

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

Thu, Jan 21 08:43 PM

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. So they are looking at offering video-on-demand, IPTV and other services and that is the segment we play in," Bhalla said. The new solutions would offer hotels a platform for unifying their communication needs like telephony, digital signage solutions, billing solutions and in-room technologies (controlling room temperature, drapes etc. Asked about its clients in the sector, Bhalla declined to comment on the names citing non-disclosure agreements, but said it has 6-8 per cent share already. Avaya is another major player in the segment providing solutions in the hospitality space in India. The company provides solutions to the education and financial services companies as well.