

THE HINDU

NEC India to expand presence

Special Correspondent

NEW DELHI: NEC India Pvt. Ltd. on Thursday said it would increase its focus on the fast-growing hospitality sector by launching its latest products and increasing its pan-India presence.

Range of solutions

Unveiling its latest enterprise communication solution, NEC India Managing Director Koji Oda said: "India as a market is of strategic importance to NEC globally. It is one of our fastest growing markets today and we are committed to addressing the

needs of this market." "As a part of our growth road map, we are looking at strengthening our partner network by enhancing depth and reach through specialised system integrators and consultants who can target specific verticals. Our tailor-made solutions help reduce operational costs. NEC offers a wide range of solutions that are applicable for the hospitality sector, including state-of-the-art IP telephony solutions that enhance business productivity and energy efficient IT solutions," Mr. Koji Oda added.

NEC India Country Head

(Private Network Systems) Ravinder Raina said: "With the growing demand for hotels, NEC seeks to fortify the hospitality industry with its assortment of solutions. We are uniquely positioned in this market segment as a holistic solution provider that helps hoteliers create strategic business advantage by increasing operational efficiency, improving guest safety and strengthening differentiation. Among the flagship products of NEC, we have the IP telephony solutions which help in keeping track of the staff and ensure their optimal productivity."