

## NEC India aims at 18 pc share of hospitality IT market

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**New Delhi, Jan 21 (PTI)** IT firm NEC today launched a suite of telephony solutions with a view to capture 18 per cent share of the country's hospitality telephony segment over the next two years.

"The hospitality industry in the country is estimated to be worth about USD 23 billion in India, of which telephony segment comprises about USD 70 million," NEC India Country Head (Sales and Marketing) Rajiv Bhalla told reporters here.

NEC India is targetting to capture 16-18 per cent of this USD 70 million market over the next two years, he added.

Bhalla said the telephony segment for the hospitality sector is growing at 12-14 per cent annually.

"With dropping call rates, hotels are now looking at value-added services, which would also make the guests' stay at the hotel pleasurable.