

Häcker Kitchens

Bringing luxury of German Engineering in Indian homes, since 2004



Kanu Kitchen Kulture Pvt. Ltd., India distributors of Häcker, pioneered the concept of modular kitchens in the country. The tastefully done flagship store at Mahipalpur, Delhi is headed by Ms Kanupriya Mal, the young woman Director who has been associated with Häcker since its launch in 2004, after completion of graduation. Trained by the German company, this kitchen specialist, exuding a persona of women's power and compassion, says she is happiest when known as a Häcker specialist! In love with Häcker's inspiring business ethics and acumen, the enterprising daughter of Capt. Mukesh Kumar, CMD of Häcker India operations, is putting to good use her management skills learnt at the Chinese University of Hong Kong, passionately bonding with people by putting right the energy centre of their homes-Kitchens!

What has Häcker's experience been in the early years in the Indian industry?

When we started in 2004, the market was fragmented and unable to do justice to the growing need for modular kitchens. Carpentry work posed challenges of space utilization, inefficiency and lack of innovation. Nurturing this space over the last 15 years has been very exciting for us. We recognized what the Indian clients needed and quickly collaborated with Häcker Germany to adapt to our market and have expanded to 10 states in India. Today, All major kitchen brands from the world are present in India and we see a consistent growth in the market. The kind of expertise, technology, innovation that's available seems unbelievable; we've come quite a long way from how things used to be. Every type of kitchen product has its due space in the industry: Whether you need a single hardware or a home appliance or a fully built up imported kitchen expert, (such as Häcker), you have it all!

What are the engagements with your dealers?

It was critical for us to find the right partners who truly imbibe the Häcker values and believe in the legacy built over the last 120 years. In some ways, this requires an unlearning of the current ways of working in India and then adapting to the Häcker way! Therefore, we deliberately tread carefully with our expansion to find the right fit.

This consideration has served us well in that our dealer network is close-knit; an extension of the Häcker family. All major strategic decisions and planning is done collectively under the guidance of the Head office in Delhi, and implementation is reviewed frequently.

Our dealers are very much in sync with the Häcker philosophy and that is a true blessing!

What makes Häcker's logistics and service very strong?

Häcker stands by the promises it makes to its customers.

Promise of delivery: We understand the importance of "grihapravesha" and honour our word by installing the kitchen according to the client's schedule and have never failed on a Delivery.

Promise of quality and perfect engineering: All kitchens are produced at the centralized manufacturing facility in Rodinghausen, Germany. This 92% automated factory minimizes any human error with its precision ; something you have to see to believe. All kitchen parts are certified by the most stringent DIN norms and Häcker is the only brand Globally which produces certified tropicalized kitchens. Häcker's superior and specialized export packing allowing less than 0.1% chance of damage to material during transit.

Promise of Service: As their representatives, we take pride in the fact that any complaint is attended to within 24-48 hours. Overall, a 5-year warranty from Häcker, Germany, strengthens our claim to quality and service.

At Häcker India, what are the criteria for recruitment?

A basic design knowledge is ofcourse required. More importantly, we need self-motivated and intuitive people, who can convert a client's need into reality. We're happy to recruit fresh graduates from design schools and invest time in training them the Häcker way.

Please describe what kind of training do your designers get?

Our detailed training process duration ranges from 6 -12 months, before the designers work independently with clients. Moreover, the design and sales team visit the manufacturing facility in Germany from time to time to understand the product aesthetically and technically. Annually, staff from all India participate in a training conference. A team from Germany apprises their technical and design skills and Leading industry speakers and facilitators are invited to enhance personal skills for their overall development.

Our technical and fitter team is trained

by German specialists enabling seamless installations.

The façade is the first identity, so what goes into the making of a Häcker showroom?

All showrooms are meticulously designed keeping in mind the local tastes and colour palette. For a complete experience, our showrooms organize cooking demonstrations regularly for clients.

Up-gradation of displays happens every 2-3 years, to keep up with the latest trends in the industry.

Can you share the future road map of Kanu Kitchen Kulture for India?

We are passionate about kitchen business and dream to sell a modular kitchen to every home. To transform this into reality, we have drawn out an ambitious road map for the next 10 years marking our 25th year in India in 2029. We intend to expand to every major city with Pune, Chandigarh, Raipur and Kolkata being high on priority.

At the base of any plan remains our continued focus on our clients. In each city, We aim to develop a small community of likeminded people, and engage with clients beyond just kitchens by facilitating more events and networking opportunities.

What keeps you motivated?

The most exciting part for me is the diversity of people I deal with. Each client is different and I seem to lose track of time trying to find the perfect solution for their unique requirements. Most of all, I'm surrounded by a leadership team and our partners who're equally passionate about this business and therefore, work simply doesn't feel like work, it's second nature!

Best advice from my father:

The honesty and discipline in my work comes from observing my father. And the one thing he always advices us is - No matter the budget or requirement, don't leave any stone unturned to find the best solution for your customer. And this philosophy has trickled down to the whole organization.