

HOTELS & RESTAURANTS INDIA

fhrai magazine

AUGUST 2016

Vol 16 Issue 8 Pages 72 ` 50

A MONTHLY ON HOSPITALITY TRADE
By DDP Publications

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BUSINESS**





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IT'S THE GOLD STANDARD.

Dear fellow members,

First and foremost, I would personally like to invite you all to come and join us for the 51st FHRAI Annual Convention, taking place at Indore from September 22-24, 2016.

Many senior dignitaries have been invited for the inaugural ceremony including, Dr Mahesh Sharma, MoS(I/C) Tourism and Culture; Shri Shivraj Singh Chauhan, CM, Madhya Pradesh; Shrimati Sumitra Mahajan, Honourable Speaker of the Lok Sabha; Shri Surendra Patwa, State Minister for Tourism and Culture, MP and Shri Amitabh Kant, Chairman, NITI Ayog.

The business sessions will include engrossing discussions on new age payment options, maximising F&B revenues using technology, emerging F&B trends and innovative means to finance hotels and restaurants.

FHRAI has entered into an arrangement with Horwath HTL for an unbiased, third party assessment of their highly anticipated prestigious FHRAI Annual Awards. The glittering ceremony will take place on September 24, 2016 at Amber Convention Centre in Indore as part of the 51st FHRAI Annual Convention celebrations.

This year, 247 applications have been received in some 16 categories vindicating the awards popularity, credibility and impartial assessment process. Also, Horwath HTL will assist in shortlisting two potential winners from each category, from which, the final winner will be selected on the day of the awards. FHRAI also welcomes Horwath HTL as its Knowledge Partner at the 51st FHRAI Annual Convention.

India makes up 2.4 percent of the world's land, while supporting 16 per cent of the world's population. The compounding result is a severely unsustainable use of natural resources for several generations.

Currently, India is experiencing rapid and widespread environmental degradation at alarming rates. Tremendous pressure is placed upon the country's land and natural resources to support the massive overpopulation. Environmental issues such as air pollution, water pollution, noise pollution, pollution of the natural environment are all challenges for India. In our cover story, hoteliers dwell on the pertinent environmental issues in their regions. They share the eco-sensitive measures the hotels have imbibed for sustainability. They also tell us about the efforts they have taken for the Swachh Bharat Abhiyan, as promoted by the Ministry of Tourism, Government of India.

The Goods and Services Tax (GST) Bill has been passed in the Rajya Sabha. The passage of the GST bill brings in a new era in fiscal reforms in India. Tax rates across various states will be uniform with "one nation, one tax." The constitutional amendment will enable both the centre and the states to simultaneously levy the GST, which will subsume all indirect taxes currently levied, including excise duties and service tax. It will be levied on consumption rather than production. Products will become cheaper, and the services more expensive.

However GST on hospitality must not exceed 8 per cent for it to be an enabler of inbound tourism. Outbound tourists from India are paying only 4 per cent GST on the highest amount! We will highlight the same in a detailed discussion in our next issue.

I hope to see you all at the 51st FHRAI Convention.

With warm regards,
Bharat Malkani
President, FHRAI



Bharat Malkani
President, FHRAI

“ GST on hospitality must not exceed 8 per cent for it to be an enabler of inbound tourism. Outbound tourists from India are paying only 4 per cent GST on the highest amount ”

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Works I: Plot No. 58, Sector-6, IIE,
Pantnagar, Rudrapur,
Udham Singh Nagar-263153 (Uttarakhand)

Works II: B-7, Sector-3
Noida-201301
(Uttar Pradesh)

Works III: Gala No. R-8 & 9, Mahaveer Complex,
Dapoda Road, Village-Val, Taluka Bhiwandi,
Distt. Thane-421302 (Maharashtra)

Works IV: Plot No. 35, Shamrajpura Layout,
1st Main Road, 1st Cross, Vidyaranya Post,
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SHADES OF GREEN

Hoteliers share insights on environmental issues critical in the region and the eco-sensitive measures adopted by them



COVER DESIGN

Tushar Upadhyay

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BRAND POWER OR INDEPENDENT APPEAL?

Senior members of regional associations share their viewpoint on whether hotels should be brand-affiliated or remain independent

SECRETARY GENERAL

Amitabh Devendra - sg@fhrai.com

PUBLISHER

Gunjan Sabikhi - gunjan@ddppl.com

MANAGING EDITOR

Peden Doma Bhutia - peden@ddppl.com

ASSOCIATE EDITOR

Kanchan Nath - kanchan.nath@ddppl.com

CREATIVE DESIGN

Tushar Upadhyay
Raashi Ajmani Girdhar

MARKETING & SALES - DELHI

Anand Dutt - anand.dutt@ddppl.com
Senior General Manager (+919650196517)

Mayank Kholia - mayank.kholia@ddppl.com
Manager Advertising (+919650399928)

Jaspreet Kaur - jaspreet.kaur@ddppl.com
Sales Coordinator (+919650196543)

MUMBAI

Harshal Ashar - harshal@ddppl.com
General Manager (+919619499167)

Priyanshu Wankhade - priyanshu@ddppl.com
Manager Advertising (+919619499170)

FHRAI - MARKETING

S.P. Joshi

PRODUCTION MANAGER

Anil Kharbanda

ADVERTISEMENT DESIGNERS

Vikas Mandotia
Nitin Kumar

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FHRAI

B-82, 8th Floor, Himalaya House
Kasturba Gandhi Marg, New Delhi 110001
Tel: 91-11-40780780, Fax: +91-11-40780777
Email: fhrai@vsnl.com

FHRAI Magazine is printed and published by Gunjan Sabikhi on behalf of Federation of Hotel and Restaurant Association of India and printed at Super Cassettes Industries Ltd., C-85, 86, 94, Sector-4, Noida, Distt.: Gautam Budh Nagar, U.P.- 201301 and published at Durga Das Publications Pvt. Ltd. 72, Todarmal Road, New Delhi - 110 001

Email: fhraimag@ddppl.com
Tel: 91-11-41669575 Fax: 91-11-41669577

This issue of FHRAI Magazine contains 68+ 4 pages cover

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Vivek Nair
Hony. Secretary
FHRAI

“
In order to cut down the time required for various approvals, the Ministry of Tourism had constituted a Committee called Hospitality Development Board
”

Dear fellow members,

One of the major reasons for the project overruns is the delay in obtaining various statutory approvals which included the Coastal Regulation Zone (CRZ) permission for hotel projects located on the beach. The number of such required permissions varies from 10 to 15 from state to state. The one which takes the longest amount of time is that given by the Ministry of Environment & Forests, Government of India. All these delays result in overruns in the completion of the project and the consequent higher interest than what was budgeted, for the head “interest during construction period”.

In order to cut down the time required for these various approvals, the Ministry of Tourism had constituted a Committee called Hospitality Development Board chaired by the Secretary, Ministry of Tourism, Government of India at the central level and Chief Secretaries of the various states. All pending projects were to be reviewed by these committees and steps were to be taken by them to expedite the approvals which were stuck or delayed. However, in spite of the good intentions, very few projects had appealed to the various Boards for expediting their approval process. As this factor has had a very large impact on project completion, a new resolve has been taken to make these Boards, both at the Central and State level, effective. It is, therefore, requested that all the constituent Member Hotels bring to the notice of the Department of Tourism of the respective states, so that the projects can be reviewed by the Hospitality Board, headed by the Chief Secretary of the state.

After easing visa services with the introduction of e-Tourist Visa (eTV), MOT is also planning to provide free Wi-Fi services at tourism hubs in India, said Vinod Zutshi, Secretary, Ministry of Tourism. He added

that after discussions with various service providers, BSNL would most likely work with MOT to offer such provisions.

MOT will soon also be providing SIM cards for tourists who avail eTV services. eTV for business tourists is likely to be rolled out first. The department is still working on other proposed amendments in eTV, such as modifying single-entry to multiple and extension of eTV application from 30 to 60 days.

Nearly, every sixth Indian family went out on an overnight trip every month, adding up to 58 million trips i.e. 15 million Indian tourist travelling abroad. No less than 86 per cent of these trips were for social reasons — to meet friends and relatives, perhaps on festive occasions. Some opportunities for an overnight trip came up only once in a year, like annual holidays or a serious illness in the family. These, when counted separately, added up to another 56 million trips over a year, with holidaying, leisure and recreation being the purpose of 34 per cent of such visits and health reasons for 65 per cent.

These intriguing details of how India travels and why, emerged from a recent National Sample Survey Organisation report on domestic tourism, based on a survey between July, 2014 and June, 2015.

With this rise in domestic tourism, we need to ready ourselves for better occupancies and more business. On this optimistic note, I look forward to meeting you all at the 51st FHRAI Convention in Indore.

With warm regards,
Vivek Nair
Honorary Secretary, FHRAI



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National Tourism Awards 2014-15

Here are few glimpses from the National Tourism Awards for the year 2014-15 were held at Vigyan Bhavan, New Delhi on July 30, 2016. Lok Sabha Speaker, **Sumitra Mahajan** graced the occasion as Chief Guest and gave away awards in various categories.

Dr. Mahesh Sharma, Minister of State (Independent Charge) for Tourism and Culture presided over the function.



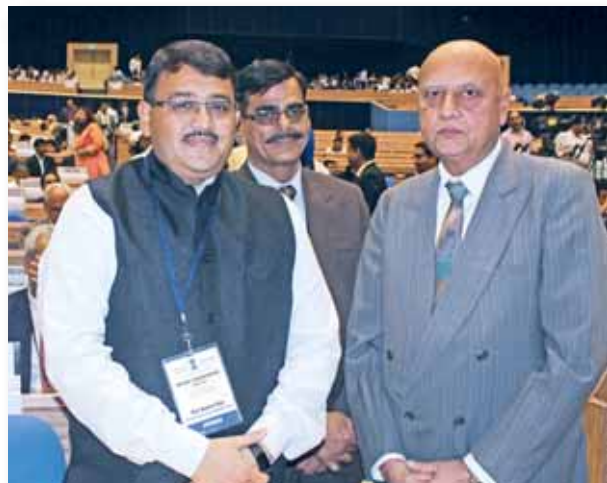


Photo Credit: Simran Kaur & Ojvir Rahman

HRAWI'S WATER DRIVE IN INDORE

The Madhya Pradesh HRAWI committee organised a water saving drive at the hotel Omni Residency in Indore. Hon. **Smt. Sumitra Mahajan**, Speaker, Lok Sabha was invited as a Chief Guest for the event. She was requested on the dias by **Sumit Suri**, Co-opted Member, HRAWI to be present during the forthcoming FHRAI convention in September 2016 and fortunately she has given her consent and assured all the members that she has accepted their invitation.



MUMBAI HOTELS OPTIMISTIC ABOUT 24/7 OPERATIONS

The Hotel and Restaurant Association of Western India (HRAWI) has welcomed the Union Cabinet's decision to introduce the 'Model Shops and Establishments' Bill and has expressed hope that Maharashtra, Goa, Madhya Pradesh and Gujarat Governments will amend the law in their respective states at the earliest. The bill

Hon' Chief Minister of Maharashtra although has not yet declared his take on the bill, but the hotel industry has expressed optimism and is expecting an expedited implementation.

Devendra Fadanavis to make the city 24/7 operational considering the positive outcomes of this decision," he adds. Last year,



Bharat Malkani
President
HRAWI

proposes to allow malls, restaurants, multiplexes and other retail establishments to remain open 24/7. When implemented, it could change the dynamics of business and nightlife, especially in the cities. The

"Our association has been advocating the proposal to make Mumbai a 24/7 city for quite a few years. With the union government's

“
This bill if implemented, will be a landmark decision that will lead to increase in revenues, employment opportunities and safety for citizens

approval, this bill may just become a reality and if implemented, will be a landmark decision that will lead to increase in revenues, employment opportunities and safety for citizens, especially women," says **Bharat Malkani**, President, HRAWI.

"We welcome the centre's proposal and strongly urge our Hon' CM, Shri.



Kamlesh Barot
Past President
HRAWI

both the BMC and the then Police Commissioner had in principle agreed to the association's proposal for a 24/7 Mumbai.

"An active night life offers many direct benefits to the tourism and hospitality industry. Business travellers often spend an extra night or two at destinations that have an active night life," concludes **Kamlesh Barot**, past President, HRAWI.

HOSPITALITY LEADERS IN BESPOKE SERVICES

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SIHRA HOLDS EC MEETING

South India Hotel and Restaurant Association (SIHRA) held its Executive Committee Meeting No.2/2016-17 at Hilton, Chennai on July, 29, 2016. It was hosted by **MP Purushothaman**, President of Honour, SIHRA.



KERALA IMPOSES FAT TAX

Kerala's Finance Minister has said that a fat tax of 14.5 per cent would be imposed on branded restaurants. In what is a first for India, the Pinarayi Vijayan-led Kerala government has imposed a "fat tax" on consumers eating junk food like pizza, burgers and tacos. The announcement was made by state Finance Minister Thomas Isaac, while presenting the LDF government's first budget.

In his budget speech, the finance minister said a fat tax of 14.5 per cent would be imposed on branded restaurants selling food like pizzas, burgers, tacos, doughnuts, sandwiches, pasta, burger patty and bread-filling. Fast-food chains like McDonalds, Dominos, Pizza Hut,

Subway, among others, are likely to see the new tax imposed on them.

Other pertinent aspects of the New Kerala budget as observed by Dr.

“

A fat tax of 14.5 per cent would be imposed on branded restaurants selling food like pizzas, burgers, tacos, doughnuts, sandwiches, pasta, etc

”

Thomas Isaac include: ` 400 crore for infrastructure development of

20 major destinations, ` 200 crore for ropeway and development of Ponmudi, ` 200 crore for Alleppey and Thalassery Heritage tourism project, ` 18 crore for Spice route project. Airstrip to be developed at Bekal and Wayanad. ` 20 crore allocated for WiFi at major railway station and bus stations.

Luxury Tax on hotels will be reduced. Hotel rooms with rent upto ` 400 will have no taxes. Rooms with rents up to ` 1000 will be 6 per cent. Those rooms fixed with rent of over ` 1,000 will be taxed @ 10per cent. Total allocation for marketing, HR training and product development is ` 311 crore and ` 750 crore for other infrastructure development.

SIHRA

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DARJEELING'S HOSPITALITY INDUSTRY BACK ON TRACK

Hotels in Darjeeling have been doing robust business since last summer after a long hiatus, revealed **Mahabir Prasad Agarwal**, Managing Committee Member, HRAEI, and Managing Director Central Heritage Hotel, Darjeeling and Sikkim.

"This was an exceptionally good summer with more than 90 per cent occupancy in all categories of hotels. Our business is back on track as there has been no political agitation for quite some time, thanks to some bold initiatives taken by the honourable Chief Minister Mamata Banerjee," he said. Until 2014, around 1,500 hotels in the 'Queen of Hills' had been incurring huge losses due to a long agitation for a



Mahabir Prasad Agarwal
MC Member, HRAEI

separate state of Gorkhaland. Tourists avoided Darjeeling and shifted their preference to the neighbouring state Sikkim "The number of tourists had started to dwindle after the agitation was launched at a fever pitch in 2013. Many of the hotel owners had no option than to close the hotels," said Agarwal. Darjeeling usually gets a steady flow of tourists in summers. Tourists flock the hill station to enjoy the view of Mount Kanchenjunga and trek among the picturesque gardens that

produce the famous aromatic tea. There is another surge of travellers in September to November when the weather is stable and the sky is clear for offering undisturbed views of snowclad famous peaks of the Himalayas.



Sudesh Poddar
President
HRAEI

"Things started looking up since last year and we have seen record-breaking occupancy in most hotels in the hills and its surroundings," said Agarwal. This has happened after the chief minister took strong initiatives to integrate diverse ethnic groups in the hills. "Law and order is normal now. We haven't seen any strike or road block" he said. "We have also been witnessing

“
The service of UNESCO heritage DHR has been patchy for years. Efforts to refurbish it must be done to increase the footfall of international tourists
”

an increasing footfall of foreign tourists which calls for more rooms in the upscale category of hotels," he added. "Because the Chief

Minister visits the hills so frequently the roads are maintained perfectly," he says. His only gripe is that the service of UNESCO heritage Darjeeling Himalayan Railway (DHR) has been patchy for years. "Recently, an effort has been initiated to refurbish DHR. This must be urgently done to increase the footfall of international tourists," he says.

Sudesh Poddar, President, HRAEI, expressed his satisfaction over the positive changes happening in the hills. "This is indeed a significant development for the ailing hospitality business in Darjeeling. Since hospitality sector provides livelihood to thousands of local residents, it needs to function without any hindrance."

According to him, if things run at this pace, hotels have to add more rooms and local train with adequate skills to host more tourists from



Tejinder Singh Walia
Senior MC member
HRAEI

India and abroad. Adds **Tejinder Singh Walia**, Senior MC member, HRAEI, "Darjeeling had been attracting a large number of foreign tourists until the agitation started. Now that peace is back in the hills, we can expect more travellers from abroad. Our industry will help add more foreign currency to the country's exchequer."



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HORWATH HTL TO EVALUATE FHRAI ANNUAL AWARDS

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Instituted in the year 2000 this is the 16th year of the FHRAI Annual awards where achievers in the hospitality industry have been recognised, encouraged and felicitated. This year 247 applications have been received in some 16 categories vindicating the awards popularity, credibility and impartial assessment process. The



Amitabh Devendra
Secretary General
FHRAI

awards recognise entrepreneurship, individual excellence in diverse areas of operations and management ranging from the best general manager to best environmental practices pursued by hotels. Montu Saini – The Ashok, Delhi was 'Young Hotel Chef of

the year'; Ankit Chona – Havmor Restaurants Private Limited was commended as 'Young Restaurant Entrepreneur of the year'.

Vivanta by Taj Surya, Coimbatore won the award of 'Environment Champion of the Year among Large Hotels'; Radisson Blu Resort Temple Bay won the award of 'Environment Champion of the Year among Small Hotels' were some of our past awardees/winners. This year Horwath HTL will assist in short listing two potential winners from each category from which the final winner will be selected on the day of the awards. FHRAI also welcomes Horwath HTL as its Knowledge Partner at the 51st FHRAI Annual convention; and supports Horwath HTL's - HiFi Annual convention to be held on November 16-17, 2016 at JW Marriott Hotel Sahar, Mumbai.

MINIMUM WAGE RATE ISSUE

Department of Labour is mulling to increase minimum wage rate in the capital and the proposal on revision of minimum wage rate for different categories of workers by a committee of Dept. of Labour Commission, Govt. of NCT of Delhi is in process.

The exorbitant revision proposal will result in negative effects of job losses, lower revenues, less money being circulated back into the economy by paying suppliers, and reduced hotel room tax collections, resulting in heavy cost of valuation for the hospitality industry. Keeping the hypersensitive nature of our sector, Hotel and Restaurant Association of Northern India (HRANI) has submitted a detailed representation to the Labour Commissioner of Delhi on the above issue.

IN MEMORIAM SHRI P.L. LAMBA



FHRAI President, Shri Bharat Malkani, expressed his deepest condolences on the demise of Shri P.L. Lamba, who passed away peacefully on July 23, 2016. He was the former president of FHRAI from 1993 to 1994. Considered by many to be the pioneer of the organised Ice Cream Industry in India, Shri Lamba started the famous Kwality Ice Cream in the early 1940's which post Independence went on to become a household name throughout India.

Self belief, determination and hard work were the hallmarks of his character, and a great love for food set him on a trail that took him all over the globe to establish his Gaylord chain of restaurants, Gaylord in Mumbai, London, San Francisco, Hong Kong and Trinidad all showcased the splendor and richness of North Indian cuisine of the Maharajahs of yesteryear. His passion for bakery prompted him to start Gaylord Bakery in Mumbai in the early 60's serving delectable chicken patties and pastries and which he expanded in Delhi under the brand 'Bread and More'. The mantle of his legacy now rests on his son Sunil Lamba and his grandsons Dhruv Lamba and Divij Lamba.

EXPANSION

LORDS HOTELS BRANCHES TO TIER II, III

Lords Hotels & Resorts is slated to initiate 15 properties to its portfolio and take the total count to 40 properties by 2020, while planning a strategic growth in the tier II and tier III cities and towns. "The scope for growth for hotels in the affordable sector especially in the Tier II and Tier III regions is larger. It is our target to add 400 new rooms by 2020," says **Rishi Puri**, Vice President, Lords Hotels and Resorts. "We recently added a couple of properties to our portfolio in the south including a lavish resort in Thissur. The east has a good potential for growth especially in



the mid-market segment and with our strength in this area, we are positive that we would be able to quickly take a lead in the region," says **P.R. Bansal**, Chairman, Lords Hotels & Resorts. "We are focusing on expansion across all the categories. Of our three new launches, our properties in Jammu and Agra belong to the Lords Inn brand, while our property in Kerala belongs to the Lords Resorts brand. As India claims its rightful place on the global tourism map, Lords is poised to tap this great opportunity to its optimum potential," concludes Puri.



Rishi Puri

MANAGEMENT

ACCOR'S VARUN BEACH BHEEMILI IN VIZAG

Varun Beach Bheemili Resort, managed by AccorHotels, located 25 kilometres northeast of Visakhapatnam, has been rolled out for public. The property has 28 rooms overlooking the Bay of Bengal and is within walking distance to Bheemili beach. Bheemili, known for its rich history and traces of Buddhism, offers a culturally rich experience to the tourists. Jean-Michel Cassé, Senior Vice President, Operations, AccorHotels India says, "India is a priority market for us and one in which we are seeing solid growth momentum. By the end of this year, we expect to have a strong presence with a network of 45 hotels in the country. The state of Andhra Pradesh is integral to our development strategy and we are committed to opening more world class hotels here. The Varun Beach Bheemili Resort is our second hotel alongside the 225-room Novotel Visakhapatnam and we have plans to



open another Novotel with a convention centre in Vijayawada sometime later." **Madhav Bellamkonda**, General Manager, Varun Beach Bheemili Resort managed by AccorHotels & Novotel Visakhapatnam Varun Beach says, "Varun Beach Bheemili Resort infuses local architectural elements with the warmth of Novotel hospitality, elegance and simplicity focused on the needs of the leisure or business traveller. Our large sea-facing rooms with balconies are the closest to a cruise experience on land made even more real with the rising Sun over the East coast, making it a memorable stay for our guests. We look forward to welcoming guests to this pristine property."



MID-SEGMENT

NOW, GINGER'S IN NOIDA

Ginger Hotels has announced the launch of its second hotel in Noida - Ginger Hotel Noida, East. "This is an extremely proud moment for us as we launch our second hotel in Noida – a city that is continuously evolving as a business district and IT hotspot. Ginger is the largest chain of branded budget hotels in India with a resilient promise of safety, cleanliness, wonderful sleep experience, refreshing shower experience, a sumptuous breakfast and seamless internet connectivity. We assure travellers of a delightful experience with us," said **Rahul Pandit**, MD & CEO, Ginger Hotels. Ginger Hotel Noida, East; provides convenient access to Noida Expo Centre, Electronic City, Corenthum Business Park, Pragati Maidan, Buddha International Racing Circuit and Delhi Expo Mart. The hotel is also in close proximity to Okhla Bird Sanctuary, Akshardham Temple and the Old Fort. With 96 rooms, the hotel offers free high-speed wireless Internet, multi-cuisine restaurant with 24/7 coffee shop, well-equipped fitness center, reliable security features and state-of-the-art meeting facilities, for today's value conscious traveller.



GDS

TRAVELPORT INKS DEAL WITH OYO



Travelport and OYO announced a new agreement whereby 6,000 hotel properties offered by OYO will be made available through Travelport's Travel Commerce Platform to its travel agency users, both in India and around the world. The agreement with OYO is the latest example of Travelport responding to the needs of its agents to add the hotel content they need in their local regions. It also responds to the needs of hoteliers by giving them access to the international travel booking industry. Once on Travelport's Travel Commerce Platform, travel agents globally have access to the hotel content through their normal workflow, eliminating time-consuming and inefficient bookings across different channels.

Travelport's Travel Commerce Platform connects hotel providers and independent properties to its 68,000 connected agencies worldwide, in turn, offering travellers more hotel choices as Travelport now offers 650,000 unique hotel properties.

Kavikrut, Chief Growth Officer, at OYO said, "We are pleased to partner with Travelport and take our offerings to a wider audience.

Both OYO and Travelport are recognised for leveraging innovative technology capabilities. We are confident of utilising this synergy to unlock new growth areas for both partners."

Niklas Andreen, SVP of Hospitality at Travelport, said: "We are delighted to welcome OYO to Travelport. This is an exciting partnership and one that forms part of our ongoing strategy to extend our hotel offerings."

"Our industry-leading connectivity enables us to directly acquire specific hotel content, as well as requested local hotel chains and individual properties, and we are looking forward to continuing to expand our offerings in this area throughout the year," he added.

OYO currently operates in more than 180 Indian cities, including Delhi, Jaipur, Mumbai, Bengaluru and Goa. Travelport's Travel Commerce Platform connects hotel providers and independent properties to its 68,000 connected agencies worldwide and offers 650,000 unique hotel properties.



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Brand Power or Independent Appeal?

Should independent hoteliers remain unaligned or go with some specific brand as brands move to Tier-II and Tier-III cities? Is Internet of Things (IoT) sufficient to provide visibility? Ten years down the line, will the millennial traveller only lookout for brands and book? Will hotel brands/aggregators dominate as in case of manufacturing and FMCG? Senior members of regional associations share their viewpoints.



K Syama Raju
Vice President
FHRAI

BUILDING INTERPERSONAL RELATIONS

An independent entrepreneur who has no experience in hotel construction and operation has to face the following challenges like (a) getting finance

“Internet provides visibility for promotions but it should be supported by well known brands for occupancy growth”

from financial institutions due to non-recognition of infrastructure status to the hospitality industry (b) getting suitable area for construction

and, (c) providing professional services and pricing to market the product.

As per a hotel survey, it takes nearly five to ten years gestation period to get sustained. This is more relevant in hotels coming in tier II and tier III cities, where infrastructure is minimum and less known to new visitors. Internet does provide visibility for promotions but it should be supported by well known brands for occupancy growth, especially in the matter of pricing and providing facilities for group movement.

Aggregators dominate the pricing which exhibits lower tariff than the market quote and also exhibit facilities not known to the tourist group, who book a room. In the case of smaller and boutique hotels, it is run comfortably by the families who are in the business for generations and are well known by the locals. Visitors from up North in America visiting southern beach resort stay only at select hotels where the staff knows the requirements of visitors and their families. Same is the case of the boutique hotels in India. The hotels owned by individuals and known families in hotels play a vital role in operation.



Dilip C Datwani
Senior VP
HRAWI

ASSET POSITIONING

Mainly, it is a matter of asset positioning and trading potential than brand versus independent hotels. Today, an independent hotel is able to retain their individuality, character and charm which make them exclusive while benefitting from various affiliations. There are alliances which provide such individual hotels with global distribution, reservation networks with flexibility in market positioning and rate determination.

A positive thing to consider is that independent hotels have flexibility to change the standards or policies in accordance to the market needs. A challenge still prevalent is the tendency of the

independent hotels to pay higher commissions to OTAs. As an hotelier you need to consider that OTAs rely greatly rely on independent hotels as their main source of revenue, hence hotels should be able to leverage that power to negotiate the rate of commissions.

Brands basically go with the standards to maintain a uniformity, which at times tends to get monotonous

“Independent hotels have greater flexibility to change the standards in accordance with the market needs”

to the regular traveller. The question here is which brand will bring the most incremental business? Systems contribution through CRS also does not tell the story as business would come to the hotel regardless of affiliation. The hotel industry is midway in another challenging year ahead. Independent or chain, you are bound to gain new experiences.



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Sudesh Poddar
Honorary Treasurer
FHRAI

CURATE LIFESTYLE EXPERIENCES

Independent hoteliers must remain unaligned and try to create carefully curated lifestyle experiences for their customers, rather than joining the 'big brand' bandwagon. They must create great design, exceptional service and stand-out food-and-beverage offerings. Carve out some genuine 'boutique' experience that can't be replicated and get loyal customers.

Big brands are formidable no matter what people say. They are hungry to capture the mindshare of the future traveller, which are the millennials and young-at-heart older travelling public, currently seeking out the lifestyle lodging experience. However, they are poor in delivering a genuine and authentic or boutique experience.

However, independents need to distinguish themselves via their programming and public spaces to effectively compete with branded chains. They must not ignore

social media-driven sales and referral traffic to hook the millennial traveller. Spreading the word through social media channels is not only cost-effective but can have a stronger impact on the young customers.

Last but not least, the day-to-day business functions of travel and hotel businesses can be dramatically improved through the automation provided by IoT innovations. Hotels can track supply chains more efficiently through sensor-enabled shipments, allowing them to plan for any contingency and prevent service disruptions to guests. Hotels and airlines can easily deploy cost-effective security mechanisms in facilities and structures, with centralised

“
Independents need to distinguish themselves via their programming and public spaces to effectively compete with branded chains
”

management of these IoT enabled cameras and proximity sensors from any desktop or mobile device.

Independent hotels should incorporate IoT into their current initiatives to take advantage of future innovations. Many of the new innovations are already available in the market and can be tapped through startups.



Luv Malhotra
Vice President
FHRAI

PRIME BRAND IS THE HOTEL ITSELF

The Indian hospitality industry is all set to evolve with the emergence of the tier II and tier III cities, which is seen as the new development hub, but, recent trends make it hard to choose between brand or being independent in the competitive industry.

The value of a brand chiefly resides in the mind of customers and is based primarily on their brand awareness, perception of its quality, and brand loyalty. The hotel industry is witnessing an influx of millennial travellers who are a tech savvy, value social connections, to indulge in luxuries.

Millennials appreciation and satisfaction with a hotel services and amenities differ from previous generations. First and foremost, millennials place high importance on the availability of technology and the hotels who are able to curb their tech hunger are the ones that dominate the field.

Brands are specialist in delivering tech services to the customers but their high prices have always been a constraint in travellers' choice. Though, the millennials require and expect high end

features from their hotels, they are a price sensitive lot, who want more for less. Thus, the independent hotels are to stay in the game, given that they are able to provide customer satisfaction at affordable rates.

Further, IoT deployments can serve as an essential competitive differentiator as it has a broad and easily recognised impact on hotels, spanning services including entertainment, food and beverage, guest security, and many others. In fact, the era of IoT is only entering the mainstream phase, and its rapid evolution will be seen in the years to come.

“
Independent hotels are very much to stay in the game, given that they are able to provide customer satisfaction at affordable rates
”

Digital technology is currently influencing the booking behaviours of the millennials, the word 'lodging' is evolving to 'techno-lodging'.

From intelligent booking systems that show 'Best Available Rates', to the 'In-Room Technology' that does everything just with a tap, the Gen Y needs it all connected. With the emergence of such a tech savvy generation, the rising wave of hotel brands/aggregators doesn't seem to go anywhere. While brands are making progress, being an independent hotel gives the hotel freedom to be more creative, provide customised guest experiences.

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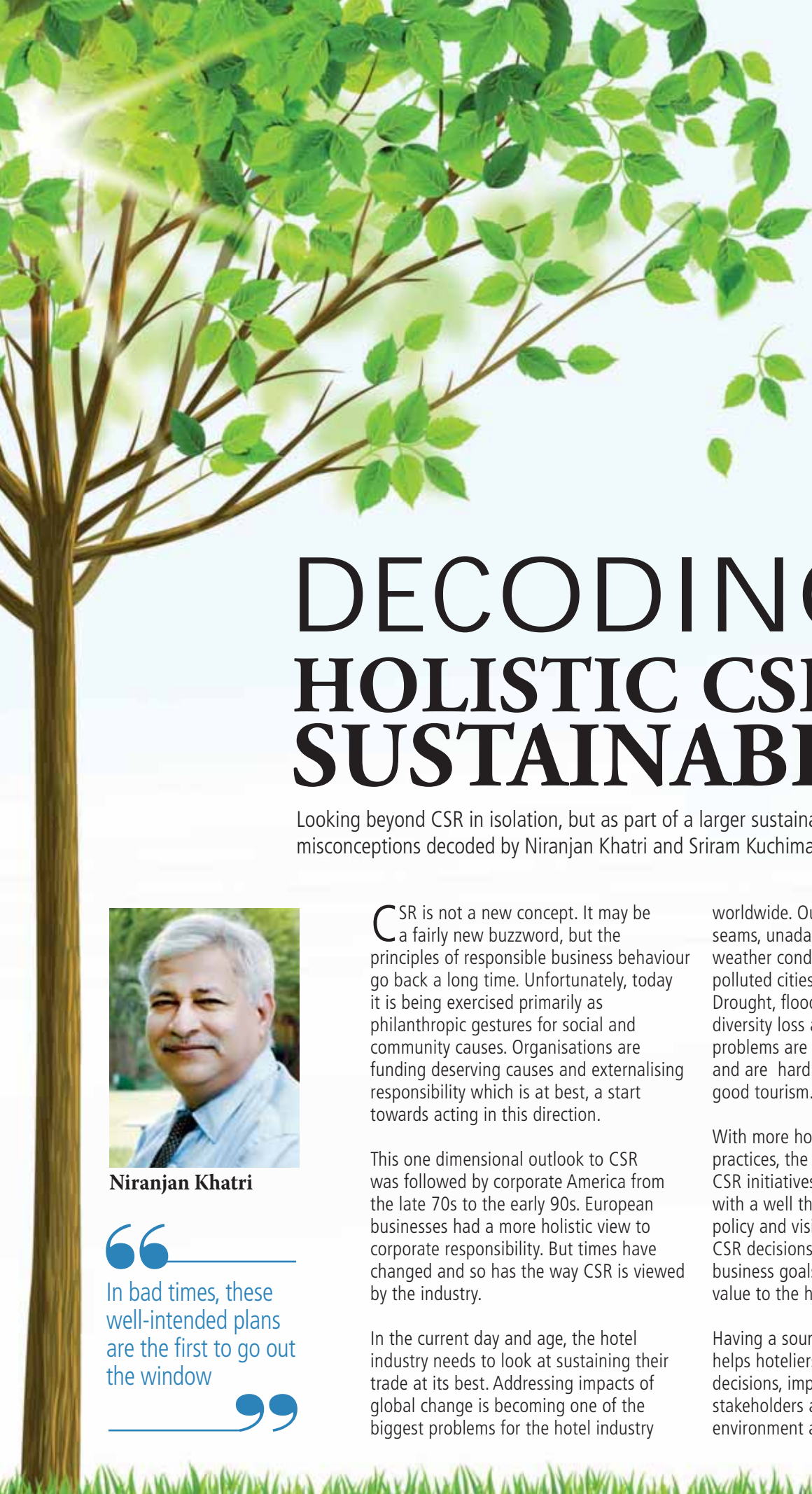
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DECODING HOLISTIC CSR FOR SUSTAINABILITY



Looking beyond CSR in isolation, but as part of a larger sustainability strategy and other misconceptions decoded by Niranjana Khatri and Sriram Kuchimanchi.



Niranjana Khatri



In bad times, these well-intended plans are the first to go out the window



CSR is not a new concept. It may be a fairly new buzzword, but the principles of responsible business behaviour go back a long time. Unfortunately, today it is being exercised primarily as philanthropic gestures for social and community causes. Organisations are funding deserving causes and externalising responsibility which is at best, a start towards acting in this direction.

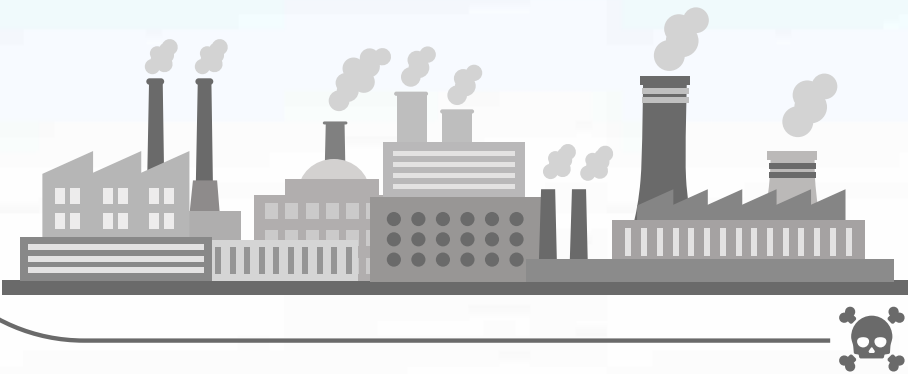
This one dimensional outlook to CSR was followed by corporate America from the late 70s to the early 90s. European businesses had a more holistic view to corporate responsibility. But times have changed and so has the way CSR is viewed by the industry.

In the current day and age, the hotel industry needs to look at sustaining their trade at its best. Addressing impacts of global change is becoming one of the biggest problems for the hotel industry

worldwide. Our cities are bursting at the seams, unadapted to cope with extreme weather conditions, 10 of the 15 most polluted cities in the world are in India. Drought, floods, energy shortage, biodiversity loss and uncontrollable waste problems are plaguing the entire nation and are hardly the commandments of good tourism.

With more hotels adopting sustainable practices, the scope and outlook of their CSR initiatives are also changing. Hotels with a well thought-out sustainability policy and vision have taken strategic CSR decisions that go in hand with their business goals, thereby directly adding value to the hotel.

Having a sound sustainability strategy helps hoteliers take informed operational decisions, improved relations with all stakeholders and adds value to local environment and society in a scale much



Sriram Kuchimanchi

“
The hotel industry is also one of the most resource intensive industries. Why aren't more hoteliers looking at sustainability as a key impact area?
”

larger than an isolated CSR plan. This also ensures that there is continued priority in following through with these initiatives year on year.

This is real corporate responsibility and is commonly known as the triple bottom line approach; one that considers the economic, social and environmental implications of every business action.

While it's great that a lot of hoteliers are looking at CSR in a holistic fashion by starting from where they stand, this needs to pick up to see the shift in more realisable impact and

well channelled CSR programs. Indian hoteliers who are not yet considering sustainability as a game changer for their organisation need to take a long hard look at their businesses and re-evaluate core business goals to include sustainability as a key action area.

*(The authors are: **Niranjana Khatri**, Founder of iSambav, a sustainability training organisation and **Sriram Kuchimanchi**, an Ashoka Fellow, is the CEO of Smarter Dharma, a social enterprise operating in the field of social and environmental sustainability. The views expressed above are the authors' personal views.)*



SHADES OF GREEN

While the hotel and restaurant business remains competitive in India and globally, it is also an industry that relies heavily on energy, electricity and water usage. With natural resources depleting, along with global warming, it is essential to bring into focus many initiatives that are already being taken by hotels in this direction. We got in touch with a few, who share insights on environmental issues critical in the region and the eco-sensitive measures adopted.

Kanchan Nath



Chandrashekhar Joshi

General Manager, JW Marriott Mussoorie Walnut Grove Resort and Spa

LITTERING TOURIST SPOTS

Mussoorie being a frequently visited hill station is witness to a lot of tourist movement. We experience a lot of littering by visitors, especially at tourist spots.

ECO-SENSITIVE MEASURES

The hotel has tied up with local NGO's to effectively manage waste in tourist areas. The team, along with the NGO members, on a regular basis, organises cleanliness drives to keep public in check. Apart from the above, the resort has its own STP (Sewage Treatment Plant) to effectively segregate and manage dry and wet waste. The water used in toilets is recycled to ensure minimum wastage.

SWACHH BHARAT ABHIYAN DRIVE

To make our environment clean and hygienic, we organised a cleanliness drive at village Kempty.



We took few of our associates, cleaned the entire village and educated the locals on the importance of maintaining a clean surrounding.

In continuance to our commitment towards 'Spirit to Serve', we at JW Marriott Mussoorie during the 'Marriott Environment Month' did a plantation drive, where 20 walnut trees were planted.



Chandrashekhar Joshi



Jai Kishan

Jai Kishan

General Manager, Novotel Kolkata Hotel and Residences

AIR AND WATER POLLUTION

There are many environmental issues in Kolkata, severely affecting its bio-physical environment and human health. Two of the most critical environmental issues the 'City of Joy' face are air and water pollution. While the air has turned foul, water in lakes and ponds has become turbid. The city's green cover has also declined. According to experts, the rising pollution is the primary cause of various diseases which are affecting the health of the citizens.

CONSERVING ENVIRON

As part of its global sustainability initiative - PLANET 21, AccorHotels has made 21 commitments in favour of sustainable development. Novotel Kolkata Hotel and Residences is in compliance with the initiative's objectives and are committed towards local sourcing, preserving bio-diversity and efficient use of water, energy and waste management. We believe in paying back to Mother Nature which reflects in our day-to-day operations.

Some of our initiatives include energy efficient lighting, use of eco-friendly products for cleaning purposes, daily bedding change on guests' request and use of LIVE N DREAM system, which was imagined with our sustainable development policy at the core of our requirements.

LIVE N DREAM is entirely eco-designed from the high-quality bedding fibre produced from 100 per cent recycled bottles, to the bed base manufactured

from eco-responsible wood; we have focused on creating a new bed system which both adapts to the way our guests sleep and respects our planet. The bathrooms (showers and taps) at the hotel are equipped with flow regulators to save water and offer eco-friendly personal grooming products (soaps, shampoo, etc.). At our restaurants, we offer fair trade tea, coffee and chocolates along with balanced menus. We do not use endangered sea products.

We are also a LEEDs certified hotel and rated Gold. Rainwater harvesting, STP (Sewage Treatment Plant), energy conservation via lighting of the hotel, recharge pits for maintenance of subterranean water levels, herb and vegetable garden within the premises are a few that serves as a contribution towards preserving and enriching the surrounding environment.

OPTIMUM SANITATION

Novotel Kolkata Hotel and Residences strongly supports the Swachh Bharat initiative and we have been actively participating in the campaign by involving our employees and even guests to some extent in cleanliness drives, cleaning the hotel's surroundings. We directly work with NKDA (New Town, Kolkata Development Authority), HIDCO (Housing Infrastructure Development Authority) and local municipal corporations to keep the locales clean by taking responsibility for the sanitation of the nearby areas and strategically placing dustbins and trash cans.

Neil Paterson

General Manager, Novotel Hyderabad Convention Centre and Hyderabad International Convention Centre



Neil Paterson

FLORA AND FAUNA UNDER THREAT

Novotel Hyderabad Convention Centre and Hyderabad International Convention Centre are located in the heart of a rapidly developing area of the city, owing to global IT and pharmaceutical players setting up base in the vicinity. Due to the rapid development and commercialisation, the diversity in flora and fauna of the area is under constant threat. Several species of colourful birds, including peacocks, are frequently spotted here, and their existence is endangered. Rapid development of housing societies to accommodate a growing workforce has affected catchment areas, which has resulted in several scenic ponds drying up, and sent the water table plunging.

PLANTATION DRIVES

We at Novotel Hyderabad Convention Centre and Hyderabad International Convention Centre take the threats to our surrounding flora and fauna very seriously. Keeping in mind the conservation of green cover, as well as fostering the growth of fauna, the hotel employees regularly participate in plantation drives. We have been planting large numbers of saplings, both within the vast property that encompasses Novotel Hyderabad Convention Centre and Hyderabad International Convention Centre, as well as in the surrounding vicinity. We have planted and

are taking care of the growth of our saplings in nearby government schools as well, inspiring young students to be mindful of their environment and participate in this green drive. We also work actively with 'Friends of Snakes Society of Hyderabad' to relocate snakes caught outside the property to their natural habitat without causing any harm to them.

COMMUNITY CLEANING

Swachh Bharat Abhiyan is a welcome initiative launched by the Prime Minister of India and we are proud to be a part of this initiative, actively participating in the cleanliness drive. The aim is not just to keep the periphery of our hotel clean, but rather, to proactively be involved in community cleaning. We regularly organise cleanliness drives within the hotel premises as well as the surrounding areas to provide our community a healthy environment to live in. We drive the same culture within the property as well with initiatives like 'Clean as you go' for the employees.

Winning the award for the 'Best Landscape from the Government of Telangana', under the category 'Best Garden Maintained by the Private Companies' for the seventh year in a row is a testimony to our team's dedication and work in the area of horticulture and cleanliness.





Satyajeet Krishnan

Satyajeet Krishnan

General Manager, The Taj Mahal Hotel, New Delhi.

AIR, WATER AND NOISE POLLUTION

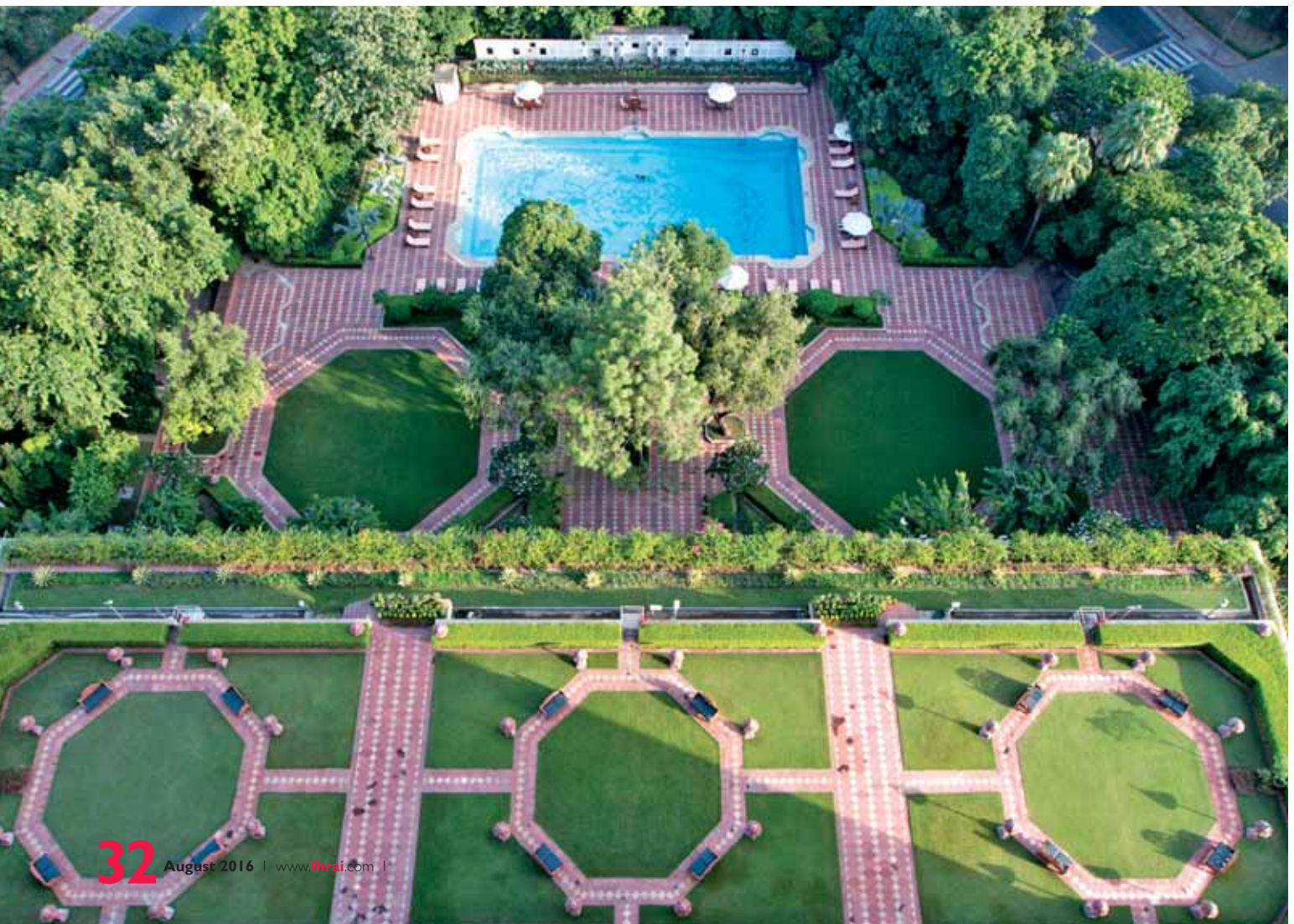
Delhi, as a city has been largely affected with environmental complications. It is not just air pollution that poses a risk to people in the city but also water pollution, noise pollution and pollution due to poor waste management.

- All leather 'TAJ' carry bags have been replaced by jute bags.
- Regular energy audits are conducted by the Hotel to understand our performance on various environmental parameters.

ECO-SUSTAINABILITY

In addition, energy efficient practices are employed in all areas of operation:

- LED lights and light dimmers in guest floor corridors and in the lobby.
- Water level sensors have been installed in the hotel to avoid wastage of water due to overflowing.
- A rain water harvesting programme has been initiated by the hotel.
- Solar panels are used for pre-heating of water.
- Discarded linen is converted into laundry bags, dusters, trolley covers and even menu covers.
- Big fresh air fans (30 HP) have been replaced with 3 AHUs for the laundry.
- Burnt oil from the kitchens is sold to an authorised agency to ensure proper disposal.



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Vijay Wanchoo

Vijay Wanchoo

Sr. Executive VP & GM, The Imperial New Delhi

Individually, hotels do not have a significant negative impact on the environment. However, collectively they can be very wasteful and consume huge amount of resources. It has been estimated that 75 per cent of hotels' environmental impacts can be directly related to excessive consumption. This is wasteful in terms of resources and it creates unnecessary operational costs.

PREVENTING POLLUTION

There are many green practices that our hotel has implemented as preventive measures to save the environment. Examples of these are:

The Hotel restricts vehicle movements and entry of all the vehicles in the premises, strictly complying with the pollution standards. Kitchen and boiler are on green fuel (PNG), the DG room is sound proof and emissions are maintained as per the prescribed standards by the government. All the hotel vehicles used for the staff are strictly run on green fuel.

Strengthening green belt We have increased the green area within the premises by aggressive plantation and maintenance of green coverage around the hotel. This is to prevent air pollution and strengthen the green belt.

Adequate supply of treated Water STP (Sewage Treatment Plant) We are treating 100 per cent waste water generated by the hotel operations and reusing the recycled water in our hotel premises

for gardening, washing and flushing. We also give it to NDMC for horticulture purpose. Our low-flow shower systems - saves water and energy. Not to miss, rain water harvesting pits are made in different locations of the hotel.

Waste management We have installed organic waste converter to manage the wet garbage, by using the Organic Waste Composter. We convert the wet garbage into manure and use it in the garden. The dry wastes are handled by authorised recycler.

Waste water management We treat 100 per cent waste water generated by the hotel operations through STP (Sewage Treatment Plant) and reuse the recycled water in our hotel premises for gardening, washing and flushing while giving it to NDMC for horticulture purposes.

SWACHH BHARAT ABHIYAN

In July last year, we celebrated Swachh Bharat Abhiyan with NDMC and Rotary Club of Delhi Midtown with an aim to support and ensure health, hygiene and sanitation in the city.

Fifty dustbins were donated to NDMC on this occasion by The Imperial and Rotary Club of Delhi Midtown to action hygiene and cleanliness on streets. NDMC members performed a short road skit in front of the public around the hotel, demonstrating the importance of cleanliness.

Ajay K. Bakaya

Executive Director, Sarovar Hotels

AIR, NOISE EMISSIONS

The main environmental impacts we have to keep in mind are the CO₂ and CFC emissions. Apart from these, hotels need to be cautious with various other factors such as noise, smoke, odour, health of staff, waste energy, waste water, waste food, sewage disposal, laundry effluent disposal and location of hotels in fragile locations.

ECO-FRIENDLY PRACTICES

We try to be sensitive to the environment as much as possible. We adopt the following practices:

- Fully functional effluent / sewage treatment plant treating 100 per cent output.
- Use of 100 per cent water from the Sewage Treatment Plant for flushing, horticulture and gardening.
- All refrigeration equipment is non CFC.
- Energy saving practices are part of our day-to-day working to save national resources – conventional fuels and electricity.
- Entire catch of rainwater is used to charge the ground water tables.
- Each of our hotels discourages use of plastic in all areas.
- The hotel is installed with Solar Energy Banks for substituting conventional fuels for hot water requirement and public area lighting in near future.

ENERGY CONSERVATION

- All guest rooms are fixed with energy saver control switches.

- Moving towards 100 per cent utilisation of LED in all areas.
- Dimmers installed in all public areas, F&B outlets, conference and convention halls.
- Using the most energy efficient HVAC system for the location.
- Electronic chokes for tube light fittings.
- Installation of capacitor banks 300 KVAR to achieve power factor of 0.99 or higher, thus, saving electricity.
- Isolation of areas and separate metering with respect to air-conditioning thus saving energy.
- PRV is in use in all rooms to control water pressure to conserve water.
- All public area toilets are fitted with Electronic Sensors to control discharge of water to save water.
- Use of Variable Frequency Drive (VFD) motors in all areas.

SWACHH BHARAT

We are contributing to the initiative through:

- Discouraging use of plastics in each of our hotel. Encouraging use of recyclable sources of materials.
- Garbage management and segregation – wet and dry, and disposal.
- Water treatment – encouraging usage of STP, WTP, Solar panels and rain water harvesting.
- Water recycling and usage of the same for gardening.
- Participation in community initiatives.
- Our hotels undertake cleanliness, plantation drive.



Ajay K. Bakaya





Naveen Jain

Naveen Jain

President, Duet India Hotels

Environmental issues critical in our region include air pollution, waste management, growing water scarcity, falling ground water table and rising temperatures.

ENVIRONMENT SUSTAINABILITY

- Fluorescent lamps/ halogen lamp have been replaced with LED to reduce the CO2 emission.
- 70 per cent electricity is being generated through the wind energy (renewal energy) .
- Recycling of water through STP and reducing the water pollution.
- Plastic items are given to an authorised recycler.
- Wet waste management (Organic waste convertor).



- Sustainable practices - e.g. no bottled water (plastic) only filtered water and recyclable dustbins.
- Using the solar system for generating hot water.
- Water is being treated through STP and is being used in gardening and for cleaning the driveways.
- Rain water harvesting system is in place in every hotel.

DRIVING CLEAN

- Periodic cleanliness drive in various localities close to our hotels.
- Collection of plastic from hotel employees for handing over to an authorised recycler.



Aradhana Lal

Aradhana Lal

Vice President, Sustainable Initiatives, The Lemon Tree Hotel Company

ENABLING ECO-SENSITIVE MEASURES

Lemon Tree Hotels is a national mid market chain of hotels with 29 hotels, 3,500 rooms, three brands in 18 cities. Lemon Tree Hotels objective is to be a trusted Indian brand and to stand for more than 'just profit':

PEOPLE: Socially inclusive work ethos.

PLANET: All hotels to be built to L.E.E.D. Gold standards.

PROFIT: Without profits, we cannot survive. We implement initiatives that are aligned to these three planks over the long term and build on our learnings year-on-year.

The second plank of our strategy is creating hotels that are designed to qualify for the L.E.E.D. Gold Standard. Our buildings are designed for universal access and offer energy saving, efficient use of water, reduction of CO2 emission and overall improvement in environmental quality.

The measures we will adopt are: (energy) replacement of all CFL with LED bulbs; use of renewable energy (solar PV); greater use of daylight; in-depth focus on monitoring energy and rectification of leakages or consumption surges; increasing building



automation across the portfolio (water) building awareness amongst users of water i.e. guests and employees on how they can contribute to water saving by conserving their own usage; greater use of green faucets, rain-water harvesting, etc.; increasing reuse of grey water by conducting trials and experiments in ozonation, ultra-filtration among others.

SWACHH BHARAT ABHIYAN

All our hotels have taken the pledge to keep their premises and the immediate neighbourhood clean on a weekly basis since October 2014. We track the number of man-hours put in by each hotel.

Nalin Mandiratta

General Manager, Crowne Plaza Gurgaon.

Within our region, water, electricity, pollution and sewage are environmental issues. We undertake several measures to control further harm.



PRESERVING ECOLOGY

At Crowne Plaza Today Gurgaon, we have adopted measures in all areas, be it maintenance, housekeeping, food production or laundry to save the environ-

ment. Our chief engineer has introduced many initiatives to improve preventive maintenance to increase efficiency of machines, have a schedule for usage of HVAC in certain areas, have switched to LED Lights in all guest areas and have installed motion and daylight sensors in many areas of the hotel like banquets and rest rooms to ensure minimal wastage of electricity. We treat and reuse water through a treatment plant for cooling towers and irrigation.



Nalin Mandiratta

THE CLEAN DRIVE

IHG as an organisation has taken up the "Swachh Bharat Abhiyan" campaign very seriously and each hotel in our region conducts several activities every month to contribute to the success of this campaign. As part of this initiative, Crowne Plaza Today Gurgaon has conducted multiple cleaning drives in Sector 29, maintained green areas around the hotel, held multiple sessions, in government schools and partner colleges to educate employees and students on the importance of hygiene and cleanliness.



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Shantha de Silva

Shantha de Silva

Head of South West Asia, InterContinental Hotels Group (IHG)

RETAINING ECO-SENSITIVITY

Being a responsible business is part of our DNA, and at the heart of everything we do. We are one of the world's leading hotel companies, and we take active steps to manage the possible impact of our business activities on the environment.

We have developed a proprietary web-based, easy-to-use system, the IHG Green Engage, to measure and mitigate energy consumption, water use and waste generation at our hotels. Our hotel managers from anywhere in the world can log into the IHG Green Engage system, which provides over 200 'Green Solutions' to choose from. The system tracks progress through four levels of certification, and our hotels, achieving level 3 certification or above can reduce energy use by up to 25 per cent. All our hotels in India use the IHG Green Engage system.

In September 2013, we set a target to reduce our carbon footprint per occupied room by 12 per cent and water use per occupied room by 12 per cent in water-stressed areas by 2017. By December 2015, we had achieved a 3.9 per cent reduction in carbon footprint per occupied room and 4.8 per cent reduction in water use per occupied room in water stressed areas.

The IHG Green Engage system demonstrates to our stakeholders, including our colleagues and guests, our commitment to address climate change, water scarcity and environmental degradation. Our efforts

have resulted in a positive impact on the communities in which we operate and as well as the creation of shared value for our owners and for IHG.

SWACHH BHARAT MISSION

We started our participation in the 'Swachh Bharat Abhiyan' in December 2014, with a cleanliness drive at the renowned Ram Niwas Bagh in Jaipur. A total of 21 general managers from across IHG hotels in South West Asia, along with the company's South West Asia leadership team participated in the drive to clean the park. Our initiative received great support from the Hon'ble Minister of Tourism, Government of Rajasthan, Smt. Krishnedra Kaur, who led this drive. We are continuing to carry out a number of activities, drawing on our colleagues from the corporate office and hotels to spread the Swachh Bharat Abhiyan initiative through our reach of 28 hotels in India.

In June this year, 600 of our employees participated in another public clean up during our IHG Celebrate Service Week. The same month, colleagues from 20 of our hotels across India educated over 2,500 school children and IHG Academy students on hygiene and sanitation. On August 1, 2016 colleagues from our hotels will participate in dengue prevention drive at local schools. In addition, by November 19, 2016, 15 of our hotels have committed to raising money and build public toilets in their neighbouring communities.

Ajit Sharma

Jt. President (Operations), Jaypee Vasant Continental

WHERE ARE THE GREEN SPACES?

Jaypee Vasant Continental is situated in one of the busiest business and shopping complexes of Delhi – Vasant Vihar. One of the biggest challenges that we face is to maintain the greenery in and around the property. To overcome the same, we have been doing plantation in the nearby areas with the tree guards to protect them from being uprooted and the maintenance of the same are done by our horticulture department.

Also, to keep the surroundings greener and fresh, we have increased the roadside foliage height and planted 37 Betia plants on Munirka Marg. Because of being located in a high traffic jam area, the level of pollution is another concern for us. Main-

for the changes that we wanted to bring about were under process since a few years and with time and proficiency of our team, we have been able to implement new environment friendly measures within the hotel premises.

We are amongst the top 20 per cent most energy efficient hotel buildings in the world as per United States' Energy star online benchmarking tool. We are also the second hotel in Delhi-NCR to have received the LEED EB - O&M Platinum certification.

We have matched the international benchmarks by working on the triple bottom line principle of people, planet and profitability and have been relentlessly working everyday to give back to the society and



Ajit Sharma



taining the quality of air inside the hotel premises thus have become our utmost priority.

We believe in not only taking initiatives which will benefit only our employees, but people at large. Apart from encouraging our employees to carpool every day to work, we conduct regular pollution checks of the cabs at our taxi stands and make sure to educate them of the pros & cons of getting it done on regular basis and incentivising them with monthly reward for 'Best Maintained Taxi.'

BENCHMARKING ECO-SENSITIVITY

Jaypee Vasant Continental, New Delhi, belongs to the league of pioneers in adapting and modifying its operations to achieving excellence in sustainable practices. The thought process and the blueprint

nature as much as we can. As ozone layer has been depleting rapidly and global warming has become a critical problem for our planet, we have tried to make our contribution by reducing the emissions of CO2 which has been up to 123 Mega Tons for 2015.

The potable consumption of water has been reduced by 44 per cent over the baseline as prescribed by International Plumbing Code (IPC) which translates into saving of 5,370 kilo litres, annually.

ENSURING SWACHH BHARAT SCHEME

To contribute towards the 'Swachh Bharat Abhiyan', we keep the area in and around the vicinity of the hotel clean. Apart from that, our teams from the hotel regularly participate in the cleaning drives that are undertaken by us.



Sulabh Suri

Sulabh Suri

Director Human Resources, Hyatt Regency Mumbai

IGNORING ENVIRONMENT

Rapid industrial growth with not much focus on sustainable environmental practices has posed a serious concern in our country. From the drop in level of ground table water to air pollution and mismanagement of waste, India has it all.

ENVIRONMENT FRIENDLY MEASURES

In an effort to reduce our carbon footprint and be environmentally conscious, we have added five Toyota Prius (environment friendly cars) to our existing fleet of cars.



In our endeavour to contribute towards a greener environment, we organise 'Pollution Under Control' drive in the hotel to ensure all associates are compliant. We have installed heat pumps, and also set up an STP water treatment plant to recycle water, which is then used for irrigation of the hotel landscape. We have introduced 'Volume Control Dampeners' for water taps which has helped us restrict the volume of water from 7.5 lt a minute to 4 lt. We have also drilled up a borewell up to 200mt to increase the level of ground table water.

CLEAN SURROUNDING

This is still in the stage of ideation as we would like to rope in two other hotels in our vicinity – ITC Maratha and Hilton to spruce up the neighbourhood as we share the same road, planting saplings and enforcing strict rules, will keep our surroundings clean. We hope to roll out this initiative in the next quarter.



EM Najeeb

EM Najeeb

MD, The Capital (Hospitality Division of Airtravel Enterprises India Limited)

IMPROPER GARBAGE DISPOSAL

Kerala on the whole has been facing many environmental challenges recently. We face the tough hurdle of water pollution and improper garbage disposal. The public sewage system also is not properly maintained. Drainage water gets logged at different places. Proper garbage disposal methods are not followed by the local residents, thereby resulting in heaps of garbage around.

ENABLING ECO MEASURES

We have been following a waste segregation system internally in our property although the state government has to still come up effectively. Apart from this, for wet garbage disposal we have constructed a bio gas plant within the premises. The gas produced out of this process is used for cooking purpose thereby reducing our fuel costs and benefiting the environment on the whole. Also, we follow eco-friendly good practices in the hotel.

Ajay Upadhyay

General Manager, Ajit Group of Hotels

WATER INACCESSIBLE

The city of Jodhpur, also referred to as the gateway to the Thar Desert, faces extreme weather conditions, as a result the region has started to see a dearth of underground quality water. At Ajit Bhawan, in order to fulfil the hotel requirements, we need to purchase water from outside.

The absence of a proper sewage system in the city further pollutes the nearby underground water resulting in an increased percentage of TDS and Nitrate levels.

ECO-SENSITIVE MEASURES

Below are some of the eco-sensitive measures taken up by the hotel:

The hotel is beautifully set amidst lush green outdoor spaces and gardens, with trees, plants and flowers that have been nurtured and

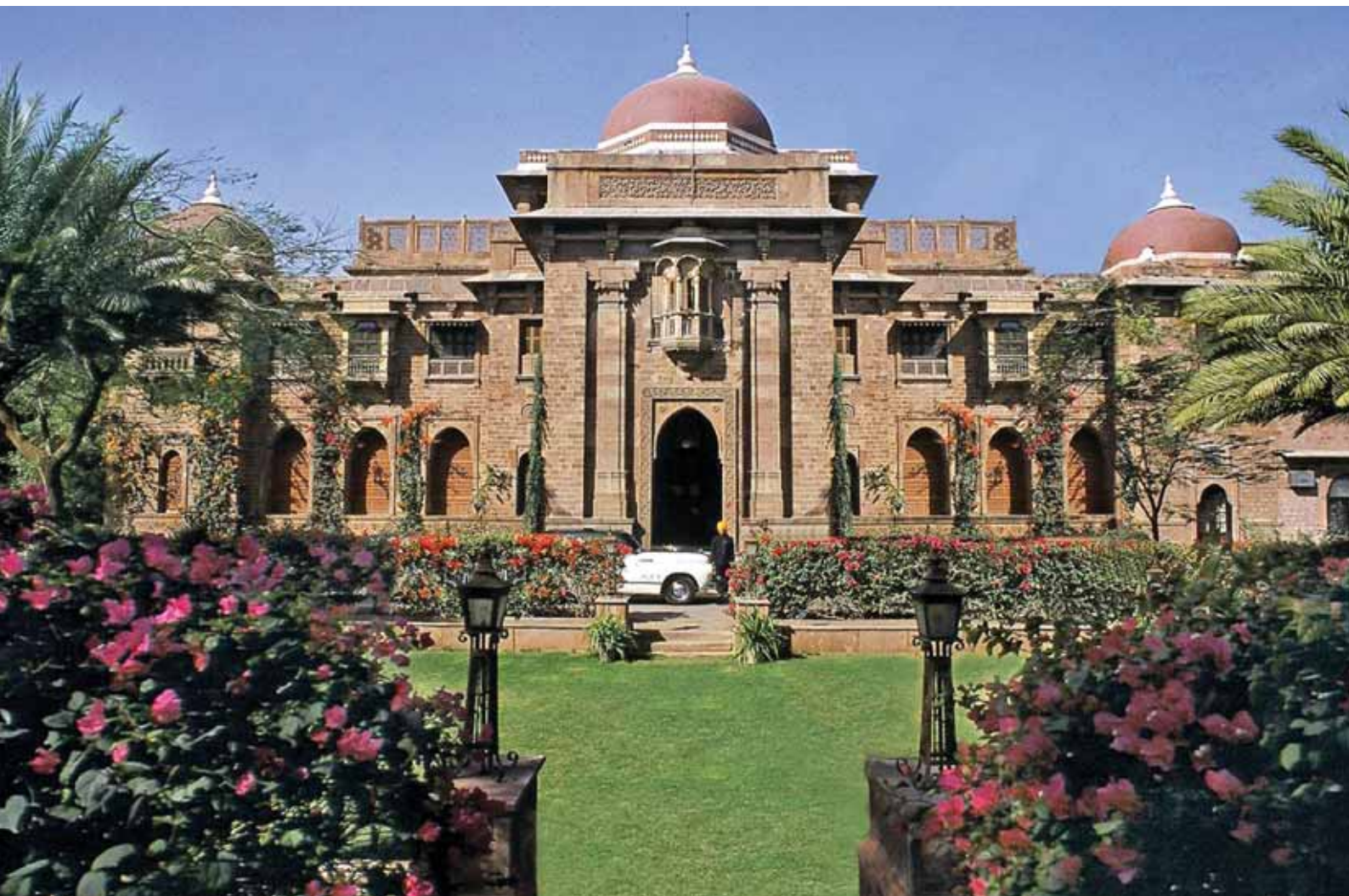
maintained over a period of time. The hotel's horticulture team grows seasonal flowers throughout the year which are in turn used to decorate guest rooms and restaurants.

The hotel has a sewage treatment plant to recycle used water, and across seven acres of the property, this recycled water is used for watering trees and plants at the hotel. Ajit Bhawan also endeavours to reduce carbon footprint by locally sourcing eco-friendly stationery and laundry bags, made from natural materials.

Ajit Bhawan offers the 'green room' option in all the rooms, wherein the guests can help the environment by opting to conserve water and reusing their bath and bed linen. Guests can hang their towel on the rack or behind the doors or place the "Do not change my linen today" card on the bed if they don't want to change bed linen.



Ajay Upadhyay





Subhabrata Roy

Subhabrata Roy

General Manager, Four Points by Sheraton Navi Mumbai (IHG)

EVERY DROP COUNTS

Water shortage crisis, which has been looming over India and crippling daily life in Mumbai, is one of the most critical challenges we are currently facing.

BEING ECO-FRIENDLY

We are actively taking various steps to ensure the least wastage of water. We regularly recycle water for gardening purposes as well as for the toilet flush. We have also installed water-less urinals across the hotel. We distribute smaller portions of packaged

water across our rooms, restaurants and banquets, pre-soak our utensils to save usage of running water as well as undertake various staff training initiatives to ensure awareness and the best implementation of processes.

CLEANLINESS DRIVE

The hotel will be participating in a cleanliness drive to clean up the surrounding areas in conjunction with a couple of Hotel Management Colleges around the Navi Mumbai area.

FAIC

CONVENTION & EXHIBITION 2016

FOR THE BY THE CATERERS



EVENT OVERVIEW

FAIC Convention & Exhibition 2016 will be held from 27th August to 29th August 2016 at Bombay Exhibition & Convention Centre, Goregaon, Mumbai. This event will provide the exhibitor a demographic segmentation with specific customer market related to the catering industry. The exhibitor will get an opportunity to display their products and services and meet the industry leaders from across India.

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Smaller states Bigger business

Hoteliers share their opinion on how hotels have fared in the capitals and important cities of the states of India that have come into being much later.

Kanchan Nath



Ashutosh Mishra
General Manager
Shamrock Greens
Hotel

Raipur is the capital of the State of Chhattisgarh. With the formation of the new state on November 1, 2000 there is a wind of development and urbanisation in the state and in between this, Raipur became the capital city, with centralised channel of transport through air, rail and bus and more suitable connectivity through the neighbour

“ Hospitality industry in Chhattisgarh has dominance in Raipur, and now group hotels are being established in the city

” states. Hospitality industry in Chhattisgarh has dominance in Raipur, and now group hotels are being established in the city.



Situated between the Old Raipur and the future smart city of Naya Raipur, Shamrock Greens is the perfect place for stay and to dine in with family and friends. With most of the offices shifting to Naya Raipur, the hotel is all set to serve the people of Raipur in the best possible manner.



Jaimeet Sawaria
Owner
Sawaria Hotels

Chhattisgarh being a relatively new state of India, hotels in Raipur have fared well in the first 10 years and a little less in the past few years. Raipur Airport, which is the only airport in the state, still has potential for hotel business in future depending on the governments will to boost investment in industries in the state. The hotel industry as well as other industries have fared well and have seen growth after the formation of the State of Chhattisgarh. Due to the slow growth of major industries in the state and reduced demand from



corporates, the hotel industry has seen a 20-30 per cent drop in occupancy levels. Though there have been no or very less incentives from the government of Chhattisgarh at the ground level. As compared

“ Hotels in Raipur have fared well in the first 10 years and a little less in the past few years

” to other states, the tourism policy is relatively less investor friendly and promotion of tourist places does not reach the targeted market.

With growing urban population and increasing spending capacity of the middle class, growth in the hotel industry is inevitable, aided by the government with friendly and easy to adapt licenses and single window clearance procedures.



Hotels in our east region in new state capitals have fared well and there is a steady growth in all segments with further growth both in number of hotels and earnings. As there is a holistic focus by the current government towards inclusive overall development (sabka saath sabka vikas) in the country in general and specific focus on development of the eastern region, this is a favourable period for our hospitality industry. Big players are eyeing a sizeable slice of the cake.

Ranchi is poised for tremendous growth and has been selected amongst 13 cities under the smart city challenge. The government is focusing on land availability and project development for this smart city project. Ranchi will have a four star hotel under this proposal in the smart city.

Corporate traveller footfalls in Ranchi are on the rise and will continue to be buoyant. Need of the hour is to promote tourism in all aspects in the state. As far as hotels in the other cities of

Jharkhand are concerned, hotels in a market which is price sensitive and typical have done well and have a good future.

The advantage in having a smaller state is that there an effective administrative control can be implemented. The hotel industry in Bihar has taken a hit, of late owing to prohibition of liquor and this will be an advantage to neighbouring states like UP, Bengal, Jharkhand, among others.

Political stability, political will and positive steps to achieve overall growth in the richest state of India heralds a promise for good returns from hotels and restaurants, however as mentioned earlier, tourism focus is the need of the hour. My



Ranchi will have a four star hotel under this proposal in the smart city. Corporate traveller footfalls in Ranchi are on the rise and will continue to be buoyant



team and I have presented never before Jharkhand cuisine to the world on three occasions which has been well received.



Ajai Punj
General Manager
Radisson Blu Hotel
Ranchi

The prospect of hotels in Dehradun is good. The visibility of Brands is poor. The government policies are not investment friendly. The FSI policy is native compared to land prices in the capital town. It makes the project unviable for the promoter. However the prospect of two star and 3 Star properties are good. The town can absorb at least one 5 Star property. The state government should give industry status to hotel/hospitality industry before it gets late and other Hill States takes advantage. The state government should take tourism seriously as this is a green industry, which generates employment faster than any other industry. With ` 50 lakh



Tourism is the only industry which fits well with the Hill State and that too at the village level



investment, a hotel/restaurant will generate employment for around 10-20 persons. Whereas, a Hydro project of ` 250 cores will give employment to only 15 persons. Tourism is the only industry which fits well with the hill state in the village level.



Praveen Sharma
M C Member
HRANI





Rahul Saxena
General Manager
Seyfert Sarovar
Portico Dehradun

Dehradun seems to have good prospects in future. The hill stations nearby are a major attractions for the people which is making Dehradun a perfect place to spend holidays for leisure travellers.

In comparison to other cities of Uttarakhand, Dehradun is one of the most developed cities in the state. The investment is growing day-by-day in the city, with the IT sector being developed and the government being spending money on the infrastructure of the city. As there are not too many branded or good



The hill stations nearby are also a major attraction which is making Dehradun a perfect place to spend holidays



hotels in other cities of Uttarakhand, apart from Haridwar, hotel occupancies in other cities remains average for a limited period of time. The major segment for the hotels is leisure where people only travel in certain period of the year.



Krishna Kumar
General Manager
Radisson Hi Tec City,
Hyderabad

The formation of Telengana has settled the business environment greatly and there is a great deal of stability that has come through.

The hotels are faring very well (estimated to be upward of 70% occupancy for the last couple of years) with the development of the new capital of Andhra Pradesh also going through Hyderabad now due to the available infrastructure.

We have witnessed a jump in infrastructure related companies as well as services companies starting to travel for the new capitals development. Being an international transit point and connected well Hyderabad automatically reaps dividends in this exercise with a new demand segment.

The hotels in Telengana especially Hyderabad have witnessed back to back years of growth following

Hotel industry in Uttar Pradesh is doing well only in certain cities of the state. Agra is doing well but the industry for UP is limited to only Agra and Lucknow.

Travel and tourism's impact on the economic and social development of a country can be enormous; opening it up for business, trade and capital investment, creating jobs and entrepreneurialism for the workforce and protecting heritage and cultural values.

Recent years have seen travel and tourism growing at a faster rate than both the wider economy and other significant sectors such as automotive, financial services and health care. Last year was no exception. International tourist arrivals also surged, and visitor spending more than matched that growth. As a result, travel and tourism expansion is forecast to continue at a stronger rate than last year, with the total contribution to GDP expected to increase at a healthy rate. New destinations and investment opportunities will also continue to emerge as tourism becomes increasingly affordable across the developing world. This growth will require countries to adopt a concerted and coordinated approach to talent planning and development between their industries.

the formation of the state. This is likely to continue for a few more years keeping in mind that the supply is not going to be increased substantially until 2018, by which time industries are expected to be better positioned too! The advantage of having a smaller state is clearly evident, since policy making has eased and in general the business environment has been given a boost. The recent announcements of Apple and Google to use Hyderabad as its base



Being an International transit point Hyderabad automatically reaps dividends with a new demand segment



for development are great indicators that the new focus is industry and development, which benefits the hotel industry greatly.

Andhra Pradesh on the other hand is witnessing a surge in interests for new hotels development with both Vijaywada and Vizag seeing investor interests to develop properties. The industry in Andhra is looking to increase supply as the new capital is likely to trigger a huge surge in the appetite for hotel rooms and related services.





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K Mohanchandran
Director - Operations,
Taj GVK Hotels &
Resorts Ltd and
GM - Taj Krishna

I do believe tourism is on the upswing in both these states – we are seeing a growth over previous year as also a spurt in forward bookings at our hotels in Hyderabad, Vishakhapatnam and Vijayawada. So while Telangana is a young State, it has a fabled, old history! Hyderabad itself has seen multiple announcements for companies such as Google, Ama-



I don't think tourism should be the point of a debate in favour of or against creation of new states



zon and Wal-Mart to extend their presence here and build and operate large facilities. This has a positive rub-off on both corporate and leisure travel.

I don't think tourism should be the point of a debate in favour or against creation of new States – tourism's enabling role in economic growth is well accepted. And there is scope for overall growth in all areas in the country.



We need to promote Medical tourism in Hyderabad in key markets



Subir Bhowmick
Director: Planning &
Development,
TAJ GVK Hotels
& Resorts and Vice
President, SIHRA



DVS Soma Raju
Executive Director
Katriya Hotels,
Hyderabad and EC
member SIHRA

The new state capitals namely Raipur (Chhattisgarh), Ranchi (Jharkhand) and Dehradun (Uttaranchal) are doing relatively well in terms of hotel business. Hyderabad market is on a reviving stage. After all the agitations which Hyderabad faced during the previous years, slowly the market is picking up with more and more corporate and tourist



The other cities of Telangana like Warangal, Mahboobnagar, Karimnagar, Adilabad, Bhubangiri are picking up



inflation. And Hyderabad is doing very well in MICE as well, and because of the present hotel rates in Hyderabad lots of residential conferences are moving towards Hyderabad, hopefully the hotels will do the desired maximum business within a year. The other



I don't think tourism should be restricted by state boundaries – both Telangana and Andhra Pradesh have everything a tourist needs – beaches, mountains, temples, historic sites, forts, great cuisine. I think the focus should be on growing the total number of visitors. Another big opportunity particularly for Hyderabad is the field of Medical Tourism – we have world class doctors and facilities.

cities of Telangana like Warangal, Mahboobnagar, Karimnagar, Adilabad, Bhubangiri are picking up as not much of activity was there before and now, after new state is formed, they are heading for good business in future. The connectivity of these cities with Hyderabad has improved and government is planning for SEZ for various industries in other cities. Government is also focusing on the temple tourism in Yadagirigutta, Basara, Vemulwada etc. The government is coming up with a new concept of tribal tourism in the tribal forests of Telangana.

The hotel industry in Andhra Pradesh has peaked up. The occupancy of the hotels in major cities like Vijayawada, Visakhapatnam has improved. Even smaller cities like Rajahmundry, Guntur, Tenali is also doing well. Since the capital – Amaravathi is coming up in full swing near Vijayawada, the hotels over there is sold out most of the days. Things are looking brighter both for Andhra Pradesh and Telangana, and now government is putting focus of developing Telangana cuisine.

ANDHRA PRADESH - MORE VISIBILITY AFTER BIFURCATION

The state bifurcation made by the parliament through the AP Reorganisation Act came as a blessing in disguise for the residuary state of Andhra Pradesh, which has now become more visible to the entire country.

The government has projected Andhra Pradesh as 'Sunrise State' and has come up with a new Tourism Policy 2015-2020, inviting investments in various sectors. The policy document is refreshingly new and reflects the state's vision and commitment to make it the No.1 destination in the country. Apart from tourism, there are four departments that will have interface with the prospective entrepreneurs, viz., revenue, stamps and registration, commercial taxes and electricity.

CLARITY REQUIRED

Though the policy is appreciated all over for being pragmatic and futuristic, there are some grey areas that cause lack of clarity. Some provisions are so hazy that does not make the departments accountable and leaves the entrepreneurs high and dry at the end. There are several incentives, waivers and reimbursements announced for entrepreneurs, but the policy document does not specify who will provide the incentive, sanction waiver or issue reimbursement and at which level of official hierarchy. This might give scope for the entrepreneurs to run from pillar to post after having stepped in with large scale projects.



For example, the section 3.2.2 says that the Government of Andhra Pradesh will waive the Non-Agriculture Land Assessment (NALA) tax or Land Use conversion charge, as applicable, for entrepreneurs going for land conversion. This throws a veil of uncertainty on which official the entrepreneur has to approach. Section 3.2.3 states that tourism infra projects will get reimbursement of Registration and Stamp duty charges for the first time, but it is

a well-known fact that reimbursement cannot be obtained at the Sub-Registrar's office and has to be dealt with at a higher level. The document does not pinpoint the level where the entrepreneur can apply for the reimbursement.

It will be extremely useful if the government creates enough awareness among the line departments and also send the order copies across the state so that officials at all the levels get knowledge on the provisions. The government will achieve more benefits if it periodically reviews the progress of the various



The government has projected Andhra Pradesh as 'Sunrise State' and come up with a new Tourism Policy 2015-2020



agreements signed with entrepreneurs in the past, identify stumbling blocks, remove the bottlenecks and facilitate smooth execution of the projects.

TEMPLE TOURISM

Andhra Pradesh has a number of prominent temples such as Sri Venkateswara temple at Tirupati, Sri Simhachala Varaha Narasimha Swamy temple in Visakhapatnam, Sri Mallikarjuna Swamy temple in Srisailem (Kurnool), Sri Kanaka Durga temple in Vijayawada etc. By bringing temple tourism and business tourism on a single platform, the government can achieve synergic effect.

Tirupati is an educational hub, Visakhapatnam is an industrial destination and Vijayawada-Guntur, (Amaravati) is the proposed capital region and as such business conventions, seminars, workshops and symposiums will be regularly conducted in these three places.



Bala Krishna Reddy
Director Hotel Bliss
Tirupati and EC
member, SIHRA

FROM THE JAPANESE KITCHEN

There's more to Japanese cuisine than sushi. And it has begun to appeal to the changing Indian palate, say hoteliers and restaurateurs.



When Gallow Green restaurant in MGF Mall, Saket, Delhi, opened its doors with a sushi festival, it surprised one and all. Even as the rest of the menu was being designed, the restaurant was busy tempting people with its nine different kinds of sushi. And then as the rain gods descended upon Delhi, Sakura at The Metropolitan Hotel & Spa beckoned with a sushi festival. The USP was Indian flavours.

It is among the oldest restaurants in the capital serving Japanese food (opened in 2000) and has a Japanese Master Chef Tetsu Akahira. Even though there are few takers for these festivals, unlike the more popular Chinese, Italian and fusion cuisines, the hotels and restaurants are optimistic about the rise of 'Jap' food.

Rajesh Khanna, Food and Beverage Head, The Metropolitan Hotel & Spa, says, "Japanese cuisine is proving to be a hit among the young and the health conscious. Earlier, the cuisine for Indians was limited to Sushi and Tempura but today Teppanyaki, Bento, Ramen, Udon, Japanese Soba, Misoshiru, Okonomiyaki, Japanese Curry and Japanese Ice Creams are part of their eating out. Sushi is not only restricted to fine-dining Japanese restaurants but can also be seen in menus of multi-cuisine restaurants or cafes."

Executive **Chef Avanish Jain**, Crowne Plaza Today Gurgaon says, "In cities like Delhi, Gurgaon, Mumbai and Kolkata, where many Japanese expatriates live and they like to bring their colleagues to their favourite restaurant." Adding to this, Executive **Chef Crotty Liam** and Japanese **Chef Fumio Kikuta**, Hyatt Regency Gurgaon, say that this cuisine is almost a form of 'fashion'. "Sushi/

“
The rising popularity of cuisine from the 'Land of the Rising Sun' is gaining in popularity and is here to stay with more cosmopolitan palates

”
sashimi is a preferred lunch as people look for healthy options. I have seen a food truck with a little Japanese lady making sushi live in this area."

EMBRACING SLOWLY

While some may turn up their noses at the word sushi, others do pop it deftly in their mouths with chopsticks. **Chef Corey E Asato**, Chef de Cuisine, Akira Back, JW



Marriott New Delhi Aerocity says that Indians can't relate to Japanese cuisine because it's all about the subtlety and simplicity of the dishes presented. "Each flavour moves the taste buds to enhance the senses which do not overpower the other. Indian cuisine has usually one or two strong flavours but you can't truly enjoy the other ingredient flavours."

Chef Jain opines that it is probably lack of information and knowledge. "Probably the old proverb 'you don't love because you don't know' may be correct. Many first time Indian customers have tried sushi and want to know more about it. But only 20 per cent instantly like it, another 30 per cent needs time and the rest failed to like it. Most say it's raw."

However, **Vikram Khatri**, Executive Chef, Guppybyai, says that even though this cuisine appeals to the cosmopolitan palate, there is still a long way to go.

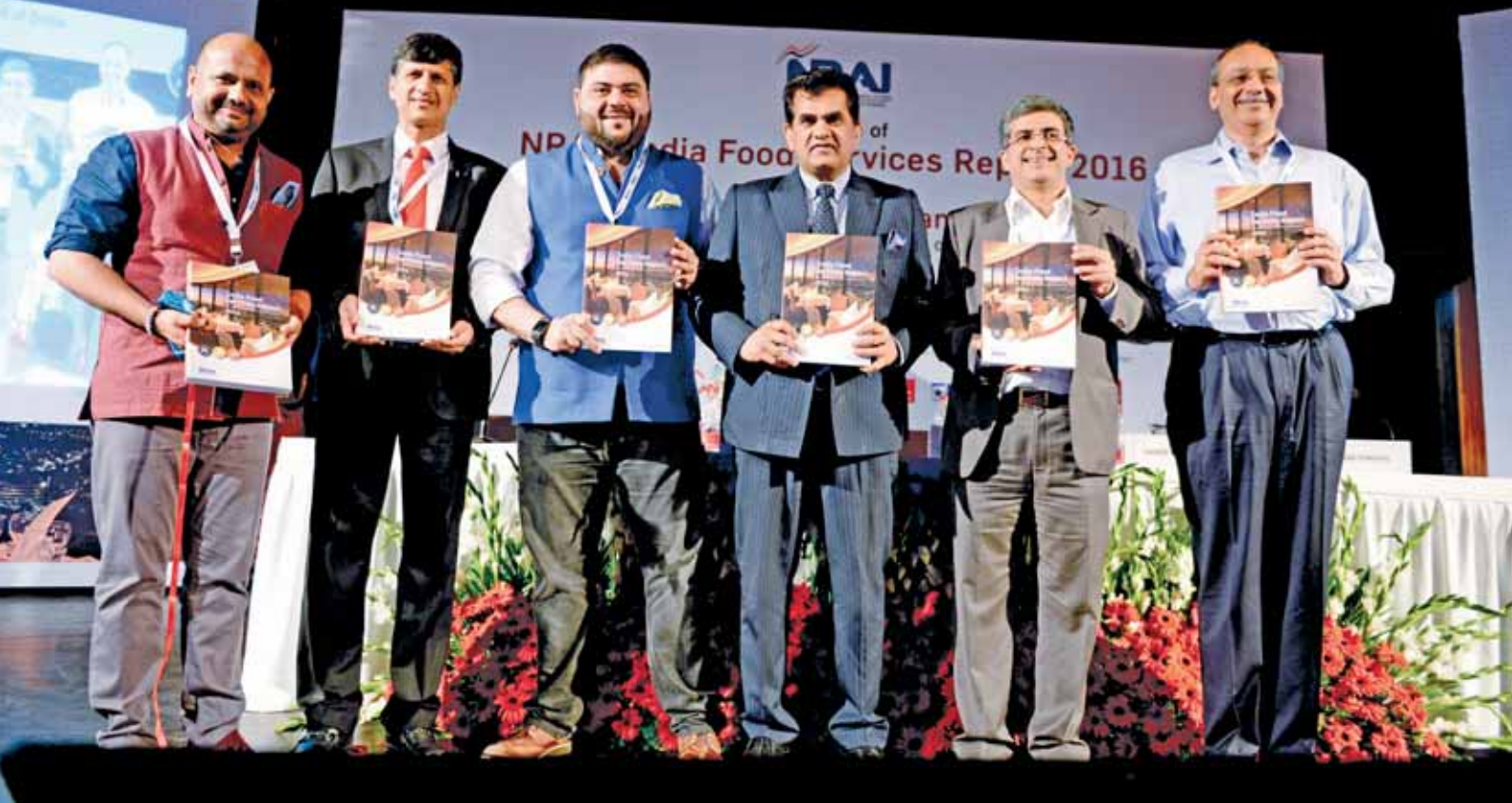
ROI

Some places have Japanese chefs and most ingredients need to be imported which adds to costs. Taking on a specialty for a few, does it bring the return on investment (ROI)? "The hotel works on 80 per cent of the cost with specialty restaurants such as Sakura," elucidates Khanna.

Double Tree by Hilton, Pune-Chinchwad, runs a Japanese restaurant Miyuki and the returns are slow as the investment is huge, especially with the running expenses of importing ingredients, explains Sous Chef Amarjeet Kumar, DoubleTree by Hilton Pune Chinchwad.

"Where it does get return on investment is the brand image it brings to the hotel and with long-stay Japanese clientele. Although every restaurant would like to have an expat chef, but seldom is it financially viable given the other operational costs involved is how Double Tree by Hilton, Pune-Chinchwad, looks at this issue. There are very few spices used in Japanese cuisine. All groceries are imported at Miyuki." The same criterion goes for Crowne Plaza Today Gurgaon. Chef Jain says, "Ever since we started to serve Japanese cuisine at our Café, the numbers of Japanese customers has increased. More Japanese guests choose to stay in the hotel because of the Japanese counter."

Commenting on the ingredients, Chef Khatri says, "Sourcing of authentic ingredients has always been an issue, but ingredients at Sakura, since its inception, have always been flown in from Japan. And cuisine has always been prepared by celebrated chefs from Japan and few restaurants in India have Japanese chefs."



'Restaurants will contribute 2.1% to the GDP'

Commissioned by the National Restaurant Association of India (NRAI) and compiled by Technopak, the NRAI IFSR 2016 is a comprehensive trade report on the Indian food services sector.

The inclusive trade report, launched by **Amitabh Kant**, CEO, NITI Aayog (National Institution for Transforming India), Gol, addressed international market perspective for nine countries including USA, China, South Africa, Turkey and UAE. The report covered PE/VC funding in the industry and digital/social media marketing. NRAI IFSR 2016 estimates that the total

contribution of the restaurant industry alone will contribute 2.1 per cent to the GDP of India by the year 2021. Kant, after releasing the report, said, "India has been on a high growth trajectory over the last couple of years. India's exponential growth and consumption in terms of frequency of eating out and experimentation with cuisines and concepts has given the F&B services

KEY CUISINES OFFERED ACROSS FOOD SERVICE SEGMENTS

Graph of Top 5 Cuisines



28%
North Indian



19%
Chinese



9%
South Indian

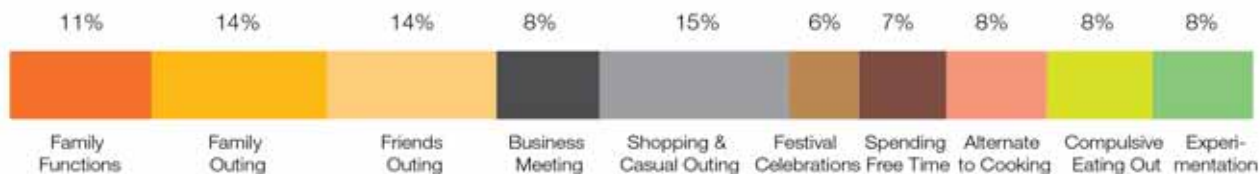


7%
American



6.2%
Pizza

REASONS TO EAT OUT FOR THE INDIAN CONSUMER



sector such a fillip that this industry is currently estimated to be worth USD 48 billion in terms of overall market size”

The report findings reveal that the food services market in India has triggered growth across a wide range of ancillary industries, thus providing a boost to the entire ecosystem. Key allied industries which support food services and have benefitted from its growth are agriculture and food processing, supply chain and logistics, real estate, kitchen equipment, and commissary.

While discussing the report, **Riyaz Amlani**, President, NRAI said, “The total food services market today stands at `3,09,110 crores and has grown at 7.7 per cent since our last report in 2013. This is projected to grow to `4,98,130 crores at a CAGR of 10 per cent by 2021. This year alone, the Indian restaurant sector will create direct employment for 5.8 million people and contribute a whopping `22,400 crores by way of taxes to the Indian

economy.” As per the NSDC, restaurants contribute the maximum manpower requirement within the hospitality sector.

The report states that the share of the organised market is just 33 per cent. Expressing distress on this, Amlani remarked, “This is largely due to over regulation of our industry, the complex maze of approvals and licenses

“As per the NSDC, restaurants contribute the maximum manpower requirement within the hospitality sector”

required and high tax brackets. It is about time that our industry’s socio-economic impact is recognised by the government, and it initiates immediate steps to unlock the true potential of this behemoth.”

MARKET OUTLOOK FOR FOOD SERVICES INDUSTRY





Experience ODISHA with SWOSTI



Chiranjiv Mohanty
Director
Swosti Group of Hotels

A picturesque hotel promising optimum luxury is what Swosti Group's world class resort offers. Enhancing the tourism brand image of Odisha, the resort is a much awaited one on the banks of Chilika Lake.

Established since 1981, Swosti Group has followed on its principle of 'service with a human touch' diligently. With three hotels, 227 rooms, seven restaurants and the largest convention venue in Eastern India, Swosti Group has patrons across the globe. Based in Odisha, a state that has now emerged as prime tourist destination of the

country having a strong infrastructure base to host guests from abroad and inland.

UNVEILING LUXURY AT CHILIKA

Chilika Lake, the largest lagoon in the world, the largest brackish water lake in Asia and the first Ramsar site of India, is admired for its irresistible



beauty and tranquility. Large numbers of tourists/bird lovers coming to enjoy the natural beauty. With the enormous popularity quotient of the island tourism, Swosti Group has initiated set up of a world class resort of international standard on the banks of Chilika Lake. Being in the travel trade for the last 30 years, the group is fully aware of the tourism potential of the area.

Chiranjiv Mohanty, Director, Swosti Group of Hotels says, "By putting a luxury international standard resort at Chilika Lake we are confident with our high standard food quality and services, this resort will fill-up the requirement of both high-end domestic and foreign tourists visiting the area as well as boost the brand image of Odisha."

CREATING A NICHE

Swosti Group has engaged a renowned international architectural firm from

Thailand for putting up this resort that will include 78 keys (including Presidential suite, Quad Villas, Hotel Block, SPA), houseboats, yoga centre, herbal gardens, international standard lush green landscaping of around nine acres land, amphitheatre, water sport boats, water scooters, facilities for water surfing, boating facilities for 26 Islands, badminton and tennis court, mini golf, bird watching tower, bicycle tours for foreign tourists, village tours, basic cooking classes for housewives, boat restaurants, facilities for conference, big lawn for marriage facilities.

The construction work is fast in progress and is scheduled to open in early 2017. Swosti Group has its own group of professionals to handle all the travel related needs, through Swosti Travels, which offers a unique level of service excellence in introducing travel package/MICE.

RECIPE FOR LEISURE

SPA: A world of peace, calm and tranquility awaits as you indulge in traditional Indian wellness therapies, equipped with single and double treatment rooms, beauty treatment rooms, meditation and relaxation decks.

Restaurant: The restaurants offer an incredible array of local delicacies and the choicest of international cuisines with the décor and the ambience just adding to the mood.

Coffee Shop: Centrally located with all side open walls and green space all around, the coffee shop is a perfect settlement for a tired mind to relax or a place where you catch up with friends or colleagues for some light hearted bonhomie.

Sports Bar: Indulgence of a different kind, a well loaded facility with indoor games, if is not enough, a bar that serves the most amazing cocktails and mock-tails, can get your spirits really up. Not to mention the sight of the beautiful blue lake and fishermen's boat in the distant horizon can continue to keep your spirit high.

Having the perfect kitchen, prepares the groundwork for seamless F&B operations in a hotel.

Narendra Verma, Principal Consultant, Hospitality Consultants (India) and **Gautam Verma**, Associate, Hospitality Consultants (India), share trends in this segment.

Kanchan Nath



KITCHEN Perfect

WHAT ARE THE LATEST TRENDS IN KITCHEN DESIGN FOR HOTELS AND RESTAURANTS?

The increasingly high cost of real estate around the world has put pressure on developers and architects to focus on designing more spaces which directly contribute to revenue generation rather than those serving as support areas. The situation in India and particularly in the tier-1 and tier-2 towns is representative of this with extremely high land costs. Consequently, a lot of thought is put into reducing the footprint of the back of the house and kitchen areas in new hotel and restaurant design, with minimal impact on the quality of the work environment and production necessary. This is possible by learning processes from other industries as well as innovations in product design. Much like automobile manufacturing companies have created a supply chain that allows them to store minimal parts while the OEM's for those parts, manufacture, store and supply, from facilities in the vicinity of the vehicle assembly plant, similarly the storage and processing area requirements of raw materials such as vegetables and meat has been reduced in hotels and restaurants by adapting more frequent delivery

schedules and out sourcing the pre-preparation process to central commissaries supported by a developing and expanding supply chain.

Bakery and confectionary and laundry services which were earlier an integral part of back of house and kitchen design can now be catered to by professional service providers who are able to meet the standards and deadlines. The entry of multi-national food service companies in the fast food and quick service restaurant space as well as in institutional catering has helped accelerate the process of development of a supply chain and specialist companies in the food processing business. This has trickled into the stand alone restaurant and organised hotel space too and is a trend that mirrors the development of the industry in the western world.

WHAT ARE THE NEW TECHNOLOGY TRENDS FOR ENERGY SAVING IN THE KITCHEN?

In previous decades the design of new kitchen equipment focused on productivity and efficiency in operation and energy consumption through better mechanical or electro-mechanical engineering. However, the last few years have been very different,



Gautam Verma



with more research and development, working toward the incorporation of computer technology into commercial kitchen equipment.

Together with ingeniously applied sensors and valves and motors, these systems are now able to actively control equipment more precisely and with much less human intervention and effort than previous versions. Even simpler, less hi-tech solutions, such as LED lighting is contributing to reducing power consumption in the modern kitchen. More complex systems that control integrated ventilation systems are effective in reducing the energy used to extract air from, and supply treated air, to, a kitchen. Advanced combination oven-steamer and oven-microwave units and braising



The entry of multi-national food service companies has accelerated the process of development of a supply chain and specialist companies

pans will only run as pre-programmed for a particular dish not leaving any leeway for overheating of the unit or over cooking of the food within. Active periodic monitoring and management and maintenance of these systems is necessary to give continuous and consistent results.

WHAT ARE THE LATEST TRENDS IN SAFETY AND FIRE PRECAUTION FOR KITCHENS?

Kitchens by nature of the work and equipment used within are hazard prone. The primary area from where kitchen fires spread are the exhaust hoods within the exhaust ducts, as these tend to be full of grease, if not cleaned regularly. A common cause of fire in kitchens is electrical short circuit. Lack of knowledge of the power consumption and load of kitchen equipment

leads to under design of wiring and cables. When equipment with motors or heating systems with a higher load are connected to these cables and wires the higher current drawn causes over heating within and eventually leads to a short circuit and fire.

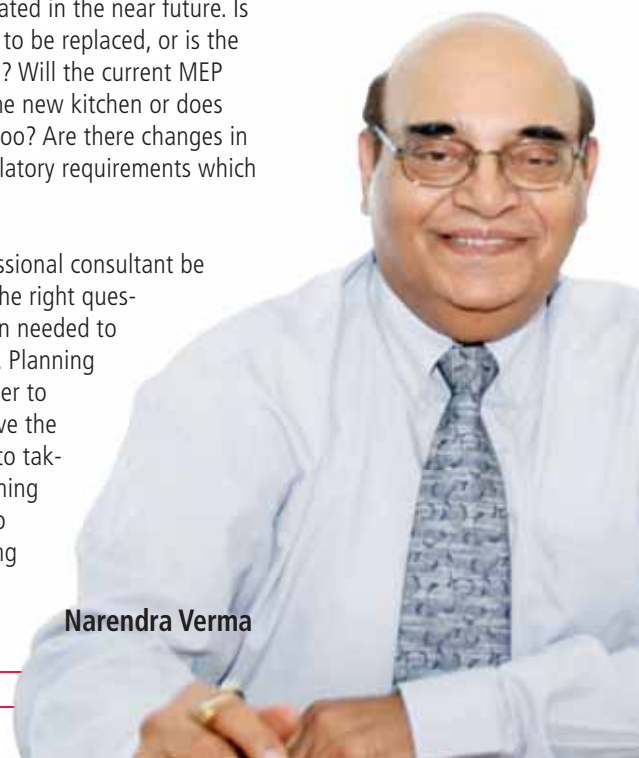
The most effective way to reduce accumulation of grease in exhaust ducts is to optimise the removal of grease from the extracted air as close to source as possible. Ultra-violet technology is used within the exhaust hood plenum to break down the grease particles before they enter the ducting system making it easier to maintain and create a safer working environment. These UV systems are installed within the hoods as a second stage filtration for extract air which has already crossed the first stage exhaust hood filters. As direct exposure to UV light is harmful to humans the units are built with a number of precautionary safety features and operators must exercise care with handling them.

WHAT RENOVATION IS UNDERTAKEN FOR THE COMMERCIAL KITCHEN?

Renovation of a commercial kitchen is a major job usually undertaken when one of the following situations arises; the equipment is at the end of its life cycle and needs replacement, or, the menu and consequently the requirements of the kitchen have changed. The first step to taking up the refurbishment and renovation of a commercial kitchen is to identify the reasons for doing so. The next is to set out the objectives and requirements of the new kitchen. This is a major job which costs not just the money spent on the renovation but also the lost opportunity due to the kitchen being closed for an extended time period. Whatever the reasons for considering a renovation, it is an opportunity to assess all aspects of the kitchen to ascertain if there are other challenges which may be addressed during the renovation, since it is unlikely that this work will be repeated in the near future. Is it only equipment which is to be replaced, or is the layout in need of a change? Will the current MEP and HVAC set-up suffice the new kitchen or does this need to be upgraded too? Are there changes in technology or revised regulatory requirements which can be incorporated?

It is advisable that a professional consultant be brought on board, to ask the right questions to get the information needed to carry out the job optimally. Planning in advance allows the owner to organise the funds and have the contractors onboard prior to taking a shutdown of the running premise and is advisable to save time and money during the renovation.

Narendra Verma





Naresh Kharbanda

Occasionally I have seen an advertisement on eggs 'sunday ho ya monday roj khao unde,' but why? This question has always coming to my mind. So let's get to know about eggs why they are so much useful for good health.

Eggs from a variety of birds are edible, but usually in the kitchen an egg basically means a hen's egg of reliable quality and graded size. The freshness of eggs, which once caused much concern,

has lost importance in light of modern methods of distribution. Nowadays, it is the production of eggs that has become the centre of attention. Mass production of eggs in battery farms needs to be carefully monitored to avoid contamination.

The flavour of very fresh egg is imitable, but the difference in taste between an egg refrigerated for a few days and one refrigerated for several weeks is scarcely detectable. The older, the eggs flatter and less spherical become the yolk, while the white of very fresh eggs is cloudy and cling closely to yolk, in many countries, egg cartons are dated at the time of packing.

Immersing an egg in water, if an egg floats on its side, it is very fresh, but if it floats vertically, rounded end up it is two to three weeks old. One can also test the freshness. An egg that floats right on the

The Inimitable egg

The nutrient vitality of the most nutritious food, the egg, is well known, but **Chef Naresh Kharbanda**, Director, Food and Beverage, Umrao Hotels and Resorts, ponders more on the uniqueness of the egg in our daily lives.



surface of the water could be several months old and should be discarded. Very fresh eggs are best for poaching as they hold their shapes, but when whisking greater volume can be achieved with whites which are at least a few days old.

A deep golden yolk is not necessarily superior in taste, though it helps add color to sauce and cakes. The shell of brown eggs is actually less porous than those of white eggs so they may keep longer.

Eggs are an excellent source of protein and vitamins, the average eggs contains 6gms of proteins; about 15 per cent of an adult's daily requirements, along with significant amount of iron and vitamins A, D, E and K eggs are low in calories with an average of 80 calories per egg.

In most of the countries, eggs are graded by quality and size/ weight and some may also

marked fresh or extra fresh. Normal weight of the small eggs 45 to 50 gms. Large eggs weigh 60 to 70gms.

Eggs are boiled to three different stages, soft boiled (soft white and yolk), mollet (firm whites and yolk) and hard-boiled. Normally room temperature eggs add to boiling water to boil the egg, to boil soft takes 3- 4 min. Mollet takes 6-7 minutes and hard-boiled take 10-12 minutes.

Rather than boiled eggs there can be so many uses of eggs in our daily life. We can make poached egg, scrambled egg, baked egg, fried eggs, deep fried egg, different style omelet's e.g. folded omelets soufflé omelet's among many more.

(The views expressed in this article are of the author Naresh Kharbanda, Director, Food and Beverage, Umrao Hotels and Resorts)

“

Eggs are boiled to three different stages, soft boiled (soft white and yolk), mollet (firm whites and yolk) and hard-boiled

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MAYA DAZZLES In The East

The third edition of the East India Travel Awards celebrated the accomplishments of the travel and tourism industry of East India at Novotel Kolkata Hotel and Residences, on July 15.

The awards ceremony was graced by the presence of the Guest of Honour — J. P. Shaw, Regional Director (East), India Tourism-Kolkata, Ministry of Tourism, Government of India.

Suresh Periwal, Managing Director, Clubside Tours and Travels, joined the Gallery of Legends. Periwal can be described as a pioneer of tourism in North Bengal and Sikkim. With over 40 years of experience in the travel trade, he has been instrumental in putting the eastern region on the tourism map of the country. Periwal has been a part and also chaired a number of bodies involved in the promotion of tourism.

He is the Founder President of the Eastern Himalaya Travel and Tour Operators Association and was the Chapter Chairman of IATO for North Bengal and Sikkim Chapter till last year. Akanksha Garg Dewan, Director, Waxpol Hotels and Resorts, was awarded the Gold Maya as Face of the Future.

Shaw reiterated the importance of regional recognition of key players who get an opportunity to showcase and assert their significance in the tourism sector. He said, "India is a vast and diversified country which offers everything that tourists may look for. The eastern region has also contributed

“

India is a vast and diversified country which offers everything that tourists may look for. The eastern region has also contributed to the growth of the travel and tourism industry

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to the growth of the travel and tourism industry. The quality and quantity of tourists has improved. In 2015, West Bengal stood at rank 5 in terms of





top 10 states for foreign tourist arrivals (FTAs) with 1.49 million tourists. Bihar also featured in the list of top 10 contributors for FTAs. In terms of domestic tourism, West Bengal and Jharkhand have excelled amongst key contributors. With a little more effort the eastern region will not be far behind in becoming a key component for tourism industry." He urged the industry to join hands as tourism is everyone's business and with synergies of both government and private sector, this segment can grow exponentially.

The dignitaries appreciated DDP Publications for this initiative. **SanJeet**, Mentor, India Travel Awards, said, "The tourism industry has many awards at both national and global level but none on a regional platform. We believe the real heroes of the industry come from different regions and far corners of the country and India Travel Awards salutes the outstanding achievers who have been the backbone of this industry. Beaming the spotlight on the stalwarts and making sure that their opinion has been heard is the ethos behind these awards."

He further informed that an online nomination and voting system was adopted which gave the industry an opportunity to create new categories, choose, and even nominate themselves and then vote. Nominations were received in 81 different categories and eight new categories were created by the industry. Over 2,40,000 votes were received from all over the world. "We received votes from 21 countries including Malaysia, Singapore, the UK, the UAE, Australia, the US etc.," he added.

Periwal called upon the travel trade to work harder to grow the tourism industry in the eastern region. "The volume and the matter of doing business may have changed but the destination remains the

East India Travel Awards

List of Award-Winners for Hospitality Categories

NO.	CATEGORY	NAME / ORGANISATION
1	Gallery of Legends	Suresh Periwal
2	Face of the Future	Akanksha Garg Dewan
3	Best Luxury Wedding and MICE Hotel	Novotel Kolkata Hotel and Residences
4	Best Luxury Hotel Brand	Mayfair Hotels & Resorts
5	Best Corporate Hotel	Ramada Jamshedpur Bistupur
6	Ultimate Service Award in Hospitality	New Orchid Hotel, Sikkim
7	Best Business Hotel	Peerless Inn, Kolkata
8	Excellence in Customer Service	Summit Hotels
9	Fastest Growing Hotel Brand	Cygnett Hotel Group
10	Pioneering a New Concept in Hospitality	Voyage Hospitality
11	Best Beach Resort	Mayfair Palm Beach Resort, Gopalpur-on-Sea
12	Best Debut City Hotel	Golden Tulip Kolkata, Salt Lake
13	Best Mid - Market Hotel	Hyatt Raipur

same. The tourism potential that East India has to offer is immense. The government has been very supportive and encouraging in promoting the region and showcasing the tourism products that we have on offer. It is our duty to supplement their efforts in collective interest," he said.

Dewan pointed out that she is now creating a team to run resorts in tiger reserves across the country, giving the guest a chance to live an adventurous life in a complete self-sustaining eco system.



Gopal Vaideswaran

‘SELECT’ING Leisure Getaway

Gopal Vaideswaran, VP Operations, Select Hotels and General Manager, Heritage Village Resort & Spa, Manesar, Select Hotels, tells us what makes the hotel unique, expectations from the coming season and more.

KINDLY THROW SOME LIGHT ON THE USP OF YOUR GROUP’S HOTELS AND RESORTS.

Over the years, Select Hotels has built a reputation for excellence in accommodation, food and beverage and service. Whether you are planning a short family getaway or a longer solitary sojourn, Select Hotels present the perfect backdrop to lie back, lounge around, relax and rejuvenate your senses, whilst treating your taste buds with the most exquisite cuisines and exotic wines. Set in picturesque locations and easily accessible from the main cities, Select Hotels, a spa resort offering unique spa packages are perfect for a generous pampering of your

senses. A pioneer in all inclusive concept, the guests can enjoy unlimited food, drinks and entertainment in a single price. The total number of rooms in Manesar is 154, including eight suites and in Goa is 97, including two suites.

HOW DO YOU ENCOURAGE ‘WEEKEND REVENUE’, AS BUSINESS TRAVEL DIPS DURING WEEKENDS AND FAMILIES OPT FOR SHORT WEEKEND TRIPS?

Select Hotels enjoys a nice business mix of corporate and leisure travellers. Such resorts being located away from the hustle bustle of the city have the luxury of space. We have introduced, ‘Soul Stir-



ring Saturdays', an initiative put together by Select Hotels offering families and friends an opportunity to sit together and enjoy a live concert in the secure confines of the resort. We offer an 'all inclusive package' - where one comprehensive price includes accommodation, unlimited food, snacks in-between meals, in-house beverages (including alcoholic) and entertainment activities for the family like movies, karaoke, Sunday brunches, art and crafts, Wednesday night, puppet shows, fun games and activities.

Heritage Village Resort & Spa, Manesar recognises that pets are an extended part of the family, and hence, the resort is a perfect pet-friendly getaway where families have access to holiday with their pets.

WHAT ARE THE NEW MARKETING AND SALES INITIATIVES UNDERTAKEN?

Select Hotels are catering to a diverse clientele comprising of business and leisure unique travellers, for conferences, off-sites, trainings, seminars and workshops and large social events like weddings, receptions, among others. To strengthen our outreach Select Hotels has now taken aggressive approach towards digital marketing, which is explained below:

- Website: We are currently in the process of developing our new website, travellers hit and research before booking. A strong brand website will provide great opportunity in competing with OTAs.

- We have enhanced the sales team and have started to lay extra focus on in-house trainings so that our associates exceed the standard of service, delivering maximum satisfaction to the guests.
- Social media is another major growth driver that has significantly influenced the potential target segment. At Select Hotels we are extensively using the channel to update and promote our offerings, stay packages, F&B, weekend stays.
- Data management and emailers.
- We are strategically investing in PPC, SEO and Google Adwords.
- Guest engagement through videos, as per the latest trend, 81 per cent of online travel bookers consulted videos before booking.
- Customised Remarketing by targeting the bounces and non-conversions.
- Usage of Google plus for increasing the sales evolving into Google Carousel and local searches.
- We are closely working with OTA's.

WHAT ARE THE SUSTAINABLE PRACTICES FOLLOWED?

The resort is dedicated to a greener globe and follows the 'Green Leaf' policy initiated by PATA.

- Ninety per cent of the resort's walls has been constructed with a rat trap system, resulting in saving of 1/3 bricks. This system also acts as insulation for heat and sound.
- Waste wood has been used extensively in the woodwork and furniture in the resort. It is esti-



Soul Stirring Saturdays' initiative offers families and friends an opportunity to sit together and enjoy a live concert



ated that this initiative saved felling of at least 1,000 trees.

- The resort treats waste kitchen and laundry water and uses it for irrigation other purposes.

WHAT ARE THE CSR INITIATIVES UNDERTAKEN?

- The resort conducts Annual Blood Donation Camp.
- Tie-up with Chintan Foundation that works for underprivileged children: The foundation sells wet and dry waste of the hotel and are benefitted monetarily.
- Animal Shelter: The resort provides food, milk, pedigree, twice a week to the local animal shelter.
- Trees plantation in and around the resort.



FIRST FILTER FROM LAVAZZA

◆ Lavazza India has added a new product to its 'Made in India' range of 100 per cent pure Filter Coffee called Grand Hotel. The first ever filter product in the country from the house of Lavazza, will give coffee enthusiasts a chance to experience the taste of authentic Italian coffee. Carrying the global legacy of Lavazza, Grand Hotel – Breakfast filter is made of tradition, expertise and passion. It is a blend of 50 per cent washed Arabica and 50 per cent natural Robusta, sourced from Chikkamagaluru and Coorg regions in India with mild and aromatic tastes, offering an enriching experience to the coffee lovers. A perfect blend of Arabica and Robusta gives it a full-bodied velvety character and a chocolaty flavour, making it the best coffee for bakery products and coffee that can be savoured with cookies. Grand Hotel is ideal for breakfast and banqueting, available across key states in India.

PRESSERY LAUNCH RAW GUAVA

◆ Pressery, India's first and largest clean label F&B Company launched India's first 100 per cent natural Guava cold-pressed juice. Like all other RAW Pressery products, this latest addition too comes in 250 ml BPA-free bottles. The tropical super fruit Guava is exceptionally rich in Vitamin C, manganese, lycopene and antioxidants. It's great for the skin, promotes fertility, helps the body absorb nutrients better and normalises blood pressure. Anuj Rakyan, Managing Director and Founder, RAW Pressery said, "With India's first 100% natural Guava cold-pressed juice, our attempt is to help consumers enjoy the lush flavours of this fruit on-the-go and never miss out on its multiple health benefits."



AXOR'S EXQUISITE BATHROOM MIXERS

◆ The high-end Axor brand fittings for the bathrooms, washbasin mixers and shower pipes from the Axor Bouroullec collection befits the history of Hotel Les Bains in Paris like no other line. The design by the French brothers Ronan and Erwan Bouroullec exhibits flexibility and individuality. The mixers of the Axor Montreux collection keep with the aesthetics of the Haussmann era when the bathhouse was built. The interior designers chose a special surface finish – a brushed reddish-gold – from the Axor Manufaktur for the shower set, which consists of a thermostat, hand shower and adjustable overhead shower. Its design is reminiscent of copper pipes, funnels and valves and radiates industrial charm.



Hotel & Restaurant

PAN INDIA
 Presence

TURNING AROUND
 SPACE with DESIGN

HSA A works with the Promise to provide a unique design with best quality work delivering projects within the stipulated deadlines.



Ms. Hema



Bedroom
 Landmark nx,
 Gwalior



Lounge
 Landmark nx,
 Gwalior



Dining Area
 Landmark nx,
 Gwalior

Concept,
 Design,
 Execution &
 Consultancy

Also deals in all types
 of hotel furniture with
 5 years warranty.

Email
hsaa@live.com,
hema_interior@yahoo.co.in

Sr. Consultant
 Ms. Hema
 09810004777

Contact Us
 09818822657
 09717097418
 01146067486

Website
www.hsaa.co.in



HARMAN DJ ARENA AT INDIAN DJ EXPO 2016

HARMAN Professional Solutions organised its first Harman DJ Arena at the Indian DJ expo 2016, at the Pragati Maidan in New Delhi. The Indian DJ expo was first ever exposition on the DJ and his environment. Harman Professional India participated in the show to support the hospitality industry which includes clubs, bars, lounges, restaurants, and rental agencies. They created a platform for the DJ community to bring out the best talent in front of the entertainment professionals from across India. The platform was divided into three parts. During the first half, company's officials showcased their sound and light solutions catering to different needs of the market live on demo, then a two-hour DJ competition where nine DJ's from EDM genre competed over three days, followed by the culminating headliner act by some very well known EDM DJ's of India.

JOOST JUICE BARS TO EXPAND IN INDIA



Boost Juice, a smoothie revolution from Australia, now plans to double its unique concept of fresh and healthy smoothies and juices, 'JOOST JUICE BARS', to 17 new Joost Juice Bars across the country by the year 2017. By 2020, the company aims to have over 100 locations. Health-conscious Indians are constantly seeking new-age and nutrition options, and Joost will explore the franchisee route to increase penetration of its smoothies, cold-press products such as juices, crushes and healthy F&B alternatives. Rivoli Sinha,

Founder, Joost Juice Bars, India says "We are happy to introduce to you Australia's popular Boost Juice Bars here in India, which is known here as Joost Juice Bars. We specialise in making juices, smoothies, crushes and healthy F&B alternatives. We launched this brand in India to fill the gap in the unorganised market for fresh and healthy drinks. We shall deliver fresh juices and smoothies to the Indian customers to make a difference in their everyday lifestyle and also deliver our signature 'Love Life' philosophy."



Shrigad Naik inaugurating the Wellness Centre



Hamdard Wellness Consultation Room

HAMDARD LAUNCHES WELLNESS CENTRE IN DELHI

Mansoor Ali
Chief Sales &
Marketing Officer,
Hamdard

Hamdard Laboratories has forayed into retail with the launch of their first flagship Wellness Centre 'Hamdard Wellness' at Asaf Ali Road, New Delhi. The centre will offer specialised Unani consultation by experienced doctors and Unani medicines for problems related to diabetes, heart, liver, gall bladder, men health and vitality, women health and fertility, skin and hair, digestion, piles, bones and joints, kidney and urinary tract and general health issues. The centre will also offer disease management services by disseminating information on lifestyle related disorders through a series of experiential and awareness focused sessions involving communities. Speaking at the occasion, Mansoor Ali, Chief Marketing and Sales Officer, Hamdard India said, "The Health and Wellness industry is being fuelled by an intense and growing consumer affinity towards natural, herbal medicines and solutions. People are moving away from synthetic, chemical based products for themselves and their families. Hamdard Wellness will be the driving force to spread awareness and induct today's discerning consumers to the healing touch of Unani."

HOTEL LANDMARK NX COMES UP IN GWALIOR

H S Ahuja & Associates (HSAA) have completed a project in short duration of three months. Their scope of work included concept development, initial drawing, 3D prospective views and interior consultancy. HSAA works with the promise to provide a unique design with best quality work, delivering project deadlines. **Hema**, Sr Interior Designer Consultant, H S Ahuja & Associates says, "Turning a tiny space into a corporate area has always been a challenge for me. Another challenge has been to make the

space look bigger to use simple materials which can be maintained easily; on that lacquer and veneer were the two good choices, as I wanted the space to look bigger, white colour in the wall and ceiling was used, the use of a lot of ebony helped me to enhance the settle and balance look."

HSAA has a pan-India presence having completed various projects in various places .i.e. Srinagar, Tata Nagar, Agra, Gwalior, Bhopal, Lucknow etc.



Hema
Sr Interior Designer Consultant
H S Ahuja & Associates





appointments



ASGHAR ALI

**Group President
The Claridges Hotel Group**

★ The Claridges Hotel Group has appointed Asghar Ali as their new Group President. With over three decades of top management experience in major industrial sectors, he comes equipped to lead The Claridges Hotel Group. Ali's career began with the Thapar Group in 1980; he worked his way through Eicher International, Ashok Leyland., and finally, as President External Affairs to the global conglomerate – Punj Lloyd Group. An asset to The Claridges Group, Ali will leverage and enhance the ongoing and future work of the company.



RAKESH CHAUHAN

**General Manager
Shree Ram International Jodhpur**

★ Shree Ram International Jodhpur has appointed Rakesh Chauhan as the new General Manager, with effect from July 1, 2016. His last assignment was with Hotel GenX Jodhpur (1589 group of hotels) as a General Manager. Chauhan is a hotel management graduate from IHM, Chandigarh with over 17 years of experience and specialises in hotel operations, revenue management, performance enhancement, best practices implementation, setting up process and implementation, quality compliance, organisation development, human resource and training.



NIDHI GUPTA

**Regional Director – Sales and Development
Berggruen Hotels**

★ Keys Hotels, a brand by Berggruen hotels funded by Berggruen Holdings, a New York-headquartered proprietary fund, has announced the appointment of Nidhi Gupta as Regional Director, Sales and Development. Gupta will play a pivotal role in generating new sales leads and contacts, whereby leading to the growth and expansion of the Keys brand into new markets. She has almost two decades of experience in the hospitality sector. Prior to joining Berggruen Hotels, she has worked with Country Inn & Suites By Carlson, Sarovar Park Plaza Hotels & Resorts and Concept Hospitality Ltd.



MADHAV BELLAMKONDA

**General Manager
The Bheemili Resort managed by AccorHotels**

★ AccorHotels has appointed Madhav Bellamkonda as the General Manager of The Bheemili Resort managed by AccorHotels, in addition to his continuing responsibility as the General Manager of Novotel Visakhapatnam Varun Beach. In his new role, Bellamkonda will be responsible for spearheading the operations of two AccorHotels properties and steering the hotels to scale greater heights of success. His career spans over two decades and across various sectors. He started his career in 1995, working with an NGO and soon rose to the position of Director of Development at the Centre for Global Leadership Development.



RAVI KHUBCHANDANI

**General Manager
Novotel Hyderabad Airport**

★ Novotel Hyderabad Airport announced the appointment of Ravi Khubchandani as the hotel's new General Manager. In his new role, he will focus on enhancing overall guest experience at Novotel Hyderabad Airport, bringing about stellar growth in revenues, and develop a talented and committed team to manage the hotel operations in a fast evolving business environment. An AccorHotels veteran with over a decade of experience in the industry, Khubchandani started his career with AccorHotels in 2003 in Wellington, New Zealand. Over the course of his career with AccorHotels in New Zealand, he worked across various verticals and locations, including MICE, Corporate, Boutique and Airport hotels.



SHUVENDU BANERJEE

General Manager
Crowne Plaza Kochi

★ Shuvendu Banerjee has been appointed as General Manager, Crowne Plaza Kochi. He was previously Executive Assistant Manager of Crowne Plaza Gurgaon. Astute and results-driven professional, he is equipped with experience in managing all aspects of a hotel. Banerjee has over 15 years of experience spanning the entire gamut of hospitality industry. In the past, he has performed diverse roles in different hotels in IHG Group, Carlson Group, ITC, Jaypee Hotels etc. His contribution has led to optimisation of output, delivery and service. Shuvendu likes to travel, read, play cricket and socialise.



MOHIT SHARAD

General Manager – Sales & Marketing
(North & East) Concept Hospitality

★ Mohit Sharad has been appointed as the General Manager – Sales & Marketing (North & East) Concept Hospitality. In his new role, Sharad will be responsible for leading sales strategies and initiatives for the north and east region, managing all group hotels and business accounts, and maximising all revenue streams. He carries over 14 years of rich and diverse experience, prior to joining Concept Hospitality; he worked with ITC WelcomHeritage, New Delhi. He has also worked with 'Alletia Remedies' 'Sewara Hospitality & Development' in similar roles. "Mohit's vast experience in sales along with his knowledge of the Delhi and other Northern region market will be a valuable asset to our company," said Param Kannampilly, Chairman and MD, Concept Hospitality. "We are excited to have him."



VAISHAKH SURENDRAN

General Manager
Poetree Sarovar Portico, Thekkady

★ Sarovar Hotels announced the appointment of Vaishakh Surendran as the General Manager of Poetree Sarovar Portico, Thekkady. Surendran brings with him over a decade of experience in the industry. Some of his previous assignments include roles as General Manager – Keys Hotel, Thiruvananthapuram; Front Office Manager – Alila Diwa, Goa; Front Office Manager – Aditya Sarovar Premiere, Hyderabad; Front Office Manager – Alila Villas Hadahaa, Maldives and Assistant Front Office Manager – Radisson Blu, Kuwait. He holds an International Diploma in Hotel Management from Oriental School of Hotel Management in Wayanad, Kerala and Diploma in Hospitality Management from Educational Institute of the American Hotel & Motel Association in Michigan, United States.



A **VKL** Food Solutions Enterprise

VKL has been creating food and beverage solutions for the leading food-service companies since 1935. With their core building blocks of innovation, quality, service and value, they provide standardised services to the HoReCa customers in India and export food and beverage solutions to over 25 countries.

Three years back, VKL Seasoning Pvt. Ltd. (VSPL) set out on a unique journey to create India's own food service company. It was company's endeavour to service an under-catered customer, the HoReCa segment; thus food service as a part of VSPL, the pioneers of seasoning segment in India, was born. In keeping with VSPL's objective of providing exclusive focus to HoReCa customers, it is now rebranding this business as Food Service India Pvt. Ltd. (FSIPL).

The team at Food Service India Pvt. Ltd. comprises of experienced chefs and sales professionals specialised in HoReCa segment. The exclusive sales team understands the challenges faced by the chefs in terms of cost, inventory, taste, consistency etc. and works towards making the process of cooking easier for the customers. They have specialised food service distribution partners across India and abroad who provide best last mile services to customers.

"With our specialised focus, capability in product development, production and service, Food Service India is marching in line with the new vision—To become India's most Admired and Respected Food Service Company enabling our partners success through focus on great taste, outstanding customer service and strong relationships," says president of FSIPL, SK Maratha.

Food Service India Pvt. Ltd. currently has the following brand verticals:

Chef's Art: It is a range of menu solution products.

Springburst: It is a range of kitchen solutions designed to help the chef enhance the dishes.

Sunbay: It is a recently launched brand offering a range of gravies and sauce bases that promise perfect taste and texture and are convenient to use.

Spicefield: Complete range of blended, ground and whole spices, exclusively made for HoReCa chefs in India.

Marimbula: It is a range of gourmet syrups created to cater the need of the consumer to try out exotic international taste, along with authentic Indian taste with desire to try out the 'NEW'.

RezNext introduces purpose-built mobile DISTRIBUTION APP

The application addresses the gap for instant rate updates and inventory changes while on the move. The App offers real-time inventory updates and instant rate notifications.

RezNext's mobile application - ReX, is available on iOS and Android and has industry-best data transfer architecture. The app also allows hoteliers to work offline and all changes then sync-up once connected back with the network.

"Hoteliers are challenged with using a full blown mobile application. Typically, when on the move, a feature rich application takes time to load and many-a-times hoteliers are unable to use it as desired. Hence, we recognised the need for a purpose-built application that allows general/revenue managers to quickly take action on their rate and inventory controls. Designed to deliver a robust experience, our mobile application is powered by speed and provides instant update notifications in sub-second response time," said **Avinash Lodha**, Chief Executive Officer, RezNext Global Solutions.

According to **Raghu T Gupta**, Operations Head at Best Western by Jagadish, "ReX mobile application is very user-friendly and we are able to quickly update rates and inventory round-the-clock from anywhere. Our staff finds this very helpful, especially when they are away from the hotel, be

it on a holiday or business travel. The best part is that the rate updates are done instantly."

"At Vivaana, we have been able to use RezNext's mobile application to get us more sales with the quick rate updates that we do for last minute deals. We find the

mobile app super-fast and user-friendly to operate," said **David Issac**, Assistant Manager Marketing, Vivaana.

For **Isha Bhamra**, Marketing Executive, Jora Palace, the instant notifications received on inventory and rate updates from channels are very important. "This allows us to be in complete control of our distribution across all our channels. Also once the setup is done, we can make rates changes quickly across all channels at one go and all of this is possible even if we are on the move."

RezNext is the true real-time enterprise distribution technology company and preferred profit management partner. They empower hotels to adopt a distribution strategy that simplifies the complex global distribution environment and makes it understandable and manageable. Their distribution platform is integrated with revenue management, operating intelligence and powered with reputation management insights. At the core of their distribution offering is the real-time two-way connect between a hotel's property management solution and thousands of electronic channels, helping hotels improve visibility, distribute effectively 24/7, and drive revenues.



Key functionality of ReX

- Optimised for fast speed of loading.
- Know status of real-time updates to ensure the right inventory and price is displayed across all channels.
- Manage all data from a single screen.
- Meet customer preferences real-time and achieve maximum profitability.

California Walnuts



- Accounts for 99% of the commercial US supply and 2/3rd of world trade.
- Known worldwide for their excellent quality.
- Grown, harvested and processed following strict Federal and State food safety regulations with finished product often exceeding quality standards set by USDA.

Walnut consumption is significantly increasing in India. California Walnuts provide the perfect opportunity for Indian dry fruit trade to expand their product portfolio and fulfill the needs of Indian consumer.



California Walnut Commission

651 Pace City-II, Sector 37, Gurgaon (HR), INDIA 122 004

• Ph: +91(124)434-4500 • Fax: +91(124)434-4501 • www.californiawalnuts.in • walnuts@scs-group.com

Find us on: [facebook.com/CaliforniaWalnuts.India](https://www.facebook.com/CaliforniaWalnuts.India) twitter.com/CaWalnutsIndia

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