

Kitchenware

Essential sourcing intelligence

October 2011

US\$100

India supplier profiles

Detailed profiles of 25 suppliers with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 116 top-selling export products ranging from stockpots to colanders

Industry trends

Coverage of current issues, plus insights into supply centers, products and pricing



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Global Sources is offering this series of *Developing Country Sourcing Reports* as part of its corporate social responsibility undertakings in partnership with The Kearny Alliance, a nongovernmental development organization whose mission is Aid through Trade.

The aim is to give international buyers new sourcing opportunities from experienced exporters, generating orders and creating lasting jobs in developing economies.

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Supplier capability in India

KITCHENWARE

Ready availability of raw materials and extensive experience in design are some of the competitive advantages being enjoyed by the kitchenware industry in India.

Since the country is a major producer of different types of metal, suppliers can easily procure inputs from domestic vendors.

Many makers have been involved in the line for decades, resulting in mastery of important manual and machine-aided skills necessary for manufacturing and styling.

Although exports in 2010 to 2011 declined due to the lingering effects of the economic downturn, shipments in recent years have been generally improving. This is brought about by the rising popularity of locally crafted models in key overseas destinations and the enhanced awareness of emerging markets regarding kitchenware from India.

Key findings

1. The majority of suppliers featured in this report will push up prices over the next six months as a means to cope with rising raw material and labor costs. Increases will be implemented cautiously, however, as most will be making adjustments of less than 10 percent.
2. Releases in the coming year will primarily highlight designs suitable for multiple applications. These include kitchen accessories that serve as food storage or decorations. Many enterprises will also emphasize models in basic profiles with little or no styling.
3. The sector targets the low end and midrange but is capable of catering to all price segments. The main factors that determine quotes are the type, thickness and composition of the materials used, and the degree of manufacturing complexity.
4. Persistent blackouts are a crucial challenge facing companies. Power is often unavailable for at least four hours everyday, adversely affecting productivity. Even though makers are finding ways to cope, these efforts result in added expenditure.
5. The bulk of output goes to the EU and the US. While suppliers predict demand to decline marginally in the next 12 months due to economic difficulties, these foreign destinations are still expected to retain their dominance and market share.
6. Manufacturers are based in several areas throughout India. The greatest concentration of makers, however, can be found in Delhi. Other notable sourcing centers are the states of Uttar Pradesh, Haryana and Tamil Nadu.

Objective, methodology & scope

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid through Trade. The objective is to help create jobs in developing Asia through export promotion.

This India Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

To produce this report, large, midsize and emerging manufacturers, all with substantial export experience, were surveyed. The selection of suppliers is designed to reflect the composition of the industry in India in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers

visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other makers in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

This report covers the main types of kitchenware available in India. These include cookware, food storage containers, and kitchen utensils and accessories. Each product category has its own price guide that describes features of models for the low-end, midrange and high-end segments.

In this report

- 15 in-depth company profiles
- 10 short company profiles
- 116 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within India.

The Products & Prices section details the features and price ranges of garments. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

CONTENTS

INDUSTRY OVERVIEW9
 Supplier summary
 Export statistics

Supplier survey 10
 Export prices
 Export sales
 Export markets
 Major challenges
 R&D focus

Products & prices 11
 Production & export statistics
 Price guides

SUPPLIER PROFILES 15
 Supplier matrix
 Raw materials & exports
 Supplier profiles

PRODUCT GALLERY 59
 Top-selling export products

CONTACT DETAILS 81

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Ajitnath Alloys Pvt. Ltd

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Ajitnath started manufacturing kitchenware in 1992 and began exporting 13 years later. The company also produces housewares.

The Middle East is the primary overseas market, accounting for 70 percent of shipments. Saudi Arabia, the UAE, Turkey and Kuwait are the largest destinations there. The rest is sent to Africa.

Four-fifths of orders are made under ODM basis.

Kitchen utensils represent 40 percent of shipments. Kitchen accessories comprise about one-third of exports. The supplier targets the low-end and midrange markets. Prices range from \$0.40 to \$40, depending on the size and design complexity.

The main materials used are stainless steel, aluminum and plastic. All are procured from domestic suppliers.

The company has five freelance designers who release 10 models per year. Sampling time is 20 days.

Ajitnath operates a 5,000sqm

facility in the Wazirpur Industrial Area of Delhi. The workshop has locally purchased cutting, welding, polishing, pressing and lathing machines. All manufacturing processes are done in-house.

The factory can produce 500,000 pieces per month. The average monthly output is 480,000 pieces.

There are 90 full-time employees. Approximately 50 additional workers are hired during the peak season, which is from July to October. Three inspectors perform QC.

Polybags and cartons are used as packaging. The minimum order requirement is one TEU. Delivery time is 60 days.

The company is a member of the Export Promotion Council and the Federation of Indian Export Organization.

Ajitnath will develop more designs featuring decorative elements over the next six months. It will further expand market presence in the Middle East.

Capability

Materials used

Metal	Yes
Plastic	Yes
Wood	No
Glass & ceramic	No
Other	No

Exports by product

Cookware	10%
Food storage containers	15%
Kitchen utensils	40%
Kitchen accessories	35%

Exports by market

North America	—
EU	—
Europe (non-EU)	—
Asia-Pacific	—
Middle East	70%
Other	30%

Contact details

Business contact

JAIN Shyam Lal

Phone

(91-91) 2737-7811

Fax

(91-91) 2737-7813

E-mail

ajitnathalloys@rediffmail.com

URL

www.globalsources.com/ajinath.co

Address

C-60/1, Wazirpur Industrial Area, Delhi, India

Company facts

Year established	1992
Head office location	Wazirpur Industrial Area (Delhi)
Ownership	Locally owned
Factory location(s)	Wazirpur Industrial Area (Delhi)
Full-time employees	90
Part-time employees	50
ISO certified	Yes
Total annual sales (all products)	\$5,000,000

Sales & output: Kitchenware

Annual sales	\$3,000,000
Share of total sales	60%
Annual export sales	\$1,800,000
Total monthly capacity	500,000 pieces
Average monthly output	480,000 pieces
Capacity utilized	96%
Average monthly exports	450,000 pieces
Export ratio	94%

PRODUCT GALLERY

Cookware



Ajitnath

(profile page 22)

Model: AA003

MOQ: TEU

Packaging: Polybag, carton

Delivery: 60 days

Price: \$8

Description: Saucepan set; three pieces; stainless steel; in various sizes



Ajitnath

(profile page 22)

Model: AA006

MOQ: TEU

Packaging: Polybag, carton

Delivery: 60 days

Price: \$10

Description: Stockpot set; three pieces; stainless steel; in various sizes



Ajitnath

(profile page 22)

Model: AA007

MOQ: TEU

Packaging: Polybag, carton

Delivery: 60 days

Price: \$10

Description: Stockpot; stainless steel; in various sizes



Ankur

(profile page 26)

Model: AE009

MOQ: \$3,000

Packaging: Polybag, carton

Delivery: 60 days

Price: \$7

Description: Stockpot; stainless steel; in various sizes



DMW

(profile page 28)

Model: DMW006

MOQ: 2,500 pieces

Packaging: Polybag, carton

Delivery: 50 days

Price: \$4.50

Description: Saucepan; stainless steel body and Bakelite handle; 14, 16, 18, 20 or 22cm



DMW

(profile page 28)

Model: CO01508

MOQ: 2,500 pieces

Packaging: Polybag, carton

Delivery: 50 days

Price: \$5

Description: Frying pan; stainless steel; 20, 22, 24 or 28cm

Sample page only

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