

MR. NIRMAL KHANDELWAL, CHAIRMAN FCML

In service of service industry

In the world of design and lifestyle, FCML is a force to reckon with. The brand has carved a niche for itself as a pioneer of quintessentially European, luxurious design products for the discerning customer. HC spoke with **Nirmal Khandelwal**, Chairman, FCML Distributors, to know more about brand FCML.

By | Rachita Sehgal



Tell us something about your company?

Our family has a business history of 175 years and FCML is a family concern which was inherited by me in 1971, initially we were primarily involved in the construction business and we are still in the business though with the changing times and growth of the hospitality industry FCML also broadened its horizons and in

1972, we ventured into the hospitality industry. We have a product line to suit the requirements of hospitality industry. Today we have three to four different verticals to suit the hospitality and health care industry Institutional sales, high end retail, we also work with Real estate developers and indenting agents because majority of our customers import directly from various products of ours.

Who all are your clients? Which among them are from the hospitality industry?

We work with around 800 hotels across the country from ITC, TAJ, Intercontinental, Starwood, Carlson, Hyatt, Hilton, etc, we work with all the leading hotel brands and we are also involved with all the new projects that they are coming up with.





What are the different products that your company offers?

Being able to understand client needs the FCML approach is a differentiated one and service lies at the heart of it. We are in the business of relationships of securing trust. That's why those who work with us, do so time and again. It is this level of unwavering loyalty that has bolstered the growth of our divisions Bath, sanitary wear, Wood Floors, Carpets and Surfaces etc.

The hospitality industry in India is growing. What do you do to tap the growing market?

Yes, the hospitality industry is an ever growing industry and to keep a tap of the changes we keep interacting with the corporate chains and corporate offices to understand their changing patterns and

the demand concepts which are directly governed by the majority of tourists who are coming to India and they look for different products which are world over and that's how we update and upgrade. We keep a tap of the requirements of the products and all the new projects that are coming in, we keep our database updated as per the consumer demands and plan our product line accordingly.

Do you face any operational challenges while working with Hotels?

There are not much of operational challenges that we face while working with hotels except that the hospitality industry in India is still in its gestation period to be more professional in the systems adopted by the hospitality industry and still the planning in this industry is not as

planned as it should have been regarding the product line and the delivery line and the pressure to meet their deadlines is high despite given insufficient time for production and shipments. The whole system needs to be upgraded.

How do you stay ahead of your competitors?

We have always targeted and understood the requirements of the hotel industry in the last 40 years and today the kind of product line that we handle is very high end and luxurious so it gives maximum up gradation to the look and feel of the hotel and the product performance is high which helps the hotels in lowering down of their operating costs.

What is the USP of FCML?

We are in the service of service industry and we have always been one up in our approach to provide them the best of service. We provide hotels with 24 hours service and so accordingly we try and keep ourselves very updated with the right kind of technicians and engineers. ■