

A UNIQUE SHOWROOM FOR HOTEL MART



ABOUT US





6

M. A. ETHIRAJULU NAIDU

Our Business Excellence and Enterprising Vision

Since 1931

he business house of M/s. M. A. Ethirajulu Naidu established in Park Town, Chennai by Shri M. A. Ethirajulu Naidu, in the Year 1931, has entered the Platinum Jubilee Year with resounding business entrepreneurship spanning over a period of 8 decades. The founder of this business concern Shri. M. A. Ethirajulu Naidu was a practical visionary who with his zeal and commitment promoted his business in Stainless Steel and Aluminium ware during the formative decades of its establishment. The founder's broad vision is reflected in the rapid expansion of it business extending to other Cities and States. During the 2nd World War, the military were experimenting with a rust proof metal for the barrels of the gun and this resulted in the production of Stainless Steel. The founder had the vision of using this metal for manufacturing household utensils.

Initially, the public were rather reluctant to buy and use Stainless Steel wares for their household purpose as it was an alloy of iron. Our founder infused confidence on the minds of the general public by selling the Stainless Steel wares to them on credit and requested them to pay the cost of vessels only after they were fully satisfied with the product and its utility value. He faced great hardship in marketing these Stainless Steel vessels but over a period of time, the Stainless Steel products gained immense popularity and was even considered as a good substitute for silverware especially for the middle class group of customers. Today, Stainless Steel production has grown by leaps and bounds and its utility value as 'Home Need Products' have come to stay.

Today, the business house of M/s. M. A. Ethirajulu Naidu is the hallmark for selling quality products of a wide range of utensils from "A to Z", which adorn every home and specially modern kitchen rooms with all its sophistry. Generation of customers throng the shop for it offers customers satisfaction and service after sales. Our commitment to provide our customers with quality products in infinite varieties has earned us the good will of the discerning public.

Late. Shri. M.E. Devarajan, the only son of the Late Shri. M. A. Ethirajulu Naidu, had further strengthened the business house in a rapid way enlarging the horizons of business dealership in electrical gadgets, audio, video equipments, home theatre, music systems, air-conditioners, high class office and home furniture, etc and also focusing on export of household and hotel kitchenwares to countries like USA, Canada, UK, France, Germany, Australia, Japan, Korea, Malaysia, Singapore, Dubai, Thailand and Sri Lanka.

As we embark on a new era of further expansion, we are striving to provide our customers a total shopping experience of convenience and comfort by proving better display of products in a modern expanded showroom to showcase the entire range as well as to expand our range of products to address the increasing needs of our customers in the hospitality industry.

The Platinum Jubilee Year heralds a landmark in the annals of our business concern, which through the passage of time, has earned a reputation in consonance with our founder Shri. M. A. Ethirajulu Naidu's vision viz., "To extend commitment to customer care and satisfaction".

May we solicit the continued patronage of our esteemed and valued clientele, as we join with you to commemorate the Platinum Jubilee of our business concern.

"CUSTOMER SATISFACTION IS OUR MOTTO"









BAR TOOLS





BUFFETWARES













Moghlai Punjabi Round Lift Up





Tabla







Hundy H F Hundy

Open Type Chafing Dish

Round Large Induction Chafer

Round with Induction Base











Chafing Dish
Used with Induction Heater Copper Chafing Dish

Brass Chaffing Dish

Tree









G.N. PANS

Round Chafing Dish - Royal

Round Chafing Dish - Sovereign

Round Chafing Dish - HYD

Round Chafing Dish - Regal











Portable Seven Soup Tureen Chafer Trolley - Straight

Portable Seven Chafer Trolley - Circular





BUFFETWARES











Rectangular Roll-in Top-01

Rectangular Roll-in Top-02

Rectangular Roll-in Top-03

Rectangular Roll-in Top-04

Oval Dish







Rectangular DS Chafer - 02



Rectangular DS Chafer - 01



Rectangular C&B Chafer



Compact Electric Rectangular Chafing Dish



Compact Electric Square Chafing Dish



Table Chafer



Round Roll-Top - 01



Round Roll-Top - 02



Rectangular Soup Station Lion Leg



Induction Chafing Dish



Counter Sunk - 01



Counter Sunk - 02



Soup Pot



Round Soup Station Lion Leg



Soup Station Single



Soup Station Double



Ice Cream Dispenser



Tea & Coffee Dispenser



CUTLERY









Fork

Skimmer Spaghetti

Eurogem Eurogem Eurogem Masher

Eurogem Eurogem Eurogem Eurogem Crown Crown Slotted Turner Slotted Turner

Spoon

Ladle Basting Spoon

Fork Skimmer

Crown Spaghetti

Crown Slotted Turner



Crown Turner



Crown Slotted Spoon



Crown Ladle



Crown Basting Spoon



Diana Neckline Skimmer



Diana Neckline Slotted Turner



Diana Neckline Slotted Spoon



Diana Neckline Ladle



Diana Neckline Basting Spoon

Bistro



Table Table Tea Spoon Spoon

Pyramid

Diana

Neckline

Fork



Table Table Tea Table Spoon Spoon Knife

Waves

Diana

Neckline

Turner



Table Table Tea Table Spoon Knife Fork Spoon

Pearl



Table Tea Table Spoon Spoon Fork Knife

Baby Set

Table

Knife



Table Tea Table Knife Spoon Spoon

Hexa



Table Table Tea Table Fork Spoon Spoon Knife

Pinti Line



Table Table Tea Table Fork Spoon Spoon Knife



Table Table Tea Table Fork Spoon Spoon Knife







CUTLERY





ETCU_13

ZIGGY

ETCU_09



SIGMA WAVES

ETCU_10



NEO

ETCU_11



STYLE

DINING CHAIRS































































DINING TABLES











DISPLAY COUNTERS







Display Counter - 01



Display Counter - 02



Display Counter - 03



Display Counter - 04



Display Counter - 05



Display Counter- 06



Ice-Cream Display Counter



Two Door UnderCounter with Salad Bar



Pantry Fridge



Cold Room



Two Half Door Glass Chiller



Four Door Refrigerator



Four Door Chiller



Bar Fridge



Front loading Carrier



Three Door Under counter Bar Chiller



Visi Cooler Single Door



Visi Cooler Double Door



Pani Puri Display Counter



Bain Marie with Service Trolley



Table Top Hot Case



Pizza Display



Salad Bar



Table Top BainMarie





F & B MACHINERI















UnderCounter Glasswasher



Barbeque



Barbeque Table Top



Plate Warmer Barbeque Double



Ice Cube Maker



Continuous Freezer



Softy Ice Cream Machine



Water Cooler



Instant Soda Machine



Orange Juice Machine



Pop Corn Machine Big



Candy Machine



Toaster 6 Slice



Espresso Coffee Machine



Tea/Coffee Vending Machine



Cold Dispenser



Juice Dispenser



Slush Dispenser



Slush Machine (3 Jars)

F & B MACHINERIES







Vegetable Cutter



Vegetable Cutter



Onion Peeling Machine



Garlic Peeling Machine



Potato Peeler



Atta Kneader Machine





Vegetable Pulveriser



Rotisserie



Tilting Grinder



Wet Grinder



Planetary Mixers



Spiral Mixers



Ice Crusher



Bread Slicer



Meat Grinders



Meat Slicer



Conveyer Pizza Oven



Coconut Scraper



Stick Blender



Chocolate Fountain



Bar Blender



Electric Open Fryer



Electric Pressure Fryer





GLASSWARES





Arcade O/F



Ascot H/B



O/F



Brighton H/B



Brighton Ŏ/F



Carron H/B



Carron H/B



Carron O/F



Carlton H/B



Carlton O/F



Conical H/B



Delta H/B



Delta O/F



Elegance Й/В



Elysees H/B



Elysees O/F



Filin H/B



Fire & Ice H/B



Fire & Ice O/F



First Class H/B



First Class O/F



Flame H/B



Flame O/F



Horizon H/B



Horizon O/F



Islande H/B



Islande H/B



Islande H/B



Islande O/F



Martigues F/H



Octime H/B



Octime H/B



Octime H/B



Octime O/F



Octime O/F



Pilsener H/B



Rotterdam H/B



Sterling Sterling H/B

H/B



Sterling O/F



Sterling O/F



Structure H/B



Structure O/F



Tivoli O/F



Vigne H/B



Vigne H/B



O/F



Washington

H/B



Islande O/F



Islande O/F



Imperator Imperator H/B



O/F

Keller H/B



Lancier H/B



Lancier O/F



H/B

LisBonne

O/F

Elysees Set



O/F

Salto H/B



Salto O/F



Shetland H/B



O/F



7 PCS. **Brighton Set**



Brighton Set

13 Pcs.









13 Pcs.







GLASSWARES













14 Pcs. Imperator Set



7 Pcs. Sterling Set



3 Pcs. Horizon Set



7 Pcs. Octime Set



3 Pcs. Octime Set



2 Pcs. Benidorm



2 Pcs. Bonne Biere



Britannia



2 Pcs. Britannia



Haworth



Haworth



2 Pcs. Minden



2 Pcs. Minden



Champagne Flute



White Wine



Red Wine



White Wine



Red Wine



Water Gobelet



Champagne Flute



12 Pcs. Salto Set





18 Pcs. Octime Set



Blue Poppy



Colchic



Colombelle



Constellation Constellation Black Red





Country Flower



Crazy Flowers



Daliane



Felitsa



Freesia



Iris



Jacinthe



Onyx



Anemone



Victoria



Zoom



Fresh Bouquet



Colorful Dots



Power Flower



Fireworks



Life

Country



Seaweed



Jacinthe



Crazy Flowers



Zendo Vert



Red Orchis





GLASSWARES/KNIFE



Anfora Jug 1.3L - 43 3/4 oz



Arc Jug 0.5L - 16 3/4 oz



Arc Jug 1L - 33 3/4 oz



Arc Jug 1.3L - 37 oz



Ballon Jug 1.3L - 43 3/4 oz



Canette Jug w/o Lid 0.25L - 8 1/4 oz 1.6L - 54 oz



Elysees Jug



Fridge Jug Jug



Horizon Jug 0.5L - 16 3/4 OZ



Horizon Jug 1.1L - 37 oz



Kone **Jug** 1.3L - 43 3/4 oz



Octime Jug 0.5L - 16 3/4 oz Jug 1.1L - 37 oz



Octime Jug 1.6L - 54 oz



Orient Jug 1.8L - 60 3/4 oz



Tivoli Jug 1.6L - 54 oz



Rotterdam



Quadro **Jug Jug** 1.1L - 37 oz



Quadro Jug 0.5L - 16



Wavy Jug 1.3L - 43 3/4 oz



Round Carafe Round Carafe w/o Lid 1L -33 3/4 oz



w/o Lid 0.5L - 16 3/4 oz



Carlton Ice Bucket



Elegant Ice Bucket



Elysees Ice Bucket



Sterling Ice Bucket



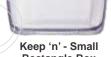
Pure - Small **Rectangle Box**



Pure - Medium **Rectangle Box**



Rectangle Box



Rectangle Box



Keep 'n' - Medium **Rectangle Box**



Keep 'n' - Large Rectangle Box



Pure - Small **Round Box**



Pure - Medium **Round Box**



Pure - Large Round Box



Keep 'n' - Small **Square Box**



Keep 'n' - Medium Square Box



Keep 'n' - Large **Square Box**



Pure - Small **Square Box**



Pure - Medium Square Box



Pure - Large Square Box



Keep 'n' - Small **Round Box**



Keep 'n' - Medium **Round Box**



Keep 'n' - Large Round Box



Boning Knife

Caruing Knife

Cheese Knife

Cooks Knife

Ham Slicer 9.5"

Steak Knife

Paring Knife 3.5"

Utility Knife

Cooks Knife

HOT EQUIPMENTS













Dish Warmer





Sandwich Griller



Sandwich Griller Double

Waffle Cone Maker









Conveyor Toaster



Pizza Oven



Multipurpose Salamander



Salamander



Commercial Convection Oven



Gas Ovens



Electrical Ovens



Commercial Rotisserie



Rational Combi Master



Deep Frier Chocolate Warmer



Quartz & Conveyor Toaster



Rectangular Non Stick Griddle Plate



Oval Non Stick Griddle Plate



Food Display Warmer/Steamer





HOT EQUIPMENTS



Shawarma Cum Chicken Griller



Chicken Griller



Mutton Raan



Arabian Shawarma



HOUSE KEEPING

WAREWASHING













HOUSE KEEPI

SMART CLEANING MACHINES

Single Disc Dry Machines

















SD Duo

SD 12

Super Scrubber

Sumo

Maestro

Champion

UHS 1500

SD 165

SD 165 HD

Dry Vacuum Cleaners





Dry 20

Dry 21

Back Vac

Industrial Vacs / Dust Extractors



Fox

Pûma

Wet & Dry Vacuum Cleaners



VAC 22 WD



VAC 1032 P

2063/3080 S

Carpet & Upholstery Cleaning Machines



Dry Blower Foam Generator



Maestro



Mini / Mini Plus Spray Extractor



Foamy Dry Foam + Scrub

Steam Cleaners



Alpha Plus Alpha



Steam N Vac



Steam HD

Steam N Vac HD

Combijet Scrubber Driers



1660 E



1550 / 1760 E



2300 B / E



Mini Rider



Jumbo Rider



Rider 6000+ / 7000+

Escalator Cleaner



ESKY 450

Cold High Pressure Water Cleaners



Quicky 10-170



PX Series 12-170 / 13-300



FX Series 30-275 / 16-450

Hot High Pressure Water Cleaners



HW Turbo 15-200 / 10-120



HFX L+ Series 30-160/22-220

Walk Behind Vacuum Sweepers



Ecoline 700M



Ecoline 710 / 900 Petrol / Battery

Ecoline Industrial Vacuum Sweepers



1100 **Battery**



1200 Battery / Petrol



1300/1350/1550 Diesel



2200 4W Diesel



2400 Diese



HOUSE KEEPING

SMART CLEANING TOOLS



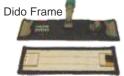






Eco 25 Wonder 30 Eco 50 **Dido Microfiber Flat Mop Set - Option 1**







Lito Mop

Holder





Microfiber Lito Mop

Floor Squeegees



Dido Microfiber Mop Lito Microfiber Fringe Mop Set - Option 2



Microfiber HD 40/60 cm

Quick Mop

40 cm



HL 240 Hygiene Line Trolley Trolley with two

20 ltr buckets

Anti Bac

Telescopic Ninja Handle

Damp Mopping

Press & Go Frame 40/60 cm

Quick Lite Mop 40/60 cm

40/60 cm

Mopping Buckets & Trolleys - Round Wringer





Eco 25R Robin 25I SB25TR SB25R



DB50RB



Microfiber Twist Mop



Serving Greyline Trolley

Greyline 500 Compact 1500A

Servicing Trolleys



Greenline 159 Linen

Nipper



Telescopic Ninnja Handle



V-Sweeper

Scrubbing Pads



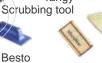
Partek Magic Pad

Nail Brush

Anti-Bacterial



Hand Scrubbing Tool



Hand Pads

Signages

Joy Mop Quick Lite Mop

Microfiber High Performance Cloth



Regular / Lite

Acro

Cotton

Multi Purpose Glass



Brush

45 cm

Hi-Tech

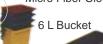
Electronic **High Performance Dusters**

1/

Kitchen

Hygiene

Washing Net for Micro Fiber Cloth





Deluxe 28 L Buckets with Lid





capacity







KITCHEN EQUIPMENTS











Steam Boiler

Rice & Multipurpose SS Cooker

2-in-One Gas Range

Single Gas Range

Two Burner Range











4 Burner Range

4 Burner Range with Oven

Chapati Plate with Buffer

Chapati Plate

Dosa Plate





Pantry Counter



Tilting Rice Boiler

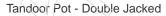


Tilting Type Braising Pan



Hot Food Counter







S.S. Rect. Tandoor



S.S. Round Drum Tandoor



MS Round Tandoor



Salad Counter



Milk Boiler



Kulfi Stand



Idli Steamer



Exhaust Hood

MACHINERIES













Visi Cooler



Glass Top Freezer



Double Door Freezer



Bread Toaster



Electric Coffee Maker



Insect Killer



Bend Glass Bain Marie Display Cabinet



Sugar Candy Machine



Feather Removal Machine



SS Corn Steam Counter



Instant Wet Grinder / Chutney Grinder



SS Bulk Cooking Vessel with Burner



SS Gas Deep Fat Fryer



Gova Machine





PLASTIC STORAGE BINS



SINK/TABLE/RACK













Two Sink Unit Three Sink Unit









Soiled Dish Table

Dish Landing Table with Chute

Work Table with Shelf

Work Table with Splash Back







3 Tier Table

Dining Table - 01

Dining Table - 02

Potato Onion Bin









Dosa Dough Table

Serving Trolley

Bar-Be-Que

Oil Can Rack









Stores Rack With Trolley

Stores Rack

SS Goni Platform





STAINLESS STEEL COOKWARE & URN



Casserole Low / Cook Pot Low



Stock Pot / Cook Pot Full-with Lock



Cook Pot / Steamers



Sauce Pan

Frying pan



Frying Pan Non-Stick Coated



Insulated Carrying Pot



Storage Drums



Double Wall Urn



Colander

Honey Drum



Electrical Steamer 24K Gold Plated



Coffee Filter with Heater Plate



Insulated Coffee Filter



Water Boiler



Insulated Water Boiler



Liquid Heater



**

TABLEWARES







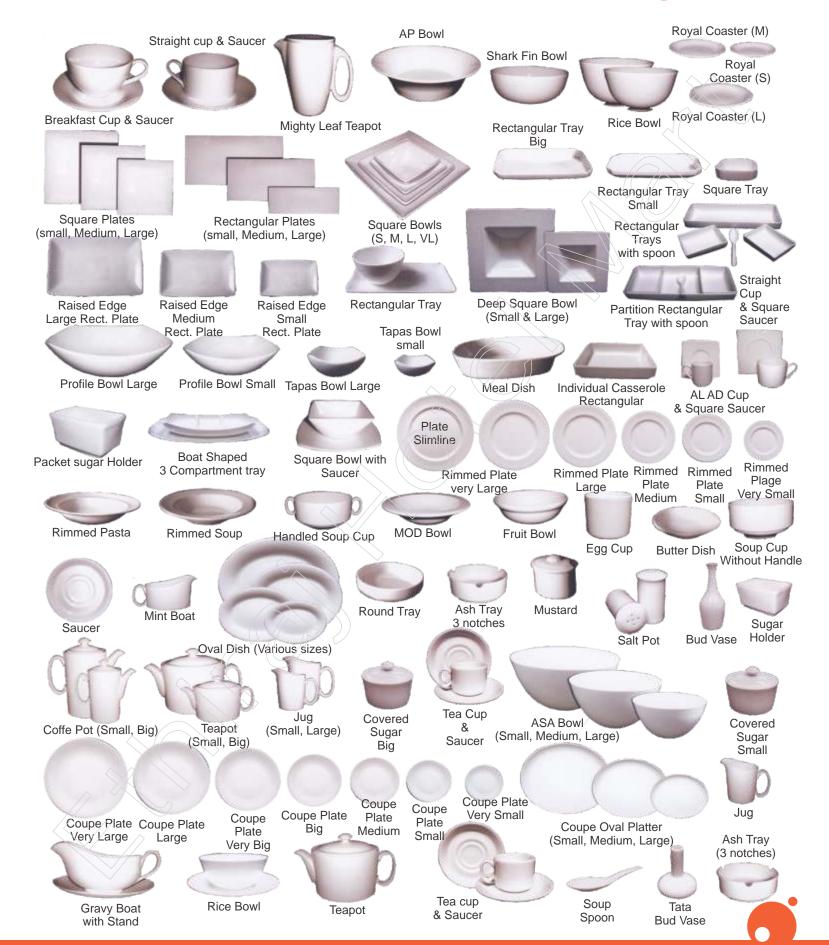








TABLEWARES PORCELAIN & BONE CHINA



TABLEWARE PORCELAIN & BONE CHINA







Cup Saucer HW Med



Cup Saucer **HW** Big



Cup Saucer Cream



Cup Saucer Demitasse



Cup Saucer HR Big



Cup Saucer Oval



Cup Saucer GH Big



Cup Saucer Old Square



Cup Saucer Stackable Big



Cup Saucer Stackable Small



Tea Pot Chinese Big



Creamer OB6 Cup



OB4 Cup



OB2 Cup



Cup Saucer Kawa



Tea Pot OB 6 Cup



Tea Pot OB 4 Cup



Tea Pot OB 2 Cup



SUGAR SACHET OB



Zen 12" Plate



Zen 11" Plate



Zen 10" Plate



Zen 9" Plate



Zen 7" Plate



Zen Katori



Zen Soup Bowl



Zen Bowl 1 Por



Zen Bowl 2 Por



Zen Bowl 4 Por



Zen Cup Saucer Small



Zen Cup Saucer Big



Zen Sugar Pot Big



Zen Milkpot Big



Zen Tea Pot 6 Cup

Zen Spoon



Zen Pickle Tray Set



Zen Budvase



Zen Donga With Lid



Zen Platter Big



Zen Salt Zen Pepper



Zen Monkey Dish



Glory 11" Plate



Glory 10" Plate



Glory 7" Plate



Glory Cup Saucer



Soup Bowl



Georgion 12" Plate



Georgion 11" Plate 10.5" Plate



Georgion 9" Plate



Georgion 7" Plate



Square 11" Plate



Square 10" Plate



Square 9" Plate









TABLEWA

PORCELAIN & BONE CHIN



11" Plate



Divine 10" Plate



Divine 9" Plate



Divine 7" Plate



Divine 12" Platter



Divine Teapot 6 Cup



Milkpot



Divine Soup Bowl



Divine Bowl 2 Por



Divine Monkey Dish



Divine

Sugar Pot



Divine Cup Saucer Big



Divine б" Нарру Cup Saucer Small Bowl



7" Nappy Bowl



Soup Bowl ΗW



Soup Bowl Chinese



Soup Bowl 2 Handle



Soup Bowl Stackable



Soup Cup Nikko



ĠE



Bowl





8" Bowl



Bowl 7 CM



Bowl 8CM



Bowl Stackable



Bowl 8.5 CM



Bowl 9 CM



4" Curry

Bowl

Curd Bowl



Gravy/Sauce Boat Big



Triangle Bowl Deep Small



Triangle Bowl Deep Big



Triangle Bowl 1 Por



Triangle Bowl 2 Por



Bowl Stackable



Oval Bowl 1/2 Por



Oval Bowl 1 Por



Salt & Pepper



Salt & Pepper HW



Single

Oval Bowl

2 Por



Egg Cup Double



7" Soup Plate



9" Soup Plate





10" Soup Plate



AshTray Round 3 Cut

Butter Dish 8 CM

Monkey Dish



Mini



Pickle Spoon





10 Pcs. Set

Small

Pie Dish

Stand

Spoon Soup







Tooth Pick Holder



Desert Spoon Big



2 Compartment Dish



Pickle Tray Triangle



Set Triangle

With Handle



Straw Holder



Napkin Holder

Soap Dish



**

TABLEWARES

PORCELAIN & BONE CHINA



















SQUARE SAUCE BOWL



DUKE SAUCE BOWL



TWIN SAUCE BOWL



SOUP BOWL

CHIP & DIP 3 SECTION



PIZZA PLATES



CHIP & DIP SQUARE



TRIO DISH



3 PARTITION **PLATTER**



OVAL CHIP N DIP



LEAF OVAL BOWL



6 PARTITION PLATE



HANDI SMALL



ROUND HANDI WITH LID



MELAMINE BOWLS & PLATTERS



HANDI BIG



SQUARE HANDI



HANDI BIG



BOWL WITH HANDLE



OVAL PLATTER



DESSERT PLATTER



WHITE **ROUND BAT**



WOODEN OVAL MATT PLATTER



BROWN STONE



WOODEN



WHITE STONE



TABLEWARES

POLYCARBONATE



Plate Cover





Trays

Bowl







TROLLEYS





Masala Trolley-01



Masala Trolley-02





G.N.Pan Trolley



Romali Trolley

UTENSILS









Full Steam Table pan

Baking Tray

Pasta Cooker Holders





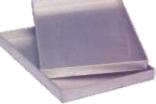


UTENSILS













Aluminium Press Trays

Aluminium Welded Trays

Aluminium Pendi Boya With Handle

Aluminium XL Karahi



Aluminium Khomcha, Parant, Degra, Tub



Aluminium Bucket



Aluminium Tope Sets



Non-Stick Range

CONTACT US











All Under ONE ROOF

STAINLESS STEEL | ALUMINIUM | BRASS WARES | COPPER WARES | KITCHEN EQUIPMENTS | TABLEWARES DISPLAY COUNTERS | STORAGE VESSELS | BAKERYWARES | CATERING MACHINERIES | F & B MACHINERY GLASS WARES | CUTLERY | PLASTICS | COPPER BOTTOM UTENSILS | CROCKERY | CHAFFING DISHES BAR & WINE ACCESSORIES | TROLLIES | GLASSWARES | PORELAIN | HOTEL FURNITURES | WOODEN ITEMS PRESSURE COOKERS | NON-STICK WARES | COOKWARES | THERMOWARES | HOUSEKEEPING ITEMS DISH CADDIES | WARE WASHING | CHILLERS & DISPENSERS | UNIFORMS | COMMERCIAL WETGRINDERS

25/22, EVENING BAZAAR ROAD, PARK TOWN, CHENNAI - 600 003 TAMIL NADU, INDIA

CUSTOMER SATISFACTION IS OUR MOTTO