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both his daughters-in-law, Dipika and Denisha, have also recently joined in.

Survival Strategies

Sahil oversees the financial strategies, business development, and client servicing at SMP Linen, and Simraan takes care of the marketing, sourcing, and business development area of the business. Sahil admits that one of the greatest challenges they faced was that this was a very tough market to enter. “It took a great deal of patience, a couple of knock downs, and good quality products at very reasonable prices to finally make a breakthrough.” Simraan adds, “Another challenge is to educate and introduce the idea of tailor made linen and accessories to suit a property’s identity and characteristics.”

Future Forecast

The brothers have set clear targets for themselves and the future. “Ours is a family run business and we currently have 50 employees and two offices. My goal for the company is to grow it further and explore new markets. We are working on our new retail

outlets that will be specifically geared towards home linen and décor (coming up as soon as 2020!). Our main objective is to constantly review and reinvent our business strategies,” says Sahil who enjoys working out, travelling, football, cricket and table tennis. “We want to keep innovating and make sure we are churning out new ideas, concepts and designs. We recently did an opening with Salt of Palmar, a hotel that sources everything it can locally. We supplied bed, bath and table linen made of organic cotton and unbleached bathrobes from fabrics derived from coffee grounds,” Simraan adds enthusiastically.

Among all his work experiences, Sham counts working with Kelly Hoppen (celebrated British Interior Designer) and Paul Jones (of the Lux Group of Hotels) as being very inspiring. “Now with our expertise and knowhow in the home textile business, we are excited about the opening of our retail factory outlets in the very near future,” he signs off.

