

HOTELS & RESTAURANTS INDIA

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AUGUST 2017

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K. Syama Raju
President, FHRAI

Dear fellow members,

It has been a month since Goods and Services Tax (GST) was rolled out on July 1, 2017. There are many challenges being faced by hoteliers even as their finance and IT teams are managing the show. In our cover story, we find out from them about these challenges and what they think is the way forward with GST.

The disruption following the GST roll-out comes close on the heels of the liquor ban on highways. Revenues have already been hit; many hotels may have to scale down operations, which is expected to result in job losses. The 28 per cent GST rate for rooms with tariff of ₹7500 and above is one of the highest in the world, making India uncompetitive as an international MICE destination compared to neighbouring regions like Singapore, Bangkok, Hong Kong, and Dubai.

There remains uncertainty on many factors related to GST including complimentary rooms, freebies, surge pricing, dynamic room rate pricing, no actual published tariffs, seasonal pricing, tax on beach shacks and garden restaurants, ISGC credits, Input Tax Credits (ITC), transport services by hotels, and difficulty in unbundling of taxes in terms of MICE. These are important issues that are being addressed by the GST Council.

Shangri-La Hotel, Bengaluru, welcomes you to the 52nd FHRAI Annual Convention from September 14-16, 2017, under the leadership of K Nagaraju, Chairman of the Organising Committee. Gurudev Sri Sri Ravi Shankar will

be presiding over the inauguration ceremony and blessing the function. Dr. Mahesh Sharma, Minister of State (Independent Charge) for Tourism and Culture, has accepted to be the keynote speaker. We will be honoured to have Ananth Kumar, Union Minister for Parliamentary Affairs, Chemicals and Fertilizers and Siddaramaiah, Chief Minister of Karnataka, as some of the other prominent guests.

There are interesting and engrossing business sessions planned. The first business session will dwell on India's game-changing tax and challenges in implementing GST. Other sessions during the course of the event will include investment opportunities in southern states, social media at the tipping point, recreating brand image - branding strategies for standalone hotels, and hotel financing-determining the right financing model for a hotel. This will be followed by other sessions that would delve on the new business paradigm, outsourcing of restaurants in hotels to independent restaurateurs, and the future of food. Finally, there will be an open house to be chaired by Rashmi Verma, Secretary - Tourism, Government of India.

I look forward to welcoming you to Bengaluru to be a special part of the FHRAI 52nd Annual Convention.

With warm regards,
K. Syama Raju
President, FHRAI

“

The 28 per cent GST rate for rooms with tariff of ₹7500 and above makes India uncompetitive as an international MICE destination

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GST, A MATTER STILL UNSETTLED

GST continues to be a topic of discussion in all sectors, with hospitality still struggling with challenges over its connotation and implementation

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Hyatt Hotels Corporation

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Monsoon months do not curtail the business of hotels. We delve into the plethora of options that are available to hotel guests during this season

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This issue of FHRAI Magazine contains 80+4 pages cover

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Vivek Nair
Hony. Secretary
FHRAI

“Luxury hotels are likely to see a drop in occupancy in the coming months since the 28 per cent GST slab may affect their competitiveness”

Dear fellow members,

Across various stakeholders, clarity is still missing regarding implementation of GST. To facilitate quick answers, Ministry of Tourism, Government of India, has set up a GST Cell in the Ministry. Luxury, upscale hotels are likely to see a drop in occupancy in the coming months since the 28 per cent GST slab may affect their competitiveness vis-à-vis other destinations outside India.

FHRAI has urged the Indian government to co-ordinate a countrywide response to the Supreme Court ruling, which has banned the sale of alcohol within close proximity of highways in the country. The unintended consequences of this ban are that it is having a significantly negative effect on hotels and restaurants in this zone, and will curtail future jobs and investment in the industry.

During the month of June, 2017, a total of 0.67 lakh tourists arrived on e-Tourist Visa as compared to 0.37 lakh during the month of June, 2016, registering a growth of 81.7 per cent. During January-June, 2017, a total of 7.17 lakh tourists arrived on e-Tourist Visa as compared to 4.72 lakh during January-June, 2016, registering a growth of 52 per cent.

The percentage shares of top 10 source countries availing e-Tourist Visa facilities during June, 2017, were: USA (17.7%), UK (10.8%), China (6.8%), Australia (5.2%), Singapore (5.1%), Korea (4.5%), France (4.3%), Germany (3.9%), Canada (3.4%), Malaysia (2.6%), and Spain (2.2%). The percentage shares of top five ports in tourist arrivals on e-Tourist Visa during June, 2017, were: New Delhi airport (42.4%), Mumbai airport (20.6%),

Chennai airport (10.0%), Bengaluru airport (9.2%), and Kochi airport (3.7%).

According to data provided by Ministry of Home Affairs, the number of medical visas issued by India in 2016 rose by 45 per cent over 2015. India issued more than 1.78 lakh medical visas in 2016, including those for follow-up treatment, as against 1.22 lakh in 2015, according to the data. A Confederation of Indian Industry (CII) report titled 'India Services Sector—A Multi-trillion Dollar Opportunity for Global Symbiotic Growth 2017' stated that the presence of world-class hospitals and skilled medical professionals has strengthened India's position as a preferred destination for medical tourism. Treatment for major surgeries in India costs only a fraction, in some cases as low as 10 per cent of that in developed countries. Majority of patients coming to India for treatment are from the Middle East, Africa, Bangladesh, Afghanistan, Maldives, Pakistan, Bhutan, and Sri Lanka. India's cost advantage will significantly open doors to US and Europe due to lower cost than US and almost half of that of Europe. Dental tourism accounts for 10 per cent of medical tourism and the government is keen to promote it. India provides competitive cost advantage at one tenth of the cost of US and Europe. By 2020, the medical tourism industry of India is expected to touch USD 8 billion, according to the report. This would also mean more business for hotels close to hospitals.

With kind regards,

Vivek Nair
Honorary Secretary, FHRAI



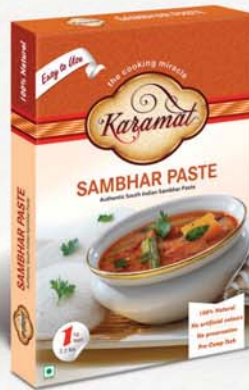
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Glimpses of GreenOtels' first western region summit that was held in Mumbai on July 1, 2017. The event, in collaboration with HRAWI, was graced by eminent personalities of the hospitality industry where keynote addresses on sustainability in this sector were delivered.







GREENOTELS AND HRAWI HOLD SUMMIT ON SUSTAINABILITY

GreenOtels kicked off its first western region summit, along with HRAWI, on sustainability in hospitality. The Summit was held in Mumbai on July 1, at Sofitel Mumbai BKC Hotel. Held under the aegis of HRAWI and Maharashtra Tourism, the Summit was the first-of-its-kind held for the hospitality industry in the western region and was attended by prominent members of the industry. Nitin Gadre, IAS, Principal Secretary, Maharashtra Tourism, was the Chief Guest for the event and in his address, assured the industry of all possible help and support.

Setting the tone of the convention, **Minakshi Agarwal**, Founder and CEO, GreenOtels, said, "We have to make the cause have the effect. GreenOtels is the cause and healthier bottom lines for the industry and society will be the effect. Nature has been creating a zero-waste lifestyle for 3.8 billion years; I am confident that we can as well."

The keynote address was delivered by Dr. CB Ramkumar, Director, Global Sustainable Tourism Council, who very simply and eloquently explained the relevance of climate change and sustainable tourism, while environmental specialist Niranjan Khatri,

Founder and Principal Consultant, iSambhav, also addressed a rapt convention as he brought a new perspective to sustainability and related it simply to one's daily life. He made a strong point when he said, "What we need is to make a disruptive change."

Eric Ricaurte, a frequent speaker, organiser, and researcher of sustainability measurement shared amazing insights into what hotels were doing or not doing globally, explaining further the shifts that were taking place in travel consumption and how organisations such as Booking.com and TripAdvisor were creating a green portfolio of hotels considering the demand from the market.

The day-long conference, attended by over 100 hospitality professionals, also saw two panel discussions. The first had Bharat Malkani deliberating with representatives from the Pollution

Control Board and the Ministry of Tourism, Government of Maharashtra. The second panel discussion was on driving business growth through sustainability and comprised distinguished speakers like Ashish Rakheja, MD, AEON; Alwyn Noronha, Executive Vice President - Projects, ITC (Hotels Division); Biswajit Chakraborty, GM, Sofitel Mumbai BKC Hotel; Bharat Malkani, MD, Transit Hotel; Nirav Gandhi, Owner, Express Hotels; Param Kanampilly, Owner, Concept Hospitality; and Prashanth Aroor, Managing Director and CEO, IntelliStay Hotels. The panel unanimously felt that it made business sense to go green, with sustainability programmes creating substantial savings in operations.

Some of the panelists felt the need to establish green protocols, right from the top management, while some others wanted to develop programmes to educate and train others.

Deepak Gadhia, an expert on solar energy, also graced the occasion with his presence and shared with attendees his knowledge on green funds and application of solar energy to manage even air conditioning with practical insights into how it could be carried out in other equally large facilities.

“GreenOtels is the cause and healthier bottom lines for the industry and society will be the effect”

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HOTEL INDUSTRY OF INDIA BATTLES MICE CRISIS

Post the Goods and Services Tax roll-out earlier this month, MICE-related activities have been hit hard. One of the anomalies that emerged was that MICE activities and other events held in hotels outside of home state were not eligible for Input Tax Credit (ITC). This has led to cancellations and postponement of pre-booked events. Given the emergence of MICE tourism as one of



Dilip Datwani
President
HRAWI

“There is an overall reduction in MICE bookings across hotels in India as compared to the same period last year”

the fastest growing segments and its potential to disrupt growth, HRAWI has appealed to the government to revisit this particular aspect of the GST.

“There is an overall reduction in MICE bookings across hotels in India as compared to the same period last year. Advance bookings are being cancelled and new bookings are not happening. Most companies are considering holding events in the

same state where they are registered under GST. Business undertakings may still have digested the high GST, but without ITC, it just becomes unviable. MICE tourism is too important a segment for the nation to overlook,” says **Dilip Datwani**, President, HRAWI.

Talking about the GST slabs for the industry, he adds, “The 28 per cent GST rate for rooms with tariff of ₹7,500 and above is one of the highest in the world and will seriously affect cash flow. Moreover, the tax percentage will be determined based on the published or declared rate, which is creating a lot of hardship for the industry.

The Association has appealed to the government to remove this condition and determine the tax percentage based on the actual transaction value, and has also requested a review of the ITC clause for interstate accommodations.”

The disruption following the GST roll-out comes close on the heels of the liquor ban on highways. With revenue already hit, this comes as a double whammy. Many hotels will find it difficult to sustain business and may close down or scale down operations, which is expected to result in job losses.

“The non-refund or non-receipt of ITC for business undertakings holding MICE in states other than the ones they operate in is the biggest drawback of GST for hospitality. ITC is available if the entity arranging MICE has its GST registered in the state where it’s held and also, unfortunately, ITC on Integrated Goods and Services Tax (IGST) is not applicable for the hotel industry.

Not receiving an offset for an expense will be discouraging for any business to conduct MICE outside of their

state. This will translate to such enterprises either holding MICE in their respective state or going to a country where the tax is not only lower, but tax refund is also available at the time of exit. We are engaging with the Ministry of Tourism in this regard and hopefully, the clause will be altered to encompass MICE for ITC,” says **Kamlesh Barot**, Past President, HRAWI.



Kamlesh Barot
Past President
HRAWI

“Not receiving an offset for an expense will be discouraging for any business to conduct MICE outside of their state”

Meanwhile, the hospitality industry recently received clarity on the tax rates applicable for luxury or 5-star hotels.

Luxury hotels were to levy a default 28 per cent GST, irrespective of the room tariff. However, effective immediately, the GST rate even for these hotels will be based on the published tariff and only if the tariff is ₹7,500 or above, will it attract a GST of 28 per cent.



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HRANI SUPPORTS GREENOTELS SUMMIT OF NORTHERN INDIA

HRANI has partnered with H&FS towards holding the first northern India GreenOtels Summit in Delhi on August 29 at The Leela Ambience Gurugram Hotel & Residences.

GreenOtels is envisioned with the sole aim to promote and ensure environmentally responsible and sustainable practices in the tourism and hospitality industry. H&FS aims to engage the hospitality industry towards a greener consciousness by tracking trends, providing a platform for ideation and dialogues, providing solutions through consultation and training tools, and certifying and recognising best practices. Held under the aegis of HRANI, the Summit is the first-of-its-kind to be held for the hospitality industry in the northern region and will be attended by prominent members of the industry and the government.

The Summit will see the convergence of policy-makers including the Minister of Tourism and Chairman of the Pollution Control Board.

GreenOtels, along with its knowledge partners and advisors from the global



Sanjay Sood
President
HRANI

“
We, as hoteliers, are waking up and are cognizant of the fact that green practices make better business sense”

tourism and hospitality industry, has successfully launched this movement in six regions this year, that include Bengaluru, Jaipur, Chennai, Kochi, Pune, and Goa. This initiative is also

supported by Global Sustainable Tourism Council (GSTC); Green Lodging News, USA; Green Hotelier Media & ITP, UK; Hotel Owners of Tomorrow, Singapore; and Eco Tourism Society of India (ESOI).

GreenOtels' knowledge partners include CB Ramkumar of GSTC, Niranjana Khatri of iSambhav, Param Kanampilly of Concept Hospitality, Sanjay Sethi of Chalet Hotels, and Suresh Kumar of Fortune Park Group, to name a few. The advisory panel comprises hospitality leaders that include Amitabh Tyagi of The Taj Hotels, Arun Bahadur of Oberoi Hotels, Alwyn Noronha and HC Vinayaka of ITC Hotels, and Vikram Choubal of Marriott Group, amongst others.

Sanjay Sood, President, HRANI, said, "We, as hoteliers, are waking up and are cognizant of the fact that green practices make better business sense and therefore, HRANI is partnering GreenOtels as well."

GreenOtels is the start of a new journey that is full of challenges and discovery, and this Summit will be the first step in the direction with the help of HRANI.

HRANI

IN MEMORIAM: SIEGFRIED MEISTER



The FHRAI fraternity extends its condolences on the demise of **Siegfried Meister**, Founder, majority shareholder, and Chairman of the Supervisory Board, RATIONAL International, on July 28, 2017.

When Meister started producing innovative convection ovens in Landsberg over 40 years ago,

he had a clear goal in sight- he wanted to make the work of people who prepare hot food in professional kitchens, easier. His entire life, he remained true to his aim of

knowing the requirements of customers and offering them the maximum benefit. Meister's guiding principle was not sales or profit; his foremost corporate objective was the greatest possible customer benefit.

"The well-being of the entrepreneurs in the company, as he viewed his employees, was very important to Meister. This makes us all the more sad about our great loss, and we are committed to continuing his lifetime's work in his spirit," said **Dr. Peter Stadelmann**, Chief Executive Officer, Rational AG.

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RAVI SHANKAR PRASAD URGES TRADERS TO JOIN GST



On July 18, 2017, **Ravi Shankar Prasad**, Minister of Law and Justice and Electronic & Information Technology, Government of India, urged traders in Kolkata to board the Goods and Services Tax (GST) bandwagon. Ever since GST has come into existence, there has been a lot of chaos among those affected by the tax. The country has six crore traders but only 85 lakh of them have registered for GST, Prasad said at an outreach programme organised by Indian Chamber of Commerce (ICC). It was thus important that traders be educated on this new tax regime to help them understand why they must be a part of it and not shy away from it. The session aimed to clear any misapprehensions that they may have had about GST, guiding them on its implementation.

“
India is now the third largest in terms of start-up formations, with 2000 start-ups being formed every year”

Speaking at a session in Kolkata, he said that the country's digital economy at the moment was USD 400 billion, which would touch USD one trillion in the next four to five years. Representatives of HRAEI, including Sudesh Poddar, President and T.S. Wallia, MC Member, met the Minister after the talk. While addressing the issue of poor internet connectivity, a teething problem for filing GST returns in time, the

Minister assured that India's 2.5 lakh Gram Panchayats would be digitally connected by the middle of 2018.

Prasad said, "So far, 100,000 Gram Panchayats are digitally connected via optical fibre under the National Optical Fibre Programme." The Minister said that India's massive digital leap has touched basic services like health, education, and subsidy transfer. According to him, the government has been able to save ₹50,000 crore by sending subsidy directly to the consumer using the digital route.

India is now the third largest in terms of start-up formations, the Minister said, adding that 2000 start-ups were being formed every year.

HRAEI

TAMIL NADU TRAVEL MART IN OCTOBER

Tamil Nadu Travel Mart (TTM) 2017 will be conducted from October 12 to 15, 2017, at Chennai Trade Centre. It is history-in-the-making for the travel fraternity of Tamil Nadu as the

Mart will be conducted for the first time in the state.

TTM Society, along with Confederation of Indian Industry (CII), Government of Tamil

Nadu, and Ministry of Tourism (Government of India) will be collaborating to ensure a successful event. The Mart will receive full support of all partner organisations and departments.

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LAUNCH

SWOSTI CHILIKA RESORT OPENS DOORS TO GUESTS

Swosti Chilika Resort, situated on the banks of the pristine Chilika Lake, was inaugurated by Naveen Patnaik, Chief Minister, Odisha, on July 26, 2017. The inauguration was also attended by Maheswar Mohanty, Cabinet Minister, Revenue and Disaster Management, Government of Odisha; Surya Narayan Patro, Cabinet Minister, Food Supplies and Consumer Welfare, Government of Odisha; and Ashok Chandra Panda, Minister of State (Independent Charge), Tourism and Culture, Government of Odisha, among others.

Swosti Chilika Resort has a sprawling landscape with 78 finely crafted cottages that include five pool villas and a presidential suite. "The resort will be a game changer for Odisha tourism. The management has taken care to provide high-end facilities to all tourists visiting the state," says **JK Mohanty**, Managing Director, Swosti Group of Hotels.



OPENING



TREE OF LIFE TO SOON OPEN NEW RESORT IN VARANASI

Tree of Life Resort & Spa, Varanasi, is the newest luxury addition to the Tree of Life Resorts & Hotels' family. Slated to open on September 4, 2017, the resort is conveniently located halfway between the airport and the city, and is also conveniently connected to Sarnath via the new Ring Road. The 18 junior suites, each with a private area of around 650 sqft, include a high ceiling, teak-wood carved furniture, hand-painted Shiva on the wall, a separate living area with a sofa, and a large flat screen television. Situated in rural surroundings, 11 kms from the airport and just

12 kms from the city centre, the new expressway connecting the airport and the city makes it a convenient 20-25 minute drive to either location. The new Ring Road to Sarnath starts just a few kilometres from the resort and once operational, will make it a pleasurable 25-minute drive away. Tree of Life Resorts & Hotels is a collection of boutique experiences and each of its properties is set in calm and serene hand-picked locations, away from the hustle and bustle of city life. Space and privacy, coupled with personalised service is what Tree of Life is known for.

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OPENING

SECOND GINGER HOTEL OPENS IN MUMBAI

Ginger Hotels, the budget hotel chain from the house of TATA, continues its growth in the country with the opening of Ginger Mumbai, Andheri East. This is their second hotel in Mumbai. Strategically located off the Western Express highway, 3.5 kms from the airport, Ginger Mumbai, Andheri East, is in close proximity to Bombay Exhibition Centre as well as the railway station. The hotel also provides convenient access to the city's thriving corporate hub on the Andheri Kurla Road.

Sharing his thoughts at the opening, **Rahul Pandit**, MD & CEO, Ginger Hotels, said, "We are proud to expand our presence in the commercial capital of India with the opening of Ginger Mumbai, Andheri East, our second hotel in Mumbai. This Ginger hotel gives our customers a small insight into the refreshed Ginger experience. Ginger Hotels is the pioneer and the largest chain of branded budget hotels in India with a resilient promise of safety, cleanliness, a relaxing sleep experience, an invigorating shower experience, a hearty breakfast, and seamless Wi-Fi. We assure travellers of a consistently pleasant experience across our 42 properties in 30 locations around the nation."

With 142 smartly-designed comfortable rooms, a caring and professional team to serve with a smile, this sparkling clean hotel offers a unique check-in experience of Coffee and Keys, an interactive social lobby, a multi-cuisine restaurant and bar, a pan Asian eatery, a state-of-the-art fitness centre, RFID access control, and efficient meeting facilities.

EXPANSION

MANGO HOTELS' 60-KEY PROPERTY IN HYDERABAD



IntelliStay Hotels, which owns Mango Hotels, has launched Mango Hotels – Jupiter in Kondapur, Hyderabad. The 60-key property features an all-day dining restaurant that offers multi-cuisine food and Green Outdoor Lounge. North East and South West are two banquet halls at the property that are of 1440 sqft and 2000 sqft, respectively. **Prashanth Aroor**, CEO, IHPL, says, "We are extremely pleased to welcome guests to Mango Hotels - Jupiter. Located right off Gachibowli-Miyapur Road, this location is great for business travellers who are looking for comfortable rooms and basic amenities. Mango



Hotels' philosophy of 'As Alive As You' revolves around personalisation of services and a dynamic approach to guest interaction. We look forward to delivering this to all our guests in this city."

Prithviraj B Salgar of Shubham Naturo Wellness shared his thoughts on the occasion. He stated, "We believe that being associated with the Mango Hotels brand would give us an added advantage in terms of selling the inventory and driving guest satisfaction."

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GST, a matter still unsettled

Even as finance and IT teams take over for a smooth flow of operations post GST, hoteliers are still struggling with some challenges. We try and understand their plight while determining what they construe as the way forward.

Kanchan Nath



Rajindera Kumar
EC Member
FHRAI

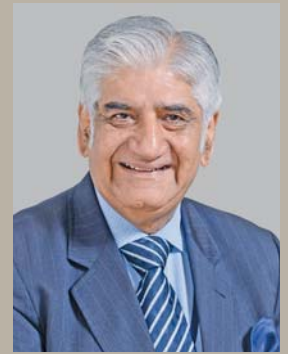
I always felt that GST and demonetisation came in like thunder and some more time for creating awareness and helping those affected to be prepared could have been exercised. The hospitality industry took a while to understand it and settle with it. Other segments of traders, however, are yet to understand and come to terms with GST.

AN UNSTEADY FEAT STILL

I fully welcome the GST for the entire country but disagree with the four slabs for hospitality and feel they could have been reduced to two simple slabs of 5 per cent and 12 per cent. I firmly believe

that anyone who has come into business must pay. Hence, lower the taxes, better the collection, and in the long run, if well adopted, will bring in excellent results.

There are still a lot more anomalies that have been flagged off for clarification and are being sorted out by the GST Council, gradually. As far as IT and finance are concerned, they were on the job to organise themselves and be ready before the GST was rolled out and finally were in a position to charge GST from July 1, 2017. However, on the Input Tax Credit, things have yet to be clarified and I am sure it will be settled soon.



Rajindera Kumar





Pradeep Shetty

Pradeep Shetty

EC Member
FHRAI

AN INDEX OF CHALLENGES

GST has brought with it a number of challenges.

- **Published tariff:** Our industry is being singled out for special treatment with GST being made applicable on published tariff. In an era of discounts and consumer-is-the-king frenzy, GST on published tariff, notwithstanding the actual charged tariff being lower, is unfair, while the same is being allowed for other industries such as airlines. GST, being a transactional levy, should be applied on charged tariff. Lack of clear definition of published tariff and the absence of published tariff these days makes this entire issue open to harassment and litigation.
- **Extra beds added up:** A 'room unit' for the purpose of defining GST tax slabs based on a threshold value should be defined as 'holding one or two occupants'. We should be allowed to continue the age old practice of providing extra beds, which should not be considered as a part of this threshold value for tax determination for room rent. This will affect families travelling together across all segments.
- **Bundled services:** Since GST allows for bundles and our industry has always had bundled services

that have been clearly defined, we should be allowed to continue this practice. For the purpose of determining tax slabs and thresholds, in consultation with the industry, the GST Council must determine the value of these bundled services as over and above the room rent for the purpose of determination of tax slabs.

- **Exemption for foreigners:** Rooms let out to foreigners must be exempted from GST for the reason that these travellers must be encouraged and tourism must flourish. Thus, rooms to foreigners must be treated as an export service and exempted from GST.
- **Corporates be allowed:** Corporates from other states must be allowed input as otherwise, under the present rules, they will be discouraged from patronising hotels in other states. This issue, if not resolved, will badly hit hotels all over.

THE WAY FORWARD

We are pleased that the Finance Minister has put in place a tourism sectoral committee, which is actively assisting the industry in all respects. The Department of Tourism has been very proactive in this regard. We have urged the Ministry to help the industry tide over this difficult phase.



Ajay K Bakaya

Ajay K Bakaya

Managing Director
Sarovar Hotels & Resorts

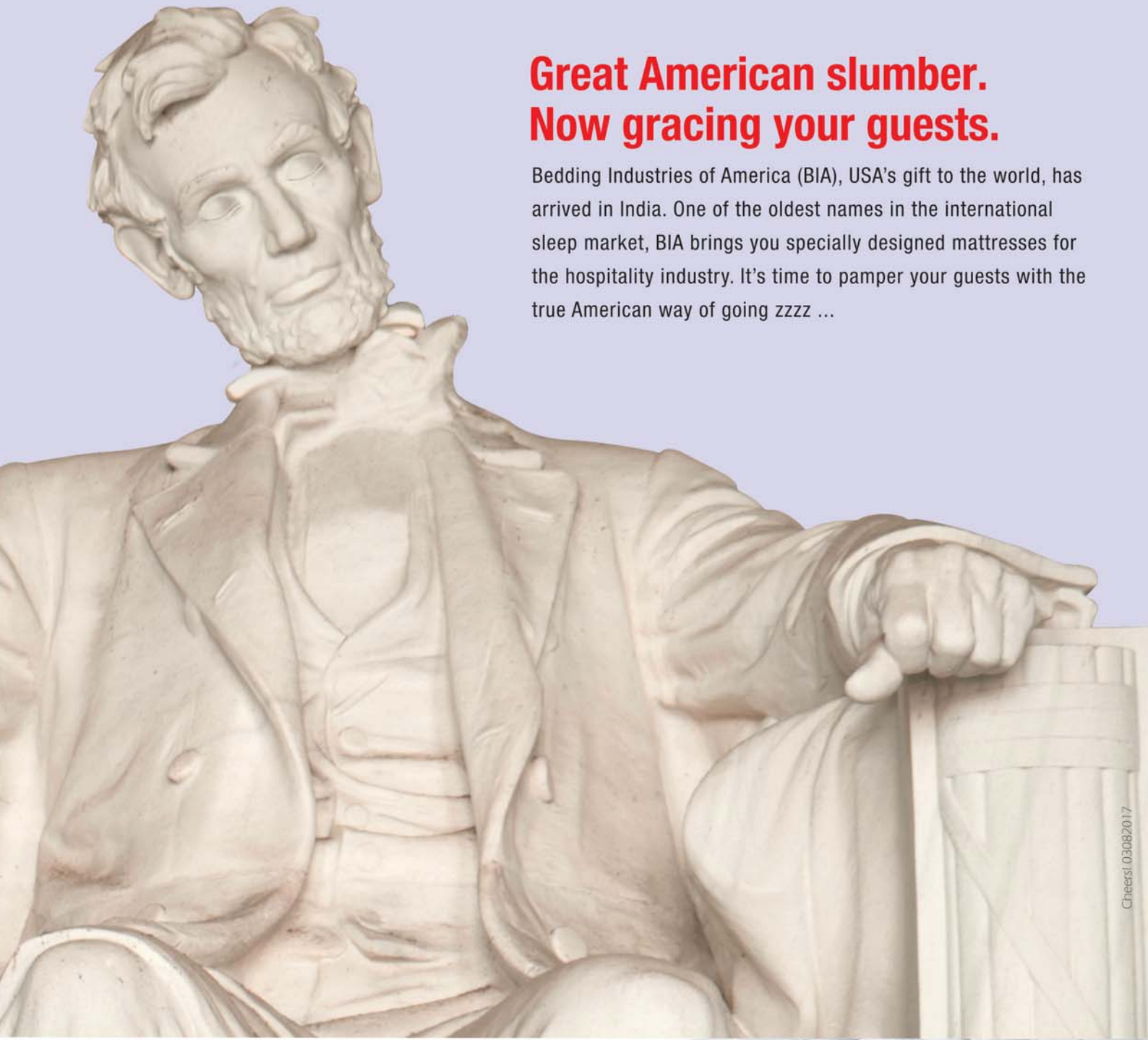
Implementation of GST will help the sector by reducing costs for customers, harmonising taxes, and reducing business transaction costs, but will bring with it few challenges that need to be addressed. Among stakeholders, clarity is still missing regarding implementation of GST. There is lack of parity with Asian counterparts. For India to be a significant player in the global hospitality and tourism industry, we need services to be below global GST rates.

ROUGH EDGES STILL

We are in constant touch with our business partners like Opera, IDS, Tally and others, since rules are not outlined properly; it is not clear if GST is applicable on charged rates, published rates or composite rates (package plus room) and should it include or exclude discount. There is stress on the delivery of software in the hospitality industry.



On the finance part, we are still on a learning curve as there are a number of areas where clarity will be available only a few weeks or months down the line. We will know the actual position only when the returns for July are filed for which most people will avail the extended period up to September 5.



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Raj Rana

Raj Rana

Chief Executive Officer, South Asia Carlson Rezidor Hotel Group

The GST roll-out timeline was not a surprise to us and we had been preparing several months in advance of the cut-off date. Understandably, the two important aspects of GST implementation were technology dependent and training dependent, and we have ensured a seamless transition on both those fronts so far.

UNCOMPETITIVE SLABS

At Carlson Rezidor, we believe that simplification of tax structure and improvement of transparency is a good move. However, the upper bracket of 28 per cent is rather high in comparison to neighbouring countries and puts India in a competitively disadvantageous position as we compete for destination driven business, particularly that of MICE.



BLENDED RATE, A BETTER OPTION

Room rates are dynamic and vary with supply and demand, while GST rates are based on published room rates. Furthermore, a hotel's room inventory is not of a standard type but usually a mix involving higher category rooms. Add to this seasonality of business and overall administration of GST implementation, creating more unique challenges. Therefore, perhaps a blended rate such as that implemented for restaurants (18 per cent) would have been a better option. We believe that barring minor hiccups that are typical of a learning curve, implementation continues to be smooth.



Jean-Michel Cassé

Jean-Michel Cassé

Chief Operating Officer - India & South Asia AccorHotels Group

GST has very clear guidelines on how each industry needs to manage its accounts and file returns, but it will require each business to become technologically adept, increasing the technological burden and cost for compliance.

CHALLENGES, BOTH BIG AND SMALL

We feel that an elaborate tax structure for the hospitality sector, coupled with multiple contentious and silent provisions in law, will pose a major challenge in the long run. During the implementation phase, we are expecting issues to crop up, especially in the first three months, but we are not unduly worried about it as the government

is expected to help us resolve them. There may be challenges in compliance and implementation but over time, there will be more clarity and familiarity, enabling all stakeholders to adjust, adapt, and adhere.

SOME HICCUPS IN IMPLEMENTATION

Finance and IT departments constitute the core driving the GST implementation project. While the IT department implemented the front-end and logistical changes based on inputs by finance, the finance department managed back-end processes and upgrading the database.

GST implementation, like all major transformational projects, experienced certain hiccups. At the initial stage, we rolled out a backup IT plan for a few days as software vendors required time to upgrade the GST solutions. As is normally the case with every transition, there were initial teething problems as GST functionality was totally new to the operations team. However, the overall transition was smooth with no major disruptions reported in operations.

THE WAY FORWARD

The industry, as one cohesive body, would need to approach the state government to ensure that the sector is not adversely impacted. What is required here is modifying our IT systems and processes and also educating the vendors.





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Neeraj Govil



Neeraj Govil

Area Vice President - South Asia Marriott International

Most of our hotels are under the 28 per cent bracket and the rest are under the 18 per cent bracket. We haven't had any adverse impact, but I think it will make international MICE all the

more difficult to get because India will become uncompetitive as a destination. Other destinations like Singapore, Bangkok, Hong Kong, and Dubai have significantly lower GST rates.



Shantha de Silva

Shantha de Silva

Head of South West Asia InterContinental Hotels Group

There are some teething troubles, as would happen with roll-out of any new initiative. There are certain aspects of the GST directive related to services at hotels on which more clarity is being sought from the authorities.

MORE COMMUNICATION REQUIRED

While the authorities have proactively been sharing information on GST with the general public, more detailed information dissemination, especially related to guest services, would assist the hotels in further simplifying the structure for all.

TEAMS WORKING TOGETHER

Our finance and IT teams, along with our commercial team, have come together to manage the implementation of GST at IHG's 29 hotels located across India. The teams have been involved in providing guidance to all hotel staff in ensuring that future billing for our guests is effortless.

GSTIN NUMBERS, A BLESSING

Upgrading systems as well as informing our guests and educating them about the new tax structure on their existing bills has been challenging. However, there are multiple benefits of GST implementation for the hospitality industry. The unified tax structure that is followed across the board simplifies the procedures for our internal teams and assists our guests in understanding the tax structure, in comparison to the previous state level taxation system. In addition, Input Tax Credit certainly proves to be a benefit to the industry.

GST has made it easier to serve our guests from India and abroad. With each company providing us their GSTIN numbers, tracking and updating our source of business has become much simpler, thereby assisting us in forecasting and offering services according to the customer's needs. GSTIN numbers from our vendors have made tracking of our vendors much easier, and pricing and valuation of products and services more transparent.



Garish Oberoi Vice President FHRAI

GST is both a challenge and an opportunity for tax and accounting professionals, and knowledge of cloud, data analytics, and business applications, as well as financial knowledge is the need of the hour. The GST filings will henceforth get more complex as there will be substantial increase in efforts and time being consumed at multiple levels. Each business will need to file multiple returns, a minimum of 37 in most cases, and this can increase manifold, depending on the business model.

MANY YET TO UPDATE SYSTEMS

A number of business undertakings are yet to map the accounting software and IT systems in line with the new tax provisions to create GST invoices and extract required reports. The non-refund or non-receipt of Input Tax Credit for those holding MICE in states other than the ones they operate in is a drawback of GST for hospitality. Post GST roll-out,



MICE activities and other events held in hotels outside of the home state are not eligible for Input Tax Credit, which has impacted this segment with cancellations and postponement of events.

LUXURY HOTELS TO BEAR THE BRUNT

Luxury hotels may see a drop in occupancy in the coming months since there would be a significant increase in their pricing. As India becomes an even bigger player in the global hospitality and tourism industry, we need services to be at par with global rates. Our Asian neighbours, such as Japan and Singapore, have very low tax rates for their hospitality sector, 8 per cent and 7 per cent, respectively, which is an important reason for them ranking high on tourist wish lists.



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We have not witnessed any negative impact on our business post the GST roll-out, but medium to long-term prospects remain hazy. We have to wait for a few more days to spot any change in the pattern of the customer's purchasing behaviour. As far as new customers are concerned, they need to be educated on the new tariff plans and we are trying to rationalise the change in the new tariff structure in the light of the new tax rates.

A CHAOTIC CLASSIFICATION

The GST implementation raised many challenges initially, including classification mistakes. Laws that were put in place had not been drafted fully. IT-readiness of GSTN, software needed for claim of credit on stocks, uploading of returns, etc., were not fully there. Only a handful of tax officers had a reasonable knowledge of the law. In these challenging and uncertain times, the

bringing-in of reverse charge for supplies from unregistered persons along with multiple rates and schedule-wise rates with a separate exemption list are perhaps the main areas of concern for a business as well as for safeguarding the margins of the business. The cost of mistakes in the GST classification system would be loss of business in the period of uncertainty till a proper classification is arrived at.

UPGRADING ALL PROCESSES

Our finance department is keeping itself updated with all the information on GST and is in touch with taxation authorities regarding the changes to be effected in the tax rate flowing GST roll-out. We are streamlining and reconfiguring our systems in various departments to smoothly transition to the new tax regime. We are training our staff to apprise them of the impact of GST on various aspects of our transactions. Our IT department is calibrating software and programmes of various departments to facilitate transaction in compliance with the new GST structure for filing of returns on a seamless IT platform.

A TWOFOLD STRATEGY

The problems arising out of GST can be sorted through a twofold strategy. The first problem is of compliance and the tax authorities need to simplify the processes and launch an awareness campaign to dispel any misconceptions people may have about its complexity. Secondly, the incidence of tax should be lessened by offering value addition in services provided by a business as it will offset any rise in the tariff on account of GST implementation. The government should also allow adequate time after notifying the returns to be filed by the due date, such as GSTRN 3B.



Vikramjit Singh

Vikramjit Singh

President
Lemon Tree Hotels

GST slabs for hotels were not clear till the last minute; however, transition has been smooth for Lemon Tree Hotels in terms of implementation post clarification.

PREPARED AHEAD

The IT and finance teams had prepared for this implementation before GST started being applied. At the technology front, updating systems across all hotels and at the financial front, deriving correct

tax rates for offering of various price points was done.

GOVERNMENT SUPPORT

There has been substantial assistance from the government in terms of implementing GST. Nearly 80 per cent of the business at Lemon Tree Hotels comes from corporate clients, hence it was essential to align their respective GSTIN details to get Input Tax Credit while transacting with us.

MAYFAIR MEANS BUSINESS

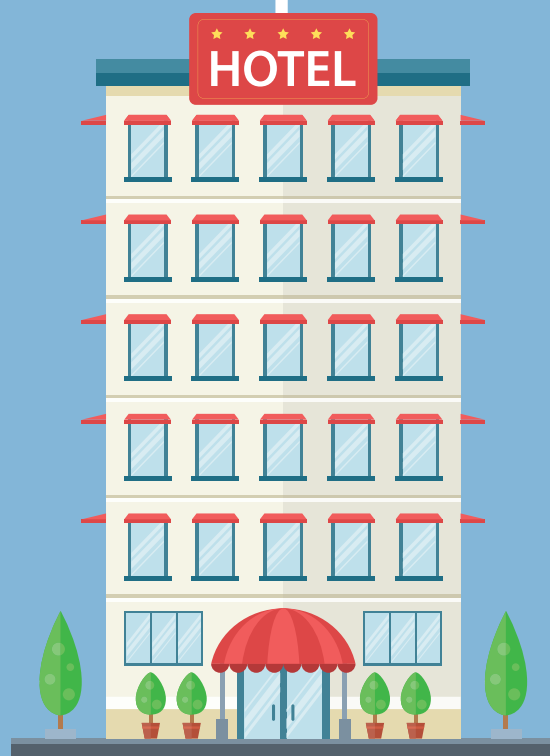
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RAINS

No dampener for hotels

What does the monsoon mean for hotels? Does it bring with it more business or a time for aggressive sales? We find out from eminent hoteliers how they don't let the monsoon wash out their revenue.

Kanchan Nath

Alok Kaul
 Director of Operations
 JW Marriott Hotel New Delhi Aerocity

JW Marriott Hotel New Delhi Aerocity welcomes business and leisure travellers to India with 5-star luxury, carefully chosen amenities, and world-class service. During the monsoon season, we continue to focus on MICE and domestic travel as part of our sales strategy.

In terms of marketing, we start promoting and pushing our special monsoon weekend packages and start focusing on activities that drive mileage during this season like tea experiences, a cabana experience in the courtyard area, etc.

The monsoon season isn't an off-season any more. It sees as many sales as other seasons of the year, if not more.

MORE INDOOR

Indoor activities that we arrange for guests during this season include monsoon brunches, tea experiences, cabana experiences, etc. Monsoon is a season when domestic demand increases and focus shifts on product launches,



car launches, etc. There is so much that hotels can innovate on.

STANDING OVATION FOR VENUE SHIFT

We once had a gathering planned in the courtyard and the event was about to begin when it started raining heavily and the team had to do all the arrangements inside. The guests were spellbound to see the speed at which the team shifted all the arrangements. At this, the guests were so impressed that they gave a standing ovation to the team for its work.



Alok Kaul

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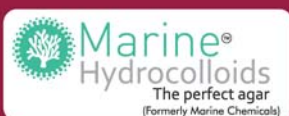
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Wonder Gel 50	++++	++++	50-80	
Wonder Gel 100	+++	+++	100-200	
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Rohit Verma



Rohit Verma
General Manager, RS Sarovar Portico, Palampur

We know our guests well and contact them through mails or social media, and offer them deals during the off-season months to get repeat business and increase guest loyalty towards Sarovar Hotels. Our focus has been on Amritsar, Ludhiana, and Jalandhar markets and we have been able to successfully engage a number of groups for the monsoon season.

ALL THAT A GUEST MAY NEED

During the off-season, we have games everywhere that include board games, video games, ball games, and complimentary fun activities. If the guests at the hotel have something specific in mind that they like to play, the hotel gets it arranged from outside. We also do workshops on art and craft for our guests to keep them occupied. Other than that, they

have access to the pool table and games such as treasure hunt and foosball.

RIGHT PLANNING AT THE RIGHT TIME

RS Sarovar Portico, Palampur, does performance linked bonus for bookers and travel agents, both domestic and international, which further attracts inbound MICE business throughout the off-season. Marketing our MICE clientele during the off-season isn't hard, it just takes a bit of creativity and some wise planning at the right time.

MAXIMISING ON RAINS

We host several rain dance parties on the terrace and the lawn with buffet brunches, cocktails, and a live DJ. The in-house guests and non-resident invitees enjoy this service and hospitality.



Vikram Antao

Vikram Antao
Vice President, Radisson Blu Resort Goa Cavelossim Beach

For Goa, the biggest business segment during the monsoon is MICE and weddings. We have a strong sales team in every source market that targets this segment. The other big segment is the FIT, where we again have attractive, value-for-money packages. Another segment is the OTA, where aggressive pricing, good deals, advance purchases, etc., keep us in the reckoning.

ACTION APLENTY

Within the property, we have a full-fledged kids activity centre that has games, movies, etc., so parents can leave their kids in our care. We also have outdoor activities, water sports, and boat rides in Sal River, museum visits, etc.

MONSOON MICE

MICE, including weddings, constitutes slightly more than 75 per cent of the business during the monsoon. Our large and upmarket banquet



space, modern rooms backed by good food and service are a winner when it comes to this segment. From large events of more than 350 people to small college reunions of 20 persons or less, and high-profile corporate groups, we handle them all.

Saurabh Dube
Director of Business Development,
The Leela Mumbai

We, at The Leela Mumbai, have a strong corporate base that augments and drives business during the monsoon months. We also work closely with our international partners as there is a strong demand for travel to Mumbai, especially from the Middle East market, during the monsoon season.

AN EXPERIENCE BEYOND MEASURE

The Leela Mumbai is a multi-dimensional hotel complex and has a host of services to cater to both business and leisure clients. Our versatile range of gourmet dining options caters to a myriad palate, while our in-house spa and salon meets the highest standards of the discerning international traveller. We also host a range of specially-curated intimate events in the hotel to keep our guests engaged at all times. For our fun-loving and adventurous guests, we also organise



meticulously planned city tours to experience Mumbai monsoons like no other.

MUMBAI, YEAR-AFTER-YEAR

MICE is an integral business segment for hotels in Mumbai. While it would be fair to say that there are no low and high seasons in Mumbai, anymore, as demand is consistently high, winter months do witness a higher demand, relatively. Owing to this factor, large city expositions and event organisers see value in targeting monsoon months in order to get competitive rates and hence drive more delegate participation. Even corporates continue to host events.



Saurabh Dube

Jayakrishnan Sudhakaran
Director of Sales and Marketing, Novotel Goa Resort & Spa
and Novotel Goa Shrem Hotel

The monsoon season is a busy one for both the Novotel properties in Goa with many Indian travellers looking for best available deals.



FUN BEGINS AT CHECK-IN

In recent years, we have observed a rise in footfalls during the monsoon as Goa transforms into a magnificent haven during this season, attracting more travellers. Both our hotels are the perfect blend of fun and wellness. The resort offers a weekly activity plan for families travelling with kids. The hotel's lobby also has a play space with motion sensor gaming, a play table for families to enjoy the resort right from the time they check in, and a relaxed lobby seating and video games. We curate personalised activities in-house, like strategy games and movie nights.

MICE IN MONSOON

Goa is a fiercely competitive market and during the monsoon, room occupancies, MICE, and events do get affected due to some challenges arising as a result of flight cancellations depending on weather conditions. However, Goa holds the distinction of being the only market in the country that has witnessed a continuous increase in RevPAR over the last few years, exhibiting a healthy year-on-year growth. The overall demand and supply dynamics have remained in line with historical trends; what was noticeable was the change in nature of demand and its segmentation. Goa has now become a year-round destination for MICE, rather than seasonal. This has boosted revenue and positively impacted the profitability of the hotel. We, at Novotel Goa, host local events, corporate stays, and business meets during this season, which contribute a great deal to overall business.

ENJOYMENT FOR ALL

We've seen many guests appreciating the monsoon break at our properties, either by embracing a hot cup of *chai* in the balcony or enjoying a splash in the pool with chilled beers by the bar. Once, a group of guests at the Sunday brunch decided to make use of the heavy showers, changing the setup to a rain dance brunch.



Jayakrishnan Sudhakaran



Piyush Tyagi

Piyush Tyagi

General Manager, Jaypee Greens Golf & Spa Resort, Greater Noida

Monsoon is an exciting time for us at Jaypee Greens Golf & Spa Resort, Greater Noida. It is a 450-acre spread with greenery all around and the monsoon simply make it even more exciting with the different species of birds that can be seen during this time. For nature lovers, it's a treat to be here. We get many guests who like to spend their weekend amidst the peaceful and calm surroundings, away from the hustle and bustle of city life.

POSSIBILITIES EVERYWHERE

We curate special packages for our guests during this time and give special offerings like inclusive meals and complimentary drinks, during certain hours, at our exquisite bar. We also house the Greg Norman-designed golf course, which is the finest in India and is accompanied by some great golfing packages for guests. The 18-hole lush green golf course is a delight to the eye during the monsoon season. One can book a ride through the landscape of the course and enjoy the serene environment.

Also, it is during the monsoon that people like to indulge in wellness activities. Our one-of-its-kind Six Senses Spa in India offers a variety of relaxing massages and spa options. We curate special packages with different spa options for guests so they can enjoy the overall experience.

ACTIVITIES IN-HOUSE

We provide various indoor activities for our guests during the rainy season such as a 'wet feet area' with games. We also have an exclusive play area for kids. Our activity team, with a qualified Activity Manager, plans daily activities for guests and keeps them engaged and thrilled during their stay at our resort. We also provide many wellness



activities at the Six Senses Spa like yoga studio, flying yoga, experiential showers, etc. Additionally, we have some great food and beverage options at our restaurants and bars, with special monsoon promotions such as a street food festival at Eggspectation, etc.

MICE INDOORS

The MICE industry is one that is active all-year-round and we believe that there is no off-season for it. The only difference is that in the monsoon season, most of the MICE activities are generally planned and hosted indoors. Our hotel properties, Jaypee Palace Hotel & Convention Centre, Agra; Jaypee Greens Golf & Spa Resort, Greater Noida; and Jaypee Residency Manor, Mussoorie, offer huge covered areas, and large convention/conference/banquet halls to cater to the needs of corporate as well as social events.

Elango Rajendran

General Manager, Radisson Blu
Resort Temple Bay Mamallapuram

Chennai actually does not have much of a monsoon season, which is not the case with the rest of India. Summer (April/May to July) is usually our low season, during which we have our immensely popular Summer Chillers programme that lasts through the summer season till the end of August. The programme offers a variety of exciting and adrenaline-charged add-ons that our clients can choose from to customise their holidays. From ATV rides and spa treatments to indoor games and boat rides, a lot is on offer for guests to experience a wholesome and unforgettable holiday.

RECREATION FOR ALL

We have a range of indoor activities that include table tennis, foosball, air hockey, video games, board games, and a dedicated team of activity specialists who can suggest customised options based on the number of people and their interests. For larger groups, these games can be arranged in our vast halls, and for smaller groups or families, we have several venues that would be ideal.



WEATHER DETERMINES MICE

There is still a fair level of interest for MICE during the summer season, though outdoor activities and team building exercises tend to remain indoors, given the high temperatures. Some of our more popular outdoor activities like deep-sea fishing, boat rides, cycling trails, etc., tend to be arranged around weather predictions, but requests for these activities continue to remain high.



Elango Rajendran

UNSCRIPTED CELEBRATIONS

There are many anecdotes that the monsoon season has brought along, all adding to the excitement and thrill of having a holiday. Since rain during these months is quite rare, it takes everyone by delight. Once, when we did get this rare rain shower, we organised an impromptu rain dance by the infinity pool.

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Ajith Nair

Ajith Nair

Director of Sales & Marketing, Novotel Imagica Khopoli Hotel

Monsoon is a peak season at Novotel Imagica Khopoli. Being a destination situated in the tourist circuit between Mumbai and Pune, an ideal choice for a quick weekend getaway, and being surrounded by the scenic Sahyadris mountain range, our resort is a hub for FITs, leisure travellers, corporate off-sites, and MICE.

FUN AND FOOD IN MONSOON

Our innovative marketing strategy mainly incorporates various F&B options and room promotions on our social media platforms, which successfully increase footfalls. We also have an activities department at the resort to help our guests unwind and rejuvenate with fun work-out sessions.

Some of our on-going activities include musical drizzles, a lively party by the pool with a pleasant drizzle; and tea and fritters, a specially-curated menu keeping monsoon cravings of guests in mind where a sumptuous array of fritters is served with tea.

ALL INDOORS

At Novotel Imagica Khopoli, we aim to provide our guests with the perfect ambience to relax amidst luxury. Being a destination where fun never ends, we engage our guests with activities like zorbing, volley ball, tug-of-war, karaoke, carnival activities, team building activities, zumba, face painting sessions and much more.

MICE IN MONSOON

Though dynamic in nature, MICE does not particularly have a peak season or an off-season, unlike the hotel industry. The time and venue of the visit is decided on the basis of the objective of the team outing. Monsoon off-sites are conducted

mostly for team getaways, exhibitions, and dealer meets that have been conducted at the resort mostly during this rainy season. We do see a shift in demand based on the season but when it comes to MICE requirements during the monsoon, we always receive a good deal of business.

QUIRKY POOL PARTIES

We cannot justify stunning monsoon showers unless we throw a quirky pool party, making some great memories for our guests. On one such occasion, guests by the pool were elated to be greeted by all the Imagica characters that broke into a crazy dance to the beats of the Novotel mascot, Tubby, who was the DJ for that party.

Fun by the pool was elevated when the activity team started to break-dance and teach the audience to do the same. In no time, all the guests by the pool started mirroring our activity team and the whole sequence looked so synchronised, as if they all had rehearsed the steps earlier.

AN INSPIRATION FOR OTHERS

A great enthusiast of fostering in-house talent, our General Manager, Srinivas Srirangam, has taken it upon himself to inspire the whole team to pursue their hobbies. To initiate his vision, Srinivas has decided to pursue his passion in order to encourage more and more members of the team to practise what they are best at and engage the guest, thus adding to the internal activities at the resort. A professionally trained DJ, he usually plays at the resort during events. It is his aim to nurture in-house talent and provide his employees with a platform to showcase their flair in a bigger way.



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'Wow'ing with the website

A hotel website makes the first impression of a hotel on the mind of a consumer. It also gives an insight into the tourism offerings of a particular region. We get the opinion of Regional Presidents on innovations that hoteliers continuously bring to the hotel website in terms of content, social media linkages, and other peripherals.



Sanjay Sood
President
HRANI

Hotels and other business undertakings within the travel industry have already started adopting digital platforms for a focused approach to cater to and attract guests. Small and budget hotels, including restaurants, have to get into the online world if they are to keep up with changing trends in customer behaviour. One of the best reasons for a hotel to have its own modernised website is the ability to display the hotel's visuals prominently. A visual-first mentality is a great way to represent your property and let your imagination run wild so you can have fun with your hotel's narrative. Remember, 90 per cent of all information that gets transmitted to our brain is visual, so bold images representing your story is the quickest route to evoking an emotional response from your audience and capturing that booking. A website must feel fresh and modern, allowing visitors to

easily navigate through it. The most important thing to be taken care of is that the website should be up-to-date.

Today's consumer books his travel and flights online, and expects the ability to book directly on the website. Quite simply, if there is no online booking capability, the hotel is going to lose customers. Therefore, hotels must integrate their in-house booking system with the website. To facilitate and attract the guest, the option of online payment is a time-saver. Accepting credit cards online is easy too. Practices should be implemented to increase the chance to appear number one for a particular search term and help increase the traffic or visitors coming to the site from organic search. Email marketing is an effective tool for generating repeat bookings these days. News or blog section on the website and posting information there first and foremost, and then linking it to Facebook and other social media accounts can be profitably employed by hotels.

“
Bold images representing your story is the quickest route to evoking an emotional response
”



Sudesh Poddar
President
HRAEI

How you present your hotel in the first few seconds determines if your visitor will stay or leave. Some of our members have realised this virtual truth and have decided to spruce up their home page. Few of them have realised the importance of a contemporary design peppered with easy navigability of the website to give it a professional look. Some of them offer professionally shot pictures of rooms, restaurants, poolside views, and other facilities of the hotel. Sometimes, special offers are placed on the home page to grab attention of a prospective guest. However, in most cases, these websites have a rudimentary design. We urge our members to get to the next level. It's time for modernisation because nowadays, social media linkages, chat options, and a host of new elements are required to attract tech-savvy travellers. As a large number of bookings are made online or through aggregators, this has become imperative.

Knowing that direct internet booking is increasing at a pace of 50 per cent annually, this has become more a reality than a choice. Travellers today expect to see contemporary elements of design from the 21st century, not something that was whipped together a long time ago. A lot has

“
Websites must be reinvented with social media linkages and a strong social media presence
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changed in the last 10 years and design trends have taken a dramatic shift to fresh and simplistic, with a keen focus on shaping the user experience.

Websites must be reinvented with social media linkages and a strong social media presence. One must have accounts on Facebook, Twitter, and Instagram. These can help create a strong brand, allow greater exposition worldwide, drive sales, create and maintain better emotional links with customers, as well as provide the perfect tool to interact directly with them. The stronger the emotional connection a customer develops with a hotel/ brand, the more chances there are of that customer returning. Customer retention guarantees success.



Dilip Datwani
President
HRAWI

The website acts as a repository of information about a hotel and acts as the strongest communication tool for hotel chains. Hence, it is very important that hotels continuously update their website with the latest news and offers, employ an interactive and user-friendly interface, and provide links to its social media handles. A Google search, which has evolved as the primary source of information over the years, can lead us to the website of a hotel.

Most international hotel chains as well as Indian hotel chains are focusing on the website as a comprehensive source of information, which not only convinces the audience visiting the website about the hotel but also the destination as a preferred option.

Hotel chains like Marriott, Hyatt, Oberoi, and Shangri-La, to name a few, have websites that are aesthetically appealing but also provide details on various tourist activities and special features of the destination. As our country is moving towards becoming a MICE destination, many hotels are focusing on developing videos and

special sections dedicated for meetings and events with destinations that fit the required capacity and include various possibilities for meetings and events.

Marriott has an entire website called Meetings Imagined that talks about various MICE destinations, possibilities, clips of past events, and even articles that talk about meetings in general and updates on events.

Some hotel chains also have client feedback listed on their website and content based on updates about new properties and seasonal offers. Social media links are also provided on the websites along with details about loyalty/reward

“Some hotels have client feedback listed on their website and content based on updates about new properties and seasonal offers”

programmes, which many a frequent traveller are a part of and have their own login credentials.

Websites also provide information about various new menu launches, awards and accolades, recent events, offers in hotels, and basically anything a visitor would like to know to plan his/her stay at a destination. The introduction of chat boxes on websites has helped make them an easy tool for someone who does not want to navigate through the website or make that phone call.



K. Syama Raju
President
SIHRA

Smart hospitality leaders of today are well aware of the fact that a great guest experience begins with a great first impression.

A hotel's website acts as a window to its philosophy, its design aesthetic, its facilities, and how the hotel has been positioned with regard to the historical and tourist offerings of the destination. The first impression of a person, product or place sets the bar for any future and lasting relationship.

Today, first impressions are even more critical because of social media. People can tweet and post Facebook updates about an experience in real time. Their first impression, good or bad, can be broadcast in an instant to hundreds or even thousands of people.

It's been said that the first impression is the last impression. There is no doubt that a website or social media handle of a hotel must be amped-up constantly to keep guests engaged, make lasting impressions, and keep them coming back. It is imperative to identify solutions or changes that contribute

to improving the guest experience, driving revenue growth or enhancing the unit's productivity.

The strategy should be for accelerating its transformation, making the most of the economies of scale, and improving the guest experience. It should be enabled to adopt and adapt to any technological development far more efficiently and speedily, considering the vertiginous speed at which digital formats and technological innovations are advancing.

The design should reflect the experience and values of the brand. It should display stunning pictures of the property and engage visitors to book. It should also provide an unbelievable integrated customer journey.

To reinvent their website, hoteliers should consider factors such as design, ease of use, copywriting, interactivity, use of

“It is imperative to identify solutions or changes that contribute to improving the guest experience”

technology, innovation, content, etc. Such factors, when suitably used, will lead to positive changes in guest traffic on websites and social media handles, thereby driving revenue growth and expanding the client base.



Beautifying SPACE ERGONOMICS

HS Ahuja & Associates is one of the leading interior design companies with a pan India presence. The company executes turnkey projects for hotels, restaurants, play schools, offices, and a number of other clients.

HS Ahuja & Associates has come up with a new hotel project in Indore that is being built in an area of 27,200 sqft. The design is a fusion of modern and traditional interiors that are being designed in a manner that achieves maximum functionality with flawless ambience to attain a wholesome experience.

Most of the concepts are based on space and ergonomics. Traditional *jaali* work has been used with progressive furniture, forming a perfect blend of both traditional and contemporary materials. A hotel-friendly design has been kept in mind to provide maintenance-free interiors with energy-efficient LED lights being installed to reduce power consumption. Basic geometric forms, elements of decoration, and innovative materials represent a sense of order.

The core idea behind designing these spaces was to create a clean and chaos-free design. Natural elements like stone, wood, plants, etc., have been

used for the interiors, which give a feel of fine dining and corporate identity in their dedicated spaces.

Under the guidance and leadership of Subhash Ahuja, CEO, HS Ahuja & Associates, the company has executed various prestigious projects of organisations of both national and international repute. Interior design of each and every project is crafted and conceptualised by Hema, Chief Designing Consultant, to meet the highest global standards and creativity. The design philosophy of the company extends to creating a unique ambience where form meets function. HS Ahuja & Associates undertakes turnkey projects that include civil, sanitary, electrical, fire-fighting, and air-conditioning work carried out by experienced professionals that the company employs.

All furniture and wooden work is carefully crafted with latest state-of-the-art machinery and the finished product undergoes various quality-check parameters before finally being delivered to the client. On-time delivery, maintenance of quality, and innovative concepts form the company's philosophy. The modest interiors that they provide are highly appreciated by clients, resulting in repetitive business. High quality standards within budgetary limit are managed very well by their professional team.

“

The design philosophy of the company extends to creating a unique ambience where form meets function

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(L-R) Madhusudan Shekar, Evangelist at Amazon Internet Services; Sivaprasad Gangadharan, Senior VP - Enterprise Business, Hotelogix; Premjeeth, GM - Operations & Training, Bloom Rooms; Satish Gangappa, Corporate IT Manager, MRG Group (Goldfinch); Praveena Thantry, AVP - IT, Mint Hotel & Suites.

Synergy on the Cloud with next-gen hotel technology

Hotelogix partners with Amazon Internet Services, ShawMan Software, and Airpay Payment Services to highlight the benefits of cloud-based solutions in the hospitality industry and how they can help hotels become more competitive.

Global hospitality brands are entering the Indian market with better processes, advanced technologies, and better distribution capabilities. This influx is putting a great deal of pressure on hoteliers in India that lack the right technologies to up the ante and to take the competition head-on. For new hoteliers, the old technology requires huge upfront costs and ongoing expenses to set up and maintain servers and to invest in an IT workforce. To address these pain points and

(L-R) Jimmy P Shaw, Managing Director, ShawMan Software; Rajnish Malik, Head of Technology Partners and Strategic Alliances at Amazon Internet Services; Richa K Singh, Executive VP - Business Development, Tree House Hotel; Amarpal Singh Chandok, Associate VP & Head of Business Development, ASIA Luxury Hotels Group; Prabhash Bhatnagar, Founder, Hotelogix.

to help hoteliers stay ahead of the curve, Hotelogix, a global provider of cloud-based hospitality software solutions, along with Amazon Internet Services, ShawMan, and Airpay, came together to host events in Bengaluru, Mumbai, and Delhi. The event was attended by industry stalwarts who shared their views on how to leverage the right cloud-based technologies to become more competitive and agile in the hospitality industry.

The event was marked by a number of educational, networking, and brainstorming sessions along with panel discussions. It provided an interactive platform for industry experts and hoteliers to collectively discuss how cloud is disrupting the hospitality segment and what the future holds for cloud. We have a quick roundup of key takeaways from this event.

SHIFTING TOWARDS CLOUD

Due to the benefits of cloud computing (security, scalability, faster implementation, agility, value for money), the expected growth in cloud solutions in hospitality is expected to grow 100 per cent from 2015-2020 (source: Worldwide Quarterly Cloud IT Infrastructure). Talking about the benefits and future of cloud technology, **Aditya Sanghi**, CEO and Co-Founder, Hotelogix, says, "With rapid digitisation





Aditya Sanghi,
Co-Founder & CEO,
Hotelogix.

ENABLING NEW PRODUCTS

Cloud is offering a host of solutions to the hospitality market and all of the new products are cost effective. Stressing on the advantages of cloud-enabled technologies, **Sivaprasad Gangadharan**, Senior VP, Enterprise Business, Hotelogix, says, "The cloud Property Management System (PMS) has the potential to fully integrate many other systems. Open APIs from Hotelogix can help drive innovation and hotel partners like Treebo are using it to differentiate themselves." Cloud systems have enabled hotels to have real-time MIS, enabling better and faster decisions. Being on Amazon cloud has helped

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Cloud technology is enabling new business models and transforming business processes

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happening in the travel industry, it's imperative for hoteliers to upgrade their operations to cloud-based solutions that will enable them to respond to changing market dynamics.

It's important that they embrace this change to grow their business with the opportunities that the online world comes with. Delaying this switch, they are not just losing ongoing business but also run the risk of being left behind in this competitive world."

CLOUD COMPUTING IS HERE TO STAY

Cloud technologies is enabling new business models, transforming business processes, changing market dynamics, and in some cases, creating new markets altogether. Cloud allows seamless people-to-people communication and interaction from practically anywhere. Any device powered by the cloud is enabling all of us to discover, execute, experience, and provide feedback to each aspect of the customer journey.

FOCUS ON CORE BUSINESS & SERVICES

"We have been on cloud for years and it is more secure than having to maintain on-premise solutions," says **T Shivdas**, Head – Information Systems & Technology, Ginger Hotels. The fact that cost of access to cloud technologies is quite low makes innovation faster and brings in new products to the market.

Prasad Bal, GM - Online Revenue, Fern Group and Hesheta Shah, AGM - Revenue, Suba Group of Hotels, feel that having moved some of the core systems to cloud and integrated systems with payment gateways is making the overall experience much better.

Hotelogix provide safer and powerful systems at a lower cost across the globe, driving innovation in hospitality, globally. The benefits of cloud are endless. "GST roll-out was seamless and efficient due to a centralised system in place. GST guidelines were put to practice by hoteliers who had the advantage of cloud-enabled PMS that did not hinder with the day-to-day hotel operations," comments **Praveena Thantry**, AVP - IT, Mint Hotel and Suites.

Richa K Singh, Executive VP- Business Development, Tree House Hotel, says, "Unlike cloud-enabled tools, using on-premise or traditional server-based models involves a lot of training and revision of systems. It takes time and leads to recurring charges." Cloud is influencing the development of new technologies and products for hospitality and most of these products are cost effective. "It is scaling down costs and has also improved operational efficiency by making information easily available. This has helped them scale up and expand their business faster," feels **Anuj Chaurasia**, General Manager - Operations, Spree Hospitality.

Hotelogix is leveraging the benefits of the Amazon cloud infrastructure to provide safer and powerful systems at a lower cost across the globe. Hotel cloud technology has been a topic of interest for some time, but it has gained momentum in the recent past. It is fast becoming the leading hospitality technology trend due to its numerous benefits and a push to accommodate the growing needs of tech-savvy guests. Industry leaders and hoteliers collectively agree on why cloud is the way forward.

The future of Networked Communications

Transformative innovations for building and hospitality industries is a promise that InfoComm India aims to deliver to business partners and industry stakeholders alike.

InfoComm Asia is a trade association of professional audio-visual (pro-AV) and Information Communications Technology (ICT) industries offering building and facility-owners new ways to charm occupants at every turn. The Association extends its influence through three leading shows- InfoComm India, InfoComm China, and InfoComm Middle East & Africa. Air conditioning, lighting, and even shades are now controllable via smart devices, so occupants can create their desired room ambience with the touch of a button. With AV-over-IP distribution, personnel can broadcast content via a centralised interface to reach occupants across multiple zones.

This September, visit InfoComm India 2017 and see how AV and ICT can enliven the guest experience. The exhibition galvanises a roster of industry bellwethers who hail from over 15 countries. Visitors comprising C-suites, trade professionals, project leaders, end-users and more show up to get

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their first look at the market's most cutting-edge technologies. A learning platform, the show's Summit is where experts illuminate on market trends and trade associations encourage insightful conversations on their respective industry's future. Explore solutions such as ultra-short-throw projectors, room automation, AV-distribution controls, and much more. Network with exhibitors and see what brands, such as Kripa Electronics and WyreStorm Technologies, have to offer.

India is a market that provides an abundance of investment opportunities for both local and foreign investors due to its friendly policies and investment incentives. With the Indian government's prime focus being on developing India as a nation that can sustain itself with indigenous technological offerings and developing further the skill of its huge population, investing in India at the time is a one-of-its-kind opportunity.

INFOCOMM INDIA 2017



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Forget static signage boards and inspire the wayfinding process with Xtreme Media's interactive wayfinding signage solution. This solution allows visitors to find the shortest available route to their destination in an engaging manner. It is a revolutionary technology in connecting with users.

(Photo credit: ©Jumeirah International LLC)



NEW-EDGE AV TECHNOLOGY MAKES CONTENT MANAGEMENT A CINCH

When it opened Striders Sports Bar, Sportech Venues needed AV distribution for over 25 devices and 158 screens. There was one product that met its needs, WyreStorm Technologies' NetworkHD.

Incorporating six network switches as well as 28 centrally-located sources, NetworkHD enabled the venue to manage and switch all video devices to every location. This included three video walls with instantaneous source switching and ability to display a variety of screen configurations. The Enado control, operated via easy-to-use tablets, allowed the staff to effortlessly control source devices in different zones.

ONE SOLUTION TO CATER TO THE DIVERSE NEEDS OF BUSINESS GUESTS

A luxury hotel, Jumeirah Emirates Towers prides itself on its stunning accommodation offerings and

high-tech business services. When renovating its business centre, one priority that was on the hotel's agenda was a seamless user experience.

As part of the overall installation, 21WolfVision's Cynap presentation and collaboration systems were deployed and every meeting space was equipped with a Cynap unit. With such an ecosystem, it was useful that each unit could be assigned a name to match each specific meeting room, so guests could connect to the correct system.

Thanks to Cynap's BYOD (Bring Your Own Device) capability, when guests arrive for meetings, they can present materials on-screen using their own devices.

INFOCOMM INDIA 2017 SUMMIT

Promising numerous educational opportunities, the Summit is where you can become privy to industry trends and insights by learning from experts. The free sessions span across InfoComm University Seminars, InfoComm FlashTracks, Industry and Technology Forums, and Manufacturers' Presentations.

USING PROFESSIONAL AV TO CREATE A WINNING AMBIENCE

The right sound and sight underpins first-rate hospitality and helps achieve a sensory experience that the guest can take home and share with others. Pro-AV technology can help create the perfect ambience for any occasion. This hour-long session focuses on future trends for hotels and how technology can enhance guest experiences and strengthen brand image.

A better life, a better world

Manufactured in India, for India, Panasonic products are designed around the unique needs of customers.



Across the globe, Panasonic is respected for its commitment to quality, safety, and convenience. Produced with stringent quality and safety norms in a state-of-the-art facility using 100 per cent food grade material, Panasonic products are the first choice of discerning customers.

Panasonic's big capacity automatic cookers are a boon to the hospitality sector. These models are meant for restaurants, hotels, caterers, and

SR-972D

kitchens. From 3.2 litres to a maximum capacity of 7.2 litres, these cookers can cook between 2 and 4.5 kgs of rice. The cooker has many advantages over the conventional gas system and can be placed anywhere in the kitchen, without the need for ventilation. It saves space and helps conserve precious LPG. It is completely shockproof and makes cooking in large quantities absolutely hassle-free.

EXPANSION

STAYWELL SIGNS FIRST PARK REGIS IN GUJARAT

Australian-owned hotel management company, StayWell Hospitality Group, has signed a new hotel, the 150-room Park Regis in Ahmedabad, Gujarat, scheduled to open within the 70-acre theme park, Everland, in 2018. Once built, the hotel will be spread across seven acres within the Everland theme park, which will house water parks, go-karting, and an adventure circus. Park Regis Everland will also house two restaurants, a banquet hall, and a well-equipped gym and spa.

Simon Wan, CEO, StayWell Hospitality Group, says that signing the first Park Regis in Gujarat brings the tally of StayWell hotels, both under the Park Regis and Leisure Inn brands, to 13 across India. "We are excited about expanding our footprint in India and the opportunity to enter the new market of Gujarat as we are trying to cover the western region. This hotel will incorporate local flavour in its cuisine and service to the guests," says Wan.

Property Owner, **Naushad Ranguni**, says that formalising the partnership with an international brand such as StayWell Hospitality Group is a huge win for their hotel. "We are glad to be associated with an international hotel management chain like StayWell. With their infinite experience and international expertise, we will certainly offer the guests an unmatched



hospitality with an unparalleled service experience," says Ranguni.

Rohit Vig, Managing Director, StayWell Hospitality Group, also agrees that the brand's future within India looks bright, following the formalisation of this agreement. "Park Regis Everland, Ahmedabad, is a great addition to the StayWell portfolio with its location in the heart of Gujarat between Ahmedabad and Mehsana," he says.

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Partners tie the knot @ TRAVEL WEDDING SHOW

The second edition of Travel Wedding Show, held from July 8-9, 2017, at Jaipur Marriott Hotel, brought together exhibitors and buyers in a speed-meeting format to transact business and enable market growth.

Ankita Saxena



The second Travel Wedding Show saw nearly 2000 meetings conducted among 32 exhibitors and nearly 64 buyers. Representatives from various hotels like Oberoi Hotels & Resorts, Taj Hotels Resorts and Palaces, Shangri-La Hotels and Resorts, Rotana Hotels & Resorts, Alila Hotels and Resorts, AccorHotels, Marriott Hotels India, Samode Hotels, etc., showcased various properties that could cater to Indian weddings. Various tourism boards like Ras Al Khaimah Tourism, Tourism Fiji, Holland Tourism, Abu Dhabi Tourism and Cultural Authority, also participated at the Travel Wedding Show to inform the buyers about various offerings of these destinations, particularly suited to cater to Indian weddings abroad. On the first day, exhibitors interacted with travel agents who specialise in wedding tourism, and on the second day, prominent event managers and wedding planners came under one roof to discuss business opportunities with the exhibitors. **Rajeev Jain**, Director, Rashi Entertainment, said, "The wedding market is growing at an exponential rate; it is estimated to grow by at least 20-25 per cent in the next 2-3 years. The market has become competitive with multiple players entering the industry, and we need such shows to bring together the suppliers and buyers of this segment to create a better business module, grow partnerships, and increase the revenues out of it."



Travel
SHOW

Travel SHOW

EVENT





A poised Maya

The fourth edition of East India Travel Awards travelled to the North East region of Guwahati for the very first time and celebrated excellence in the region's travel and tourism industry.



Ahana Gurung

For the first time in Guwahati, the efforts of stalwarts in the travel and tourism industry of East India were honoured over an evening of merriment and entertainment at Radisson Blu Hotel Guwahati on July 26, 2017. Gathering the region's movers and shakers from states of Sikkim, Odisha, West Bengal, Assam, Arunachal Pradesh, Manipur and several others, the event was inaugurated by **R Sudhan**, Special Secretary (Tourism), Government of Manipur, who was also the Chief Guest for the award ceremony.

Speaking about the importance of such events in the region, Sudhan stated, "I sincerely believe such events should happen more often, especially in this

part of the country, which does not receive much attention. More such events, more recognition, and the untapped tourism potential should be explored. We are certain that the awards can persuade more entrepreneurs to explore these frontiers."

SanJeet, Mentor, India Travel Awards, added, "Today, tourism is synonymous with progress and development and is echoing around the country. Every small hotel, restaurant, attraction, tourist shop contributes to the growth of this industry but are we doing enough to recognise them? We've instituted these awards for this precise reason. The regional awards recognise those establishments that may not be able to see the day of light on a



graces East India



national level. The industry is now growing by leaps and bounds and these small efforts make a big difference."

The awards were divided into four categories that included Personal Awards, Business Awards, Trending Awards, and Partner Awards. Personal Awards were for legends and leaders who have established themselves and for youngsters who deserve encouragement to become future leaders. Business Awards were for those organisations that have done outstanding work in their field and deserve accolades, while Trending Awards were decided on by critics. Finally, Partner Awards were for the partners that made the

awards ceremony a grand success. The glitzy night was also graced by the presence of the Guest of Honour, Arni Sapkal, Gladrags Mrs India Mumbai 2017, who, along with R Sudhan, awarded the trophy to the winners. A total of 41 award categories were presented to travel, tourism, and hospitality front runners as a tribute to their contribution. **Dilip D Khatau**, Chairman, The Corbett Foundation and Chairman, Conservation Corporation of India, joined the Gallery of Legends, while **Tsering Wange**, Managing Director, Himalayan Holidays, was honoured as the DDP Trailblazer. Additionally, **Supratim Raj Basu**, Founder and Director, Help Tourism, was conferred the DDP Game Changer award.





AWARDS



Gallery of Legends

Dilip D Khatau



DDP Trailblazer

Tsering Wange



DDP Game Changer

Supratim Raj Basu



Entrepreneur of the Year

Manoj Saraf, Gainwell Travel and Leisure



Best General Manager

Vikas Ray, Radisson Blu Hotel Guwahati



Best Global Distribution System (GDS)

Travelport Galileo



Best MICE Operator

iCON Planners



Best Debut Hotel

Holiday Inn Kolkata Airport



Best Corporate Hotel
Golden Tulip Salt Lake City Kolkata



Best Luxury Hotel Brand
MAYFAIR Hotels & Resorts



Best National Tourism Office
Destination Canada



Best Debut City Hotel
Ramada Darjeeling Gandhi Road



Best Business Hotel
Radisson Blu Hotel Guwahati



Best Cultural Tourism Destination
Department of Tourism, Government of Manipur



Best Luxury Hotel
JW Marriott Hotel Kolkata



Best Luxury Resort
Polo Orchid Resort, Cherrapunji



Excellence in Customer Service
Hotel New Orchid, Gangtok



Best Foreign Exchange Company
Centrum Direct



Best Eco-friendly Hotel
Holiday Inn Kolkata Airport



Best Event Management Company – Wedding Planners
MAP 5 Events



Best Eco-friendly Resort
Infinity Resort Kaziranga



Best Casino Hotel
MAYFAIR Spa Resort & Casino, Gangtok



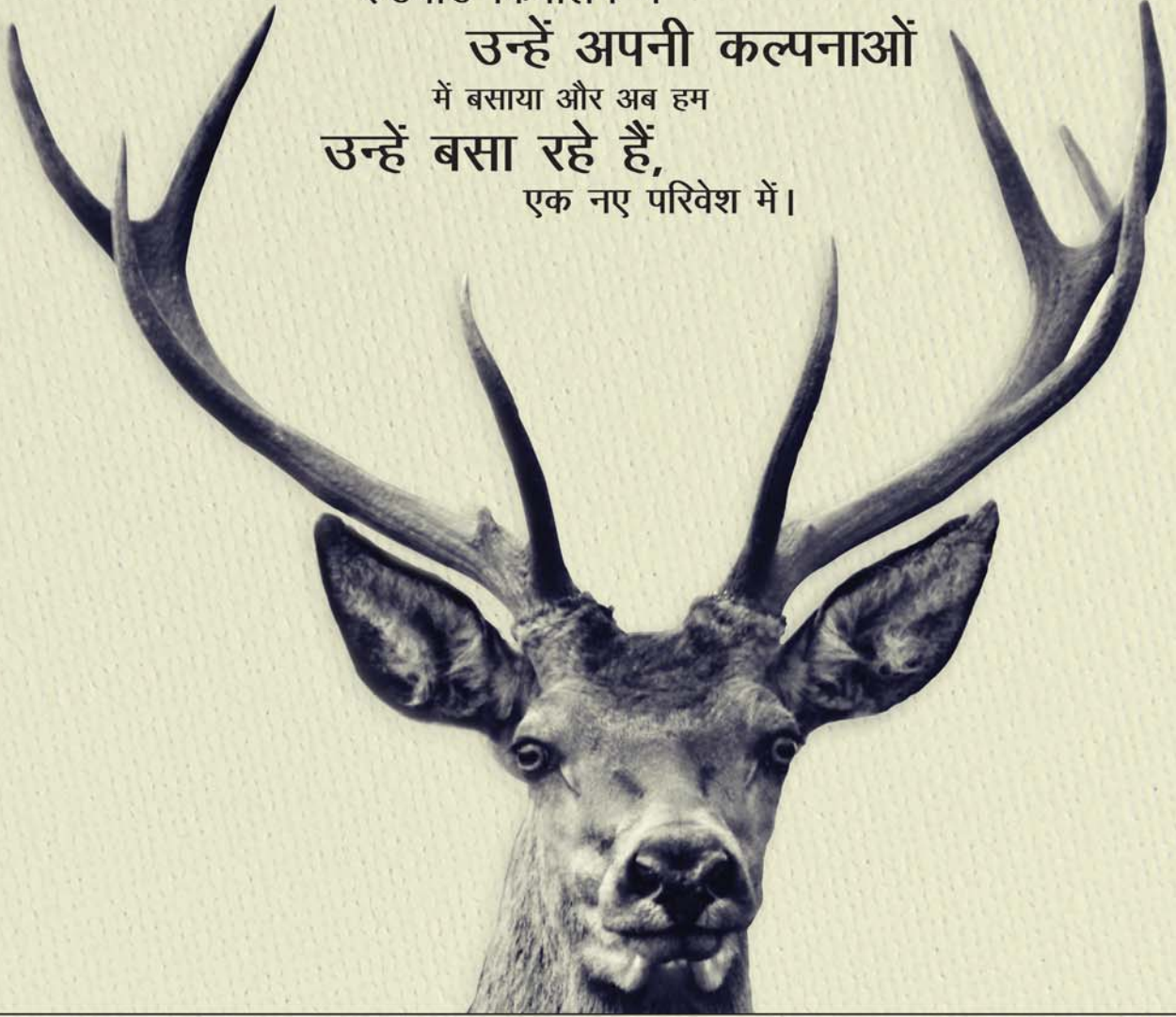
Best Contemporary Hotel
Vivanta by Taj - Guwahati



Best Theme Wedding Organiser
Jet Setters



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उन्हें अपनी कल्पनाओं
में बसाया और अब हम
उन्हें बसा रहे हैं,
एक नए परिवेश में।



“ओएनजीसी बारासिंघा (ईस्टर्न स्वैम्प डीअर) संरक्षण परियोजना”
एक दुर्लभ प्रजाति को विलुप्त होने से बचाने के लिये
ओएनजीसी की सीएसआर पहल।

असम में पाये जाने वाले बारासिंघा या ईस्टर्न स्वैम्प डीअर (*Rucervus duvaucelii ranjitsinhi*) आज विलुप्त होने की कगार पर है। प्रसिद्ध लेखक रुडयार्ड किपलिंग ने जिस से मंत्रमुग्ध हो कर उसकी सुन्दरता को अपनी दूसरी किताब ‘द सेकंड जंगल बुक’ में कैद किया हो, उस जीव के लिये यह काफी दुखद स्थिति है।

ओएनजीसी ने इस प्रजाति को विलुप्त होने से बचाने के लिये अपने कदम बढ़ाये, और वो भी बिल्कुल सही समय पर।

इसके पहले चरण के अन्तर्गत इनकी अनुमानित आबादी, अनुकूल पर्यावरण, पशु-चिकित्सा अंतःक्षेप एवं सामान्य अध्ययन और जागरूकता अभियान किया गया। इनके स्थानांतरण के लिये मानस राष्ट्रीय उद्यान को चुना गया, जो इनके रहने के लिये बिल्कुल उपयुक्त स्थान था।

काजीरंगा राष्ट्रीय उद्यान से 19 बारासिंघो को मानस में स्थानांतरित करना बहुत ही कठिन काम था। योजना के इस अत्यंत कठिन दूसरे चरण को दक्षिण अफ्रीका से बुलाये गये वन्यजीव विशेषज्ञों ने बहुत खास तरीके से अंजाम दिया। 19 बारासिंघो का स्थानांतरण खास तंबुओं में किया गया, जिनको अन्दर से उनके प्राकृतिक आवास जैसा ही बनाया गया था। कुछ ही महीनों में 6 नवजात बारासिंघो ने झुण्ड में जुड़कर, स्थानांतरण की खुशी को दुगना कर दिया।

इस योजना के विस्तार के तीसरे चरण के अन्तर्गत 20 अतिरिक्त बारासिंघो का स्थानांतरण किया जा रहा है।

यह परियोजना संतुलित पर्यावरण की ओर ओएनजीसी की एक शुरुआत है। लुप्तप्राय प्रजातियों का संरक्षण करने के लिये प्रेरित, हमारा संगठन प्रकृति की असली सुंदरता को बनाये रखने के लिये प्रतिबद्ध है।



ऑयल एण्ड नेचुरल गैस कॉर्पोरेशन लिमिटेड

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Gaining access, NO CHILD'S PLAY

Michel Koopman, General Manager, The Leela Ambience Gurugram Hotel and Residences, tells us how they ensure their guests have not a thing to worry about when they settle into unfamiliar surroundings.



Michel Koopman

Kanchan Nath

WHAT ARE THE TRENDS IN SAFETY AND SECURITY FOR HOTELS?

Currently, safety and security at hotels is more comprehensive and technologically advanced with the inclusion of CCTV cameras, electronic door locks, and digital room safes.

HOW DO YOU ENSURE SAFETY OF PERSONAL INFORMATION OF GUESTS?

Security of guest data is of utmost importance to us. To ensure this, physical safety and security features have been implemented at the hotel, with any information related to guests being kept

confidential through standard procedures. We also follow the process of separating the guest and hotel networks for internet usage to avoid any breach of guest data.

HOW ARE NEW PRODUCTS FOR SECURITY AT HOTELS DIFFERENT FROM THE OLD ONES?

The basic difference between products that were available earlier and those that are available now is that the new ones are more accurate and technologically advanced. This makes vigilance far easier.

ARE INTERNATIONAL STANDARDS EXPONENTIALLY DIFFERENT FROM DOMESTIC ONES?

The basic difference between local and international standards is the certification of

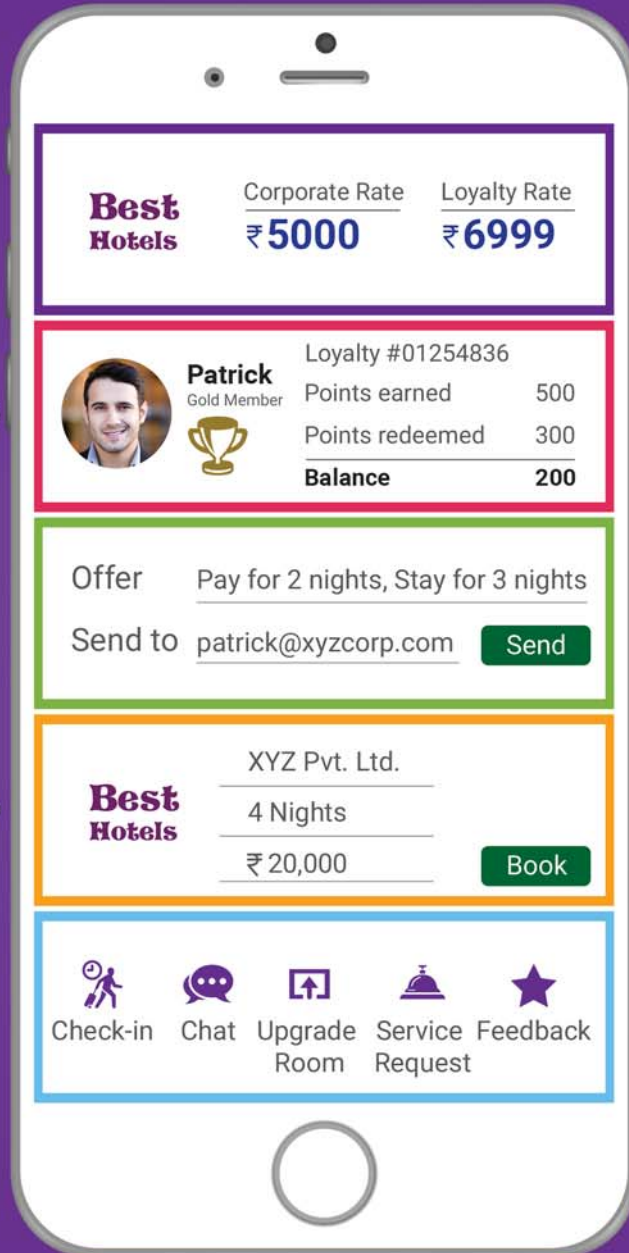
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The basic difference between local and international standards is the certification of security guards

”



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SAFETY ESSENTIALS

- Well-equipped fire prevention system in accordance with local regulations
- Multilingual public address system announcements during emergencies
- Comprehensive emergency manual and emergency lighting system
- 24-hour uniformed and trained security personnel
- Safety and security training for hotel staff
- CCTV cameras for public areas
- Regular audit and upgrade of security systems
- Round-the-clock emergency team with staff trained on delivering first-aid
- Defibrillation units for medical exigencies



security guards who are employed in the hotel industry and are part of the ‘unskilled workers’ category. Resultantly, skilled staff that is actually required to use highly sensitive safety and security equipment is unavailable.

Hotels need to partner with experienced physical security providers and ensure that the entire staff understands the need to make security a priority. Security through physical presence and use of electronic gadgetry needs to be enhanced to ensure complete safety and security at the hotel.

PLEASE TELL US ABOUT THE SAFETY PROCEDURES AT THE HOTEL.

It is important to have a background screening protocol established at the hotel and this is something we follow diligently. Additionally, a

round-the-clock security presence at the hotel acts as a deterrent to unwanted activity and a clear signal to guests that the property is secure.

Another important aspect that has a big impact is presenting security personnel in a customer service role with officers dressed in upscale business clothing. This careful balance of customer service and security requires experience, specialised training, and supervision.

You never know when disaster strikes and in what form. It is therefore crucial to have a well-trained emergency response plan and team for safety of life and property during an emergency.

ANY NEW ADDITIONS THAT YOU HAVE MADE TO ENSURE BETTER SECURITY?

Presently, we are in the process of replacing our old CCTV cameras with new, technologically-advanced night vision cameras. We have also purchased a defibrillation unit for medical exigencies.

“

It is crucial to have a well-trained emergency response plan and team for safety of life and property

”

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TILE THE RUSTIC WAY

◆ Keeping pace with contemporary flooring trends, Antica Ceramica, a premium company of tiles and sanitaryware, has launched rustic tiles to accentuate interiors, bathrooms, kitchens, and exterior spaces like the porch, verandah, and patio. While being absolutely strong and durable, these rustic tiles are produced with non-slip textures to strike the right balance between functionality and design aesthetics. Making contemporary living spaces look unique and interesting, these tiles would surely grab eyeballs for being so rare and exclusive.



ICE COLD DELIGHT

◆ With the aim of delivering frozen beverages with more speed and versatility, Elanpro has introduced a professional range of beverage dispensers - GT Touch. An innovative, multitasking machine that can deliver up to five products, GT Touch is manufactured in Italy by SPM. It can dispense flavoured beverages like soft ice cream, frozen yogurt, chilled coffee cream, thick shakes, and slush. Equipped with standard I-TANK technology to prevent ice accumulation on the outer walls of the bowl, the product has an adjustable coil temperature control that uses a freezing coil to cool, so a warm beverage can be inserted into the machine and be dispensed at the perfect drinking temperature, immediately.



POCKET SOME HEALTH

◆ Cornitos, the flagship brand of Greendot Health Foods, has launched 30g packs of Roasted Premium Cashews in Crack Pepper flavour. This handy pack is a treat for travellers, school-going kids, working professionals, and everyone else who enjoys healthy snacking on-the-go. The Crack Pepper flavour comes under the Pop n Crunch range. The company has also come out with 30g packs of roasted Pumpkin Seeds that will easily satiate your cravings. Pumpkin seed, a healthy superfood, is a powerhouse of minerals like iron and zinc, and also a great source of protein.

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A healthier, **PERUVIAN** you

Peruvian superfoods have successfully flooded the Indian market, heralding a vigorous push towards healthier, cleaner eating in India.



Peru produces more than 30 superfoods across its territory. Some of the great Peruvian produce includes purple corn; apart from being a main ingredient of their diet, the kernels of purple corn have long been used by the people of the Peruvian Andes to colour food and beverages, and are a part of cocktail mixology as well – a practice just beginning to gain popularity in the industrialised world. Peruvian Quinoa (True Gold of the Andes) has a history of 5,800 years. It is gluten-free, has twice the amount of proteins than any other cereal,

and is rich in fibre. Peruvian Avocado has nearly 20 vitamins and minerals, including 150mg potassium and over 2g dietary fibre, and is naturally sodium and cholesterol free. Lucuma, another Peruvian superfood, is known to strengthen immunity and reduce the possibility of heart attacks. Sacha Inchi allows the balance of cholesterol and triglycerides, and helps regulate weight and reinforce mental capacity. Camu, the miracle fruit, is one of the world's most potent sources of vitamin-C and is known to strengthen the immune system.

HOUSEKEEPING

Relax with **PEPS**

Peps Industry has metamorphosed the innerspring segment within the mattress industry in India, in a decade of its existence.

Though 77 per cent of the world's population sleeps on metal spring mattresses, it is in India that we had not heard anything significant about such a product, but for one brand in North India during the early period of year 2000. The Indian mattress industry was primarily ruled by conventional coir and PU-foam mattresses during the time. It was in the midst of year 2000 that Peps launched its range of spring mattresses under a licence agreement with Restonic Corporation of US, strictly adhering to general specifications of the world's fourth largest seller.

Peps stood up to be the category leader with 52 per cent of market in its hand, having a world-class manufacturing setup. Peps has a plethora of products in its product portfolio, well-positioned to satisfy a range of customers. They are one of the leading brands till date in catering to the hospitality segment with their sub-brand, Hotel Motel, along with augmented products such as head boards, beds, bed linen, quilts, and pillows. Peps has recently



introduced eco-friendly mattresses under its sub-brand, Organica, where mattresses are completely covered with organic cotton textile and latex foam from Belgium. Peps is the only company that has an international partner as its licence for manufacturing and marketing.

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A banking institute registered in Belize, Canada with head office in Calcutta*. We finance builders, industrialists, hoteliers above 70 crores at 5% annual interest. Finance outside India is available at an annual interest of 3% with no upper limit switch over allowed.

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*The Company is registered wide registration number 24942, dated 9th April 2002 under the International Companies Act 1990.

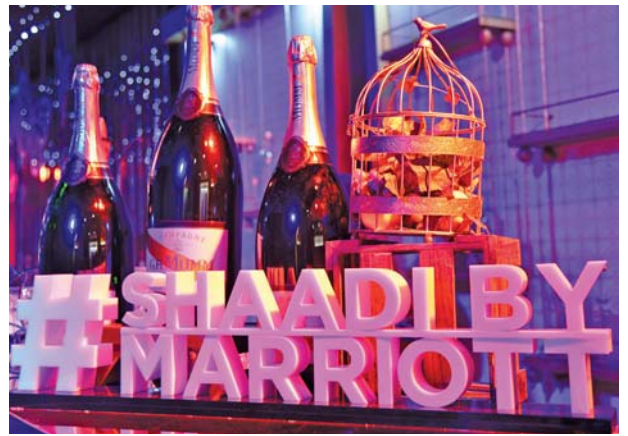
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A STARRY EVENING AT SHAADI BY MARRIOTT

Marriott International, in collaboration with India's leading fashion designer duo - Abu Jani and Sandeep Khosla, presented its much talked about service for clients- Shaadi by Marriott. The stalwarts of both industries came together to curate an extraordinary wedding experience where the gorgeous Sonam Kapoor walked down the runway in the showstopper for the evening. The show unfurled a never-done-before representation of Shaadi by Marriott through a five-part fashion sequence that showcased Abu Jani-Sandeep Khosla's bridal couture collection for this season. Commenting on the occasion, **Neeraj Govil**, Area Vice President - South Asia,

Marriott International, said, "With this association, we intend to elevate our wedding brand, Shaadi by Marriott, to a whole new level. Through such unique partnerships and initiatives, we look to offer our guests handcrafted experiences like never before."

In the words of **Abu Jani** and **Sandeep Khosla**, "As India's leading hospitality player, feted for hosting the most outstanding weddings, it was a natural decision to partner with Marriott International. We are delighted with how spectacularly it all turned out."



ACCORHOTELS SUPPORTS RESCUE FOUNDATION'S HUMANE EFFORTS

AccorHotels has announced its partnership with Rescue Foundation, an NGO working for over two decades to rescue trafficked women from forced prostitution. Rescue Foundation is a non-profit, government recognised and registered NGO working for rescue, rehabilitation, and repatriation of victims of human trafficking from different parts of India, Nepal, and Bangladesh. They are currently running three rehabilitation centres, one each in Mumbai, Boisar, and Pune.

Ashwin Shirali, Vice President - Talent and Culture, AccorHotels, India and South Asia, said, "Our support for Rescue Foundation is a part of AccorHotels' community outreach policy where we are determined to combat all forms of sexual abuse of children, especially minor girls.

The team at AccorHotels in Mumbai will work closely with the Rescue Foundation team at site to support and collaborate in taking care of the rescued girls."

Triveni Acharya, President of Rescue Foundation, said, "Since 1993, we have been rescuing minor girls from brothels. We bring them to rehabilitation centres to cure them, teach them new skills, and help them become independent. The Foundation



rescues 300 girls every year and till date, 7,000 girls have been saved from different locations. We have almost 100 staff members including caretakers, doctors, counsellors, and superintendents to take care of all the needs of the rescued girls.

We appreciate AccorHotels' initiative in supporting Rescue Foundation for the dietary needs, medical assistance, and education and skill development of these girls as we both strive to achieve a common goal of betterment of our society. We look forward to the association growing in the future."



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FEEL RECHARGED AT LITHIYUM, THE ASHOK

Lithiyum, the premium international lounge, has opened at The Ashok, Chanakyapuri, New Delhi. The property is divided into three sections- a club room, drawing room, and an arena. With an area of more than 13,800 sqft, Lithiyum is a never-seen-before amalgamation of a superior fine-dine gastropub, nightclub, and a cocktaileria. "At Lithiyum, we promise to take the F&B industry a step forward with a world-class ambience and service," says **Saurabh Katyal**, Managing Director, Lithiyum.

Lithiyum's club room envelops you with the best mixes, the perfect pitch, the right timbre, and the most balanced intensity of sound. Their lounge area and fine dining areas are an extension of their splendid relaxation. Relish the high-end service with top-class butlers along with multi-cuisine food delicacies. The food has been curated by world renowned celebrity chef Akshay Nayyar.



Saurabh Katyal



YOUNG INDUSTRY PROFESSIONALS RECOGNISED FOR DEDICATION

Young hospitality professionals were felicitated for their brilliance in hospitality skills at the fourth Hospitality Excellence Awards organised by Association of Hospitality Professionals, along with Prospurs India, at Air Force Auditorium, Subroto Park, New Delhi. The best professionals among the industry were bestowed with awards in the presence of Manoj Tiwari, Member of Parliament, among other top-notch names from the hospitality industry. The six-day hospitality challenge saw professionals from prominent hotels across Delhi-NCR compete in Culinary Challenge, Front Office Master, Housekeeping, and War of Spirits.

Rajendra Kumar, President - Executive Committee, AHP, said, "The prime objective of the hospitality challenge is to offer young hospitality professionals a platform to showcase, exhibit, and hone hospitality skills and raise the overall standard of the hospitality industry. We were glad to see such fervour in the young participants and were delighted to know how ardent these young people are to establish themselves successfully in the industry. The participants were judged and evaluated by experienced professionals and with this, I'm sure they will also get an opportunity to network with their seniors in the fraternity."



TENTATIVE



appointments



RAVNEET KAUR

**Chairperson and Managing Director
India Tourism Development Corporation**

★ Ravneet Kaur, an IAS officer of 1988 batch, Punjab cadre, has been appointed as the Chairperson and Managing Director of India Tourism Development Corporation (ITDC). She succeeds Umang Narula, an IAS officer of the J&K cadre. Prior to this role, Kaur was Joint Secretary in Department of Industrial Policy and Promotion under Ministry of Commerce and Industry. In a span of 29 years, she has served multiple positions, some of which include Vice Chairperson and Managing Director of Punjab Communications; Chairperson and Managing Director, Exim Bank; Chairperson and Managing Director of India Infrastructure Finance Company; and Additional Managing Director of Markfed.



ANTONY PAGE

**General Manager
The Ritz-Carlton, Bangalore**

★ Antony Page joins the country's first and only Ritz-Carlton in Bengaluru as General Manager. At the helm of this 277-key luxury hotel in the city, his focus will be to ensure that guests depart with memories of a truly exceptional hotel experience, reflective of the brand's iconic legacy worldwide. In the previous role, Page was the General Manager of the 523-room JW Marriott Hotel New Delhi Aerocity. In his role there, he positioned not just the hotel but Aerocity as well as a prime MICE destination, associating closely with volume-based inbound groups. He is a seasoned global hospitality professional, having worked in several destinations worldwide.



MONICA SURI

**General Manager
Jaipur Marriott Hotel**

★ Monica Suri has joined as the General Manager at Jaipur Marriott Hotel. She brings with her over 17 years of experience in the industry. She commenced her journey as a Hotel Management Trainee with Taj Hotels and Resorts in the F&B service department. She later worked in Ahmedabad for a year before relocating to Tanzania, East Africa. Suri then moved to The Westin Hyderabad Mindspace and quickly became the Complex Director of HR and Training at The Westin Sohna Resort and Spa and The Westin Gurgaon, New Delhi.



SUJEET KUMAR

**General Manager
Sheraton Grand Bangalore Hotel at
Brigade Gateway**

★ Sheraton Grand Bangalore Hotel at Brigade Gateway has brought on board Sujeet Kumar as the new General Manager of the property. With over two decades of experience in the industry, Kumar is a highly articulate, innovative, confident, and persuasive leader with the ability to relate to diverse cultures. At Sheraton Grand, his role will be to capitalise on his extensive experience in the field of operations, sales and marketing, and strategising to take the property to new heights.



DHIRENDRA PRATAP SINGH

**Rooms Division Manager
Four Points by Sheraton Navi Mumbai,
Vashi**

★ Dharendra Pratap Singh has been promoted as Rooms Division Manager at Four Points by Sheraton Navi Mumbai, Vashi. With over 16 years of experience in revenue management and rooms division, he has worked with renowned brands across the country such as Oberoi-Trident Hotel, InterContinental Hotels, Starwood Hotels and Resorts, and Marriott International. He has also had exposure in the front office with the airport hotel located in the Republic of Maldives.

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CHARU LAL

**Director of Spa
Pullman New Delhi Aerocity**

★ Pullman New Delhi Aerocity has appointed Charu Lal as the Director of the brand's Woo Wellness Spa and Salon. A stalwart within the spa, health and beauty arena, Lal brings with her years of experience with noteworthy brands like the Taj Group of Hotels. Her appointment at Pullman New Delhi Aerocity, one of the front runners within the luxury hospitality arena, will further help establish the 1486 sqm Woo Wellness Spa and Salon as the leading wellness and spa destination of the capital. Being one of the core entities within the Accor Luxe banner in India, the hotel has come to be recognised as a trending destination for the modern-day traveller and the spa is one such element that contributes greatly to this. With almost 10 years of experience in the industry as one of the noted experts in the country within this arena, Lal will help drive the continuously evolving ethos of the spa and its varied list of services.



DEEPAK VERMA

**Director of Sales
Pullman New Delhi Aerocity**

★ Pullman New Delhi Aerocity has appointed Deepak Verma as the new Director of Sales. An industry adept professional, Verma brings with him over a decade of experience in sales and marketing in leading hotel brands. At Pullman New Delhi Aerocity, he will be responsible for overseeing the planning and implementation of sales and marketing. He started his career with Arena Multimedia and moved to sales in 2007, when he joined The Leela Palaces Hotels and Resorts as Senior Sales Account Manager – Corporate Accounts, MICE and Weddings Regional Sales Office, New Delhi. In 2011, he moved to Mövenpick Hotel & Spa Bangalore as Senior Sales Manager and later he joined The Leela Ambience Gurugram Hotel & Residences as Senior Sales Manager. Prior to joining Pullman New Delhi Aerocity, Verma was associated with Hyatt Regency Delhi as Associate Director of Sales in 2015.



AMIT RAMAN

**Food & Beverage Manager
Holiday Inn Mumbai International
Airport**

★ Holiday Inn Mumbai International Airport, part of the InterContinental Hotels Group, has appointed Amit Raman as the Food & Beverage Manager. Raman has over 17 years of experience in the hospitality industry. A strategic planner with experience in leading F&B operations, he is resourceful at developing procedures, service standards, and operational policies with proven ability to reduce revenue costs by planning and implementing effective control measures. In addition, he is skilled in designing and implementing training programmes for employees.



NEHA RANA DUTTA

**Assistant HR Director
Radisson Blu Plaza Delhi Airport**

★ Radisson Blu Plaza Delhi Airport has appointed Neha Rana Dutta as its Assistant HR Director. Prior to this role, Dutta worked with Shangri-La's Eros Hotel, New Delhi, as a Human Resources Manager. With an enriching experience of nine years in the industry, her expertise and contribution will help in amplifying the overall functioning of the hotel. She has led and directed the search function in various hotels, thus gathering connections within India and in the international landscape.



AMIT KUMAR DASH

**Executive Chef
Sheraton Hyderabad Hotel,
Gachibowli**

★ Amit Kumar Dash has been appointed as the Executive Chef at Sheraton Hyderabad Hotel, Gachibowli. With over 13 years of experience in the hospitality industry, he brings with him passion, energy, and expertise in the kitchen and F&B department. He encompasses expertise in handling kitchen operations, achieving guest satisfaction, and team management. During the last 13 years, he has grown from being a Junior Sous Chef, Chef In-charge, to being the Executive Chef.



Post Convention Tour Registration Form

(PLEASE FILL THIS FORM IN CAPITAL LETTERS ONLY)

- Name of Organisation: _____
- Address: _____
- City: _____ Pin _____ State: _____
- Tel.: _____ Email ID for Communication: _____
- Delegate Registration Number : _____ Tour Option : Option 1 Option 2

Details of Delegates				
S. No.	Name	Age	Mobile	Amount
1				
2				
3				
4				
TOTAL				

Payment Details

Please make cheque/DD favouring 'FHRAI CONVENTION ACCOUNT' payable at _____

Total Amount: _____ DD/Cheque/NEFT UTR No. _____

Dated: _____ drawn on: _____ (Bank & Branch)

*Please Note: Registration will not be confirmed until payment is received and realized.

NEFT /RTGS Details			
Account No. / Type	50100109577661 (Saving A/C)	RTGS/ NEFT Code	HDFC0000003
Account Name	FHRAI Convention Account	Branch	K. G. Marg, New Delhi
Bank Name	HDFC Bank Ltd.	Branch Address	209-214, Kailash Building, 26 K.G. Marg, New Delhi -110001

Options	ITINERARY		PLACES TO VISIT	AMOUNT
OPTION 1 (17.09.2017 to 18.09.2017) Bangalore Mysore, Belur, Halebedu, Shravanabelagola Visit (A/C Bus)	17.09.2017 (Sunday) (Departure : 6.45am)	Bangalore to Mysore	<ul style="list-style-type: none"> Departure from Bangalore at 6.45am. Breakfast Sight seeing at Srirangapatna Visit to St. Philomena's Cathedral Church Tour inside Mysore Palace Break for Lunch Visit to Chamundi Hills (Chamundeshwari Temple) Visit to Mysore Zoo Visit to KRS Dam (KrishnaRaja Sagara Dam), adjoining Brindavan Garden Dinner at Mysore Halt at Hotel Southern Star 	TOTAL : Rs. 6500/- for Single Occupancy TOTAL : Rs. 11,500/- For Double Occupancy
	18.09.2017 (Monday)	Mysore to Belur, Halebedu, Shravanabelagola and back to Bangalore	<ul style="list-style-type: none"> Departure at 8.00am after breakfast from Mysore Sight seeing at Belur and Halebedu Break for lunch at Hassan Visit to Shravanabelagola Dinner on the way to Bangalore Arrival at Bangalore to respective hotels 	

Terms & Conditions :

- The above tariff excludes Monument Entrance fees, Personal Expenses, Tips, Camera Fees.
- Food, Accommodation, Transportation, Guide Fees included.

OPTION 2 (16.09.2017 to 17.09.2017) Tirupati Thirumala Darshan (A/C Bus)	16.09.2017 (Saturday) (Departure : 9.30pm)	Bangalore to Tirumala	Departure from Bangalore at 9.30pm.	TOTAL : Rs. 2500/- per pax
	17.09.2017 (Sunday)	Tirumala to Bangalore	<ul style="list-style-type: none"> Arrival at Tirupati at 3.30am (refresh for an hour) Breakfast Visit to Mangapuram Temple Proceed for Tirumala Darshan After Darshan arrive at Tirupati Depart to Bangalore (Lunch on the way) Arrival at Bangalore around 8:00pm. 	

Terms & Conditions :

- The above tariff includes Transportation, Accommodation for freshen up & Sheegra Darshan at Thirumala.
- Food and Padmavathi Temple Entry fees Extra.
- One room for Double OR Triple Occupancy members will be provided for bathing.
- Tourists are not allowed to carry any electronic gadgets inside the temples.
- ID card and Ticket hard copy is compulsory for this trip.**
- Dress Code is compulsory at Tirupathi Tirumala Devasthanam**
 - For Gent's: Dhoti (Panche) and Shirt (while entering the temple, no shirts and vests allowed).**
 - For Ladies: Strictly Saree, salwar or chudidar with duppatta.**

General Terms & Conditions :

- Cancellation Fee :** 50% of the Post Convention Tour Fee will be refunded upon cancellation received till 20th August, 2017 up to 1600 hrs. by means of Letter, or E-mail, to the Convention Office, Bengaluru. No refund will be given after the above mentioned date and time.
- All correspondence to be addressed to Convention Office, Bengaluru.
- Last date for Post Convention Tour registration is 31st August, 2017.

All Correspondence to be addressed to Convention Office:

CONVENTION OFFICE: 22/4, Race Course Road, Gandhinagar, Bengaluru - 560 009
 Main: +(91 80) 41136768, Cell: +91-9483824646, E-mail: convention52@fhrai.com

The Federation of Hotel & Restaurant Associations of India, Regd. Office: B-82, 8th Floor, Himalaya House, 23 K.G. Marg, New Delhi - 110 001
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Registration Fee (Including GST@18%)

(Provisional GST No.: 07AAACF0904B1ZG + Service Category: Club or Association / Convention + Pan No.: AAACF0904B)

Type	Early Bird Upto 16 th August, 2017 (in INR)	After 16 th August, 2017 (in INR)
FHRAI Member / Spouse	₹ 7,700.00 (per Person) / ₹ 13,600.00 (Member + Spouse)	₹ 8,300.00 (per Person) / ₹ 14,200.00 (Member + Spouse)
Non Member / Spouse	₹ 9,500.00 (per Person) / ₹ 17,700.00 (Non Member + Spouse)	₹ 10,600.00 (per Person) / ₹ 18,900.00 (Non Member + Spouse)
Children (4 to 14 years) in the same room	₹ 5,900.00 (per Child)	₹ 7,100.00 (per Child)

Registration Form

(PLEASE FILL THIS FORM IN CAPITAL LETTERS ONLY)

- Are you FHRAI member? Yes / No • If yes, please enter membership number:
- Name of Organisation: _____
- Address: _____
- City: _____ Pin _____ State: _____
- Tel.: _____ Email ID for Communication: _____
- **Hotel Accommodation:** Required Not Required • **Pick up and Drop:** Required Not Required

Details of Delegates

S.No.	Name	Designation	Mobile	Age	Gender (M/F)	Relation
1						Self
2						
3						
4						

Meal Preference: Veg. Meal Non Veg. Meal

Payment Details

Please make cheque/DD favouring 'FHRAI CONVENTION ACCOUNT' payable at Bengaluru

Total Amount: _____ DD/Cheque/NEFT UTR No. _____

Dated: _____ drawn on: _____ (Bank & Branch)

*Please Note: Registration will not be confirmed until payment is received and realized.

NEFT /RTGS Details

Account No. / Type	50100109577661 (Saving A/C)	RTGS/ NEFT Code	HDFC0000003
Account Name	FHRAI Convention Account	Branch	K. G. Marg, New Delhi
Bank Name	HDFC Bank Ltd.	Branch Address	209-214, Kailash Building, 26 K.G. Marg, New Delhi -110001

Convention Hotel Booking and Rates				
Check in: _____		Check Out: _____		No. of Rooms: Single: <input type="checkbox"/> Double: <input type="checkbox"/> Extra Bed: <input type="checkbox"/>
S. No.	Hotel Name	Single Room Charges Excluding Taxes	Double Room Charges Excluding Taxes	Please give 3 Preference (in format: 1, 2, 3)
1	Shangri-La Hotel	₹ 5,775.00	₹ 5,775.00	
2	ITC Gardenia	₹ 6,000.00	₹ 6,000.00	
3	The Lalit Ashok	₹ 4,800.00	₹ 5,200.00	
4	Radisson Blu Atria	₹ 5,000.00	₹ 5,000.00	
5	Hotel Chancery Pavilion	₹ 4,000.00	₹ 4,000.00	
6	37 th Crescent	₹ 3,000.00	₹ 3,500.00	
7	Tulip Inn	₹ 3,000.00	₹ 3,000.00	
8	Ashraya International Hotel	₹ 2,500.00	₹ 2,500.00	

Note: In the event your preferred choice of hotel accommodation is not available; the next available hotel will be allotted.
* Includes Breakfast

Travel Details	
ARRIVAL	DEPARTURE
Air (Flight No.):	Air (Flight No.):
Rail (Train Name/No.):	Rail (Train Name/No.):
Date: _____ Time: _____	Date: _____ Time: _____

Cancellation Fee

50% of the delegate fee will be refunded upon cancellation received till 20th August, 2017 up to 1600 hrs. by means of Letter, or E-mail, to the Convention Office, Bengaluru. No refund will be given after the above mentioned date and time.

Transport

Courtesy Transfers will be provided for the delegates from the Airport /Railway Station to their respective hotels on 14th and 17th September, 2017 as per our schedule. Delegates will also be provided transport by coach, from their hotels to the convention venue and vice-a-versa, as per designated time schedule only.

Identification Badge

Please collect the same from registration desk. Delegate badge must be worn at all times during the convention. It is mandatory to present the badge when availing lunch/dinner.

Spouse Activity

Local sightseeing is planned for your spouse. Details will be available at the delegate registration desk at Bengaluru.

Declaration

I/We will be settling all hotel bills including all extra room-night charges, extra services consumed, if any, directly with the hotel. I/We also agree to pay for hotel retention charges in the event of a 'No Show' or any cancellation done as per the hotel's policy.

Terms & Conditions

- Registration fees includes applicable tax.
- Registrations on first come first serve basis (limited seats available).
- Children above 14 years will be treated as adults.
- Delegate fee includes dinner on 14th Sept, 2017 and lunch and dinner on 15th & 16th September, 2017.

- Cheque/DD of the requisite amount favouring 'FHRAI CONVENTION ACCOUNT' must be sent along with the duly completed delegate registration form to the Convention Office at Bengaluru.
- Online registration and payment can also be made at https://fhrai.com/convention_home.aspx
- Registration fee doesn't include hotel room charges, breakfast, any personal expenses such as Spa, laundry, room service, personal transportation etc.
- All correspondence to be addressed to Convention Office, Bengaluru.
- Every delegate must fill the delegate registration form and send it to the convention office at Bengaluru, so as to enable us to issue Identification Badge. This is requested even from our guest and media persons.
- Acknowledgement letter will be given to all confirmed registrations. This letter will be required for obtaining Hotel accommodation at a special rate as well as for collecting Identification Badge from the delegate registration desk.
- This registration form may be photocopied for additional registration.
- Registration will not be confirmed until full delegate registration fee is received.
- Last date of registration is 31st August, 2017.

Signature

Delegate Name

*All Correspondence to be addressed to Convention Office:

CONVENTION OFFICE: 22/4, Race Course Road, Gandhinagar, Bengaluru - 560 009
Main: +(91 80) 41136768, Cell: +91-9483824646, E-mail: convention52@fhrai.com



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■ **Housekeeping Expert**

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■ **Multi Cuisine Chef :**

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■ **Expert in Dining etiquette and cutlery.**

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■ **Student Counsellor**

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