

## “Demand for equipment consuming less fuel and energy is highest”

Govind Nair, director, Sai Shraddha Hospitality speaks to FS about the latest trends and developments playing out in the kitchen equipment category.

- **Which are the new commercial kitchen equipment products that the company is looking to launch?**  
We constantly strive to launch innovative products for our client that can save them time and money when processing the food. The new equipment that we look forward to launch soon are chappati making machine, portable wood fired ovens, bulk choppers to name a few.
- **What are the latest requirements and demand from the hospitality industry and how is the company catering to those demands?**  
The highest demand is for equipment that consumes less fuel/energy and products in which the human touch is minimum while processing food. Our focus is on developing such products and those with superior safety features for the end user.
- **Which are the types of materials in use for the production of commercial kitchen equipment these days for providing durability and design aesthetics to products?**  
Mainly SAE SS 304 grade stainless steel is used for the construction. Equipment like food display cabinets and sandwich counters have glass doors and use food grade poly carbonate containers.
- **What is your business revenue ratio from institutional sales and retail sales?**  
Institutional sales constitute 90 percent to our revenue and retail sales 10 per cent.
- **Brand endorsements of kitchen products by chefs are believed to create a lasting image?**  
Definitely. We believe the feedback from the end user is a must to develop better products. If the chef is happy, we are happy.
- **How has the kitchen equipment category evolved in terms of design and functionality?**  
There has been a wide range of changes in this industry with regards to equipment design and its functionality. Apart from the widespread acceptance of stainless steel equipment in the kitchen and with the use of the latest technology and new machineries, bigger and better equipment are being conceptualized and manufactured. Earlier commercial equipment used to run solely on a single fuel system. Now with a different equipment, kitchens run more efficiently with multiple fuels.