



Ajay Khanna

## Ajay Khanna Partner and CEO Eagle Forging

Eagle Forgings are importers of hotel equipment and in India and Nepal, they represent many foreign brands supplying equipment and consumables to the hospitality industry. We have been in this business for the past 31 years and have also been responsible for the introduction, launch and successful marketing of many new and unique products.

We represent and regularly import products from many world reputed companies that include: 'Domestic' Europe (formerly Electrolux) - Minibars, 'Aliseo' Germany and 'Northmace' U.K. - hair dryers/ magnifying mirrors/tea-coffee kettles and tray sets/ ironing centres/weighing scales/luggage racks/ hangers/bedroom and bathroom accessories etc., 'Safe Place' Israel - hotel room safes, 'Slumberland' UK/Malaysia - mattresses/beds etc., 'Bittel' China - phones/media hub/guest-room control systems, 'royal porcelain' Thailand - crockery, 'forbes USA/Asia' - housekeeping, front office and FandB trollies, among other products for the hospitality industry.

### USP

Our main USPs include long-term partnerships with dedicated hotel equipment manufacturers supplying hotel-specific products. All the products that we supply have full hotel certification for safety, security, fire and eco certification, etc. as required. These may include CE, TUV, GS, ROHS, ISO 9001, ISO 14001 etc. Factories are also eco compliant and mostly ISO certified.

This provides least down time of rooms and full guest satisfaction. Technology is helping us a lot in product development and quality. With support from our



foreign partners we are trying very hard to ensure that products supplied by us work better and for longer durations. Low cost Chinese products, that break down frequently, cause the hotel guestroom to be blocked, leading to revenue loss to the hotel and also leading to huge guest dissatisfaction and complaints which reflect poorly on the hotel / brand.

### GROWTH AND TARGETS

Eagle Forgings continues to search the world for unique and good products to add to their repertoire of offerings. Adding new products leads to growth. We are also keen to explore internet sales and further improving our product range in order to make it affordable while keeping quality performance and after sale service of the highest level.

E-commerce is a source of growth which will increase in the coming years. We have had approx. 15 per cent growth in 2017-18 and approx 10 per cent growth in 2018-19. For 2019-20, we expect approx. 15 per cent growth.

### TECH TRENDS IN HOSPITALITY

Bittel is a rapidly growing provider of innovative technology solutions for the global hospitality industry specially in the phone and media jack sector. Bittel's products, known for their reliability and groundbreaking designs and good features, are installed in tens of thousands of hotel rooms around the world.

'MODA' is the latest new product of Bittel. Designed by Jacob Jensen, 'MODA' means Modern, Modular and Stylish. 'MODA' combines the unique design and many good and useful features all-in-one.

UM77, another unique product of Bittel, was the first true Multimedia Phone and was a great success.

Both products above offer the hotel a compact unit with 'all-in-one' Phone/Watch/Alarm/Radio/Dock/Charger/Bluetooth/NFC etc.

Bittel's new MODA has the following features:

- Charger module
- Fm radio/bluetooth/dock module
- Clock module
- Speakerphone module
- Voice recognition module

Each module can be bought separately, or together, and can be even added later.



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