-6ft apart and a good 6-8ft from the listening position. Plus, finding the sweetspot! Surprisingly, the latter wasn't needed at all as just a little toying in during play back of Suzanne Vega's 'Beauty & Crime' was enough. From the rhythmic 'Pornographer's Dream' to 'Ludlow Street', we were immersed in a world of spectacular imaging! She was drop-dead in the centre, with all the instruments spread across the soundstage like we were listening to her live. Although there was the hovering 60Hz point the kickdrum and bass made these speakers' reach, the lower-end sounded wholesome, and that's quiet a feat coming from these nano speakers.

For some mid-range testing, we dropped in Prince's 'Musicology', skipping over the last track 'Reflection'. We have to say, the snare during this track was mind-numbingly strong, forcing us to groove to the track's contemplation. Prince's voice was beautifully spaced out, and it seemed the space we had between the speakers is which we initially thought might be too much for the Nano's to handle, came out to be something these little speakers love. That's the biggest difference between the Nano's and any ordinary mini-system speaker: the depth. Getting back, the next vocal tester was Nusrat Fateh Ali Khan and Michael Brook's 'Night Song', an entire album dedicated to demonstrating the great dynamics of Nusrat's voice. From the very first track, we were transported to the vivid world of fusion audio waves, his voice blending with everything instrumental in the track but still holding the reigns of everything in the mix. There was however, an accentuated higher-end

SPECIFICATIONS

DESIGN	2-way
DRIVERS	4.5" Wavecor Ceramic Magnet Mid-Bass Woofer; 3/4" Peerless Tweeter
FREQUENCY RESPONSE	60Hz-22kHz
IMPEDANCE	4Ω
SENSITIVITY	75dB
RECOMMENDED POWER	60-100-watts
DIMENSIONS (D x W x H)	58" x 9.4" x 7.4"
WEIGHT	NA
CONTACT	www.norgeaudio.com



TRIED & TESTED
SUZANNE VEGA'S BEAUTY & CRIME

From the rhythmic 'Pornographer's Dream' to 'Ludlow Street', we were immersed in a world of spectacular imaging! She was drop-dead in the centre, with all the instruments spread across the soundstage like we were listening to her live.

CONCLUSION
What can we say, Norga is really heading in the right direction with these Nano's. Priced under the Rs 10,000 range what makes them endearing is that their performance is incredible for speakers this size, and although they may have an 'unfitting' higher-end (which speaker in this price range doesn't), its projection of the entire frequency range is commendable. Comes tremendously recommended by us.

Karan Gur

NORGE

MODEL → NANO
CATEGORY → BOOKSHELF SPEAKERS
PRICE → Rs 6,750
WARRANTY → 1 YEAR

WHAT SAY AV?

Norga's molecular bookshelves, the Nano, have definitely stuck a chord with us. And a strong, wholesome, rich, pristine, and so on, chord!

These little guys are worth every penny and for what their worth, you're only paying pennies to match their price. A remarkable pair of sweet little sonic expressions!

BUILD ★★★★★

AUDIO ★★★★★

EASE OF USE ★★★★★

VALUE ★★★★★

AV MAX OVERALL SCORE ★★★★★



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Some customer comment's on "Norge" Products:

"They reproduce sound as it was intended to be heard. Nothing more, nothing unwanted just pristine clear un-adulterated music!"

Pradip Somasundaran

Mr Bajaj's credentials are noteworthy and praiseworthy. There a only a handful of businessmen in the Indian Industry who are so much dedicated towards their products and possess immense knowledge on the product they are manufacturing. Mr Bajaj is one of them.

Shailendra Sharma

Reliance Communications Ltd.

You'll be astonished to know that we have taken a trial/comparison with Klipsch RF-62 & Klipsch RF-7 along with NAD-372, Yam AX-397, Onkyo TxDS898, Denon AV489 and Norge 1000 Recently. Where quite surprisingly Norge came out to be a true winner in all the departments!!!

Bikram

I Was wondering how could Mr.Bajaj sab can sell these gems at such low prices, the similar products will be costing more than 1000 US\$, I wish him all the best and pray to God almighty to flourish his business.

Antony

"I AM PROUD TO BE AN INDIAN"

"THIS IS MADEIN MY COUNTRY"

Hats off to you Mr.Bajaj I SALUTE YOU....

Thank you for making a BRILLIANT PRODUCT for a shallow pocket.."

Vijayraj Malhotra

Letter From Nick

Coming from the UK, i'm used to hearing the highest quality hifi equipment. After moving to India i needed a new system and after much research decided to purchase the 2030 amplifier with a set of Nano speakers. For the price, they sound astonishingly good and the customer service from Mr Bajaj has second to none.

It was a risk buying without testing the items first but i'd happily recommend doing the same to anyone in a similar dilemma. These are genuinely excellent, international standard products.

Perhaps if they cost twice as much Norge products would sell in higher numbers.

From: nick.lovegrove@googlemail.com



2009 June Issue of AV MAX (Nano bookshelf speakers) and
2007 May issue of AV MAX.



NORGE
Reference 2000

TREBLE



BALANCE



VOLUME



TONE

DEFEAT



I.POD

DVD

AUX

My family

I am proud to say that I have a great family and consider them as pillars of life support, sharing all my joys and sorrows. They have all been very supportive morally and spiritually and given me courage during my most difficult times and have added years to my life... they are an integral part of me.









*Poonam... supportive, affectionate and lovable no matter what.
Last photo of Gaute, me and Radhakrishnan my very good friends!*

My grateful thanks to....

*Editorial staff of AV MAX
Mr. Allan Isaksen (wavecor)
Mikkel Simonsen (Denmark)
Mr. Vasu Chabria and friends
Senior Bajaj Brothers*

*Our legion of clients and
well wishers and several
others whom I may have
missed out*



From Norway to Norge Audio
Book printed in Norway, September 2009
Designed by Gaute Johannesen