

HOTELS & RESTAURANTS INDIA

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A MONTHLY ON HOSPITALITY TRADE
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K. Syama Raju
President, FHRAI

Dear fellow members,

As we come to the end of the year, hospitality seems to be moving on a positive note. 2016 has done better than 2015, RevPAR is up by 6.4 per cent. In the next five years, 37,000 rooms are likely to come up, which will not put much pressure on supply. The occupancies for 2017 looks better, let us hope that demonitisation does not have a far reaching negative impact and does well in the long run.

I would also like to inform our members that the 52nd FHRAI convention will be taking place in Bengaluru, the tentative dates for the same are from September 7-9, 2017. Further, FHRAI will be actively participating in Incredible India Global Tourism Mart, which after being rescheduled from February 1-4, 2017 is taking place in April, 2017.

On September 11, 2016, FHRAI along with other associations gave a representation to the Ministry, requesting for e-visas for tourists arriving on cruise liner, our efforts have finally fructified with the Union Cabinet allowing foreigners to travel with e-visas at Mumbai, Chennai, Kochi, Goa and Mangalore ports. These are in addition to the 16 designated airports from where e-visa holders can enter India.

Elaborating on the same, **Suman Billa**, Joint Secretary, Ministry of Tourism, Govt. of India, said, "It will now be termed e-visa and will be valid for 60 days, as opposed to the earlier duration of 30 days. Travellers

will also be able to apply for the e-visa four months in advance and will be granted a double-entry for tourism and business, and three entries for medical purposes. The e-tourist visa (eTV) has been revised to include travellers visiting India for business, conference, tourism, and medical purposes under one category."

The liberalisation of visa services is expected to stimulate economic growth, increase earnings from export of services like tourism, medical value travel and travel on account of business and to make 'Skill India', 'Digital India', 'Make in India' and other such flagship initiatives of the government successful.

Technology in the hotel industry is crucial to attract and retain guests, today that means investing in a variety of innovative ideas that create immediate and personal engagement. With expectations on a rise, delighting the guests has become more of an expectation, than a surprise. In our year-ender cover story, hoteliers share the new technologies they adopted in 2016 and technologies in the pipeline for 2017.

As we approach January, I wish all of you and your families a happy, healthy and a successful New Year!

With warm regards,
K. Syama Raju
President, FHRAI



The liberalisation of visa services is expected to stimulate economic growth, increase earnings from export of services like tourism, medical value travel and travel on account of business



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In our year-ender cover story, we take hotelier's perspective on the new technologies adopted in 2016 and those in the pipeline for 2017

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By Raashi Ajmani Girdhar



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2016: BETTER, YET FLAT YEAR; 2017 KEEPS HOPES ALIVE

Regional President of various regions of the country enumerate on how hotels have performed in 2016 and the agenda for 2017 to improve ROIs

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Vivek Nair
Hony. Secretary
FHRAI

“
Tourist arrivals in India during the period January- Sept 2016 were 6.2 million with a growth of 10.5 per cent compared to the FTA of 5.6 million in 2015
”

Dear fellow members,

India is the most optimistic proposition as compared to any other market in Asia Pacific. China is in a downturn compared to India which is in the beginning of an upturn. The Indian travel and tourism industry has a huge growth potential.

The government has taken several measures to double the tourist arrivals into the country in the next five years. This would also indicate good growth potential for the hospitality industry.

Growing and stable economy

India's economy is projected to grow at 7.6 per cent in 2017 as investment regains momentum and manufacturing base strengthens on the back of structural reforms in the country, a UN study said, crediting India and China for steady growth of the Asia-Pacific region. "India's economy is projected to sustain a 7.6 per cent growth rate in both fiscal years 2016-17 and 2017-18," according to the year-end update of the flagship report Economic and Social Survey for Asia and the Pacific 2016 of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP).

Domestic Tourism

Domestic tourism continues to be an important contributor to the tourism sector providing much needed resilience. There has been a continuous increase in domestic tourist visits, with the Compound Annual Growth Rate (CAGR) of domestic tourist visits to all States/UTs from 1991 to 2015 being 13.63 per cent. In 2015, it grew by 11.63 per cent to reach 1431.97 million visits.

Inbound Tourism

Inbound travel to India has increased. Foreign Tourist arrivals in India during the period January- September, 2016 were 6.2 million with a growth of 10.5 per cent as compared to the Foreign Tourist Arrival of 5.6 million with a growth of 4.8 per cent in January-September, 2015 over January-September, 2014.

eTV boosts tourism

As many as 1,05,268 foreign tourists arrived in October 2016 on e-Tourist Visa as compared to 56,477 during the month of October 2015 registering a growth of 86.4 per cent. The UK continues to be biggest market availing the services with a followed by USA, France, China , Russian Fed, Germany, Australia, Canada, Spain and Netherlands India's e-visa will now have three components — e-tourist visa, e-medical visa, e-buisness visa. Talking about the various changes in e-visa, **Vinod Zutshi**, Secretary, Ministry of Tourism, Govt of India, said, "For the first time in this country, medical visa is going the electronic way and so is the case with business visa. This has been one of the biggest landmark decisions, and it's going to catapult Indian tourism into a new orbit."

On this positive note, I wish you and your families a very happy and prosperous New Year!

With kind regards,
Vivek Nair
Honorary Secretary, FHRAI



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HOTEL INDUSTRY SEEKS UNIFORMITY IN REGULATIONS

Highlighting the unfair advantages enjoyed by unregulated players and aggregators from the unorganised sector like Airbnb, Bed & Breakfast and Homestays, the Hotel and Restaurant Association of Western India (HRAWI) has announced that it will petition the governments of its western region, to create a level



Dilip Datwani
President
HRAWI

playing field and bring uniformity in regulations for all hospitality players in the market.

It has pointed out that while 5-star hotels pay a substantial amount of 38 per cent of the room revenue as direct and indirect taxes, some of the lavish bungalows listed in sites of these illicit hotel aggregators do not pay a single rupee as taxes. Further, over 42 licenses are needed to start and operate an organised sector hotel, while the unregulated sector operates without undergoing any such process.

"We welcome competition in any and every form, but this kind of disparity is unhealthy for the industry," says **Dilip Datwani**, President, HRAWI. "Disruptions are healthy, as it allows customers to

enjoy best services at the cheapest rates. But the disruptors cannot be allowed to disrupt and proliferate simply on the basis of avoiding regulations and taxes. Clearly the big ticket concerns are the security issues and the loss of revenue to the exchequer. HRAWI recently compiled a document on how other major cities in the world have dealt with this issue.

Some of the findings were revealing. After licenses were made mandatory in Germany, 40 per cent of Berlin's Airbnb listings disappeared. Amsterdam, meanwhile, banned apartments rented out for more than 60 days per year, or to more than four people at a time. It has also allocated \$1.1 million to identify apartments that are being offered for short term rentals or don't have



Sanjay Sethi
CEO & Managing Director
of Chalet Hotels

landlords living in them. Barcelona has slapped Airbnb and Homestay \$65,000 each for listing apartment without permit," says **Sanjay Sethi**, CEO & Managing Director of Chalet Hotels (Chalet Hotels owns several Marriott properties in India).

Says Datwani. "Hotels are required by law to send details of foreign



Kamlesh Barot
Past President
HRAWI

guests to the police station by submission of a C Form."

HRAWI also questioned the relevance of subjecting hotels to administrative clearances, liquor permits and other licenses while these unorganised accommodations, providing the very same services are exempted. Homestays, functioning just like hotels do, are prevalent even today in a lot of states.

"The hospitality industry without these illicit accommodations in Maharashtra today, can generate almost `600 crore per extra night that a foreign tourist stays back, to the Government as foreign exchange earnings, besides being the highest employment generator. Almost all tourist towns across the world have grown on the back of strong hospitality infrastructure and not unregulated homestays. The government will have to consider, either allowing hotels to operate with the same relaxations as would be given to these aggregators and such unregulated homestays as they are not treated equally, there can't be a first among equals," concludes **Kamlesh Barot**, past President, FHRAI.

INVESTMENT OPPORTUNITIES IN WEST BENGAL

Senior members of Hotel and Restaurant Association of Eastern India (HRAEI) discussed rising 'investment opportunities in tourism and hospitality sector in West Bengal' at JW Marriott Kolkata on November 19. **Ajit Ranjan Bardhan**, Principal Secretary, Tourism, Government of West Bengal, was present at the meeting for an interactive session. Bardhan mentioned that the state's new tourism policy aims at making the state a world class tourist destination and achieve a targeted growth rate in tourist arrival over 10 per cent, year-on-year over the next five years. "We seek to enhance branded hotel accommodation in Bengal to 10,000 by 2020. The government has already disbursed a substantial amount to different hotel units in the state," he said. The department has also plans to organise road shows in Tier-II and Tier-III cities to attract more domestic footfall.

Taking forward Bardhan's ambitious plan, **Sudesh Poddar**, President, HRAEI, suggested a bunch of proposals for discussion at the meet. He proposed setting up an Aerocity close to the Netaji Subhash International Airport at Dum Dum where star hotels (ranging from 2star to 5star hotels) can be developed on the lines of Aerocities in New Delhi and Mumbai. For this, hotel owners can buy land at market price following an e-auction.

His next proposal was on developing HRAEI's skill development institute in order to train plumbers, electricians, carpenters, masons and so on for the hospitality sector in the eastern region. The institute can be developed on a suitable land in the Rajarhat or New Town area.



Sudesh Poddar
President
HRAEI

“It is essential to relax the norm which asks all hotels in the state to register under the archaic Sarai Act, 1867”

Poddar's next proposal was a request to relax the norm which asks all hotels in the state to register under the archaic Sarai Act, 1867. The Act makes hoteliers to submit a copy of trade license, a no-objection certificate from the West Bengal Fire and Emergency Services department and the West Bengal Pollution Control Board, land documents and up-to-date rent receipt along with an affidavit.

In the affidavit, the owners have to declare that they have taken proper fire safety measures, have proper security arrangement, and that hotels have taken care to supply safe drinking water to boarders and hygienic conditions are well maintained. The owners are also supposed to have to declare that there is an arrangement for

sufficient lights at the hotel and the hotels will use only commercial LPG connections. All establishments failing to register are liable to be closed.

According to Poddar, it's not always possible for hotel owners to follow all the strictures.

For instance, in hilly areas, the government supply of drinking water is often inadequate; dumping yards and garbage yards are sometimes not regularly cleaned by municipal authorities; fire hydrants are not installed to mitigate emergencies; electric supply is sometimes too meagre. In such cases, hotel owners must get some lenience, suggests Poddar.

The vision of HRAEI is to make the Eastern Region comprising of 12 states and a union territory a flourishing destination for domestic and foreign tourists by projecting their captivating tourism assets while promoting best industry practices and setting benchmarks for industry constituents. The mission of the association shall to be a common voice for hotels, restaurants, and associates for unhindered progress of hospitality industry in the country's eastern region and create value for members by ensuring government policies remain supportive of tourism and the industry.

The Hotel & Restaurant Association of Eastern India was established on July 18, 1961 and represents the hotel and restaurant industry of twelve states and a Union Territory in Eastern India. These comprise of Andaman & Nicobar Islands, Arunachal Pradesh, Assam, Bihar, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland, Odisha, Sikkim, Tripura, West Bengal.

HRANI PROPOSES LOWEST SLAB OF GST



Sitting (L-R): Rajindera Kumar, Renu Thapliyal, Garish Oberoi, Sanjay Sood, Surendra Kumar Jaiswal

Standing (L-R): Sumit Joshi, Vishvapreet Singh Cheema, Luv Malhotra, Naresh Sethi, SM Shervani, Sanjay Madan, Pawan Aggarwal, Vidup Agrahari, RD Anand, RN Kukreja, Paramjit Singh, Rakesh Roy, Dhiresk Kumar, Arun Dang, Suresh Kumar, Amarvir Singh

A meeting of HRANI Managing Committee was held at Wildflower Hall in Shimla on November 8, 2016, which was followed with a press meet also. Further, on the eve of HRANI MC Meeting a networking dinner was also organised in Hotel Marina, Shimla. Hotel and Restaurant Association of Northern India (HRANI) has been demanding rationalisation of taxes since a long time and with the government being on its toes to work out the implementation of the GST Bill from April 2017, the association proposes lowest slab of GST for tourism and hospitality sector.

The following are recommended by HRANI under the GST structure:

- Classifying tourism & hospitality businesses (hotels and resorts, tour operators, travel agents, tourism transport operators, convention centres, destination / amusement / entertainment infrastructure creation companies) in the lowest slab under GST, this could be at five per cent.
- Ensure zero per cent rating for foreign exchange earning tourism, travel and hospitality businesses.

GST at lowest slab of five per cent for hospitality and tourism was advocated by HRANI during Press meet in Shimla. During the briefing, **Surendra Kumar Jaiswal**, Hony Secretary, HRANI, emphasised that in order to boost inbound or outbound tourism, GST should be brought at lowest slab of five per cent for hospitality and tourism making India a competitive tourist destination.

Garish Oberoi, Treasurer, HRANI, said that GST at lowest slab will attract more investment in the country and will also be conducive to business and growth in the sector.

Tourism and Hospitality industry is one of the main sources of income and employment generation in the state and contributes 9.75 per cent to the State Gross Domestic Product (SGDP).

Further, HRANI also submitted a detailed representation to the Himachal Government highlighting the following matters:

Excise Issues

- Change in Liquor License Rule under Excise Policy.
- Permission to avail benefits of Export Promotion Capital

Goods (EPCG) license issued by Directorate General of Foreign Trade (DGFT).

Ease of operations

- To encourage private entrepreneurs for setting up new units, the government needs to formulate tourism friendly investment schemes.
- The state finance corporations including cooperative banks should be asked to frame special schemes for financing tourism projects with attractive benefits.
- There is an immediate need to create own land bank for potential tourism sites.

Department of tourism

- The government norm of refund in case cancellation of reservations needs an urgent review.
- Tourism department in the state must proceed towards evolving as a 'Nodal Agency' helping investors to obtain all essential permissions in time bound manner so that delay in setting up of tourism ventures can be avoided.

Improvement in state connectivity

- HRANI recommends quality infrastructure for better connectivity in the state.



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FELICITATION OF FHRAI BOARD MEMBERS FROM SIHRA



SIHRA LAUNCHES ITS NEW WEBSITE

South India Hotel and Restaurant Association (SIHRA) has recently launched their newly redesigned website, with a bold new look and enhanced navigation experience. The new site launch is available and the URL is www.sihra.in

SIHRA have streamlined their menus to give a quick access to the

items one might be in search for.

They have also consolidated information on the organisation, their work and commitment to the industry. Amongst the new features, the site contains integrated information on each of their members with a link to the website. This will help improve

communication. The association will be constantly updating their content with helpful information, articles, blogs, newsletters and announcements.

Going forward, they plan to continually expand their online content and keep users updated with the latest information.

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2016: Better, yet flat year;

As we come to the end of the year, Regional Presidents tell us about how hotels have performed in the various regions of the country in 2016 and what is on the agenda for 2017 to improve the ROIs.



Sanjay Sood
President
HRANI

DOMESTIC DEMAND STRONG

During the current year, the industry has witnessed a marked improvement in occupancy level, though the ARRs (Average Room Rate) continued to flatten out. However, with the sub-cost RoCE i.e. Return on Capital Employed, which is a financial ratio that measures a company's profitability and the efficiency with which its capital is employed; there has been a considerable slowdown in new project announcements in addition to deferment of a number of already announced projects. This has resulted in slower than estimated supply growth during the year 2016.

The marketing strategies in the hospitality industry has changed drastically over the past decade. A decade back, the brand name of the hotel was a major driver. However, with the arrival of well educated and experienced travellers, hotel companies have had to change/realign their marketing strategies. The

newest trend that took a wave in 2016 was hotel companies including components like differentiation, consistency, customer satisfaction, delivery of brand promises, and customer retention in their marketing strategies. Development and use of technology also changed the way hotel companies operate, making the online marketing the need of the hour.

Today, more than 76 per cent of all online bookings come through the OTAs, showing a serious reliance on OTAs as the primary source of income for most properties. While the OTAs are helpful in bringing in business, the sky-high commission rates do not make the channel

“In the current year, the industry has witnessed a marked improvement in occupancy level, though the ARRs (Average Room Rate) continued to flatten out”

feasible as the primary revenue source. Instead of giving away up to 30 per cent of each booking in commission, hoteliers should work to increase traffic to the direct channel which is the most cost-effective and profitable way to secure online bookings. The industry, inspite of various headwinds on the tax front kept on blooming. We expect immense growth of our sector in 2017.



Dilip Datwani
President
HRAWI

OCCUPANCIES SURGING

Hotel occupancies in India stood at 60.3 per cent as on October 30, 2016. This is the first time in five years that hotel occupancy has crossed 60 per cent in the whole country. The overall occupancy across the country has grown by about 8-9 per cent. Post the demonetisation episode, the occupancy levels in the budget hotel segment have taken a drastic hit, nearly by 30 per cent dip in the business. The bigger hotels have also faced a little bit of a hiccup in the occupancies after November 8.

But the biggest hit was in the food and beverage business, more so in the smaller standard restaurants. India's hotel industry is primarily driven by demand from business travellers, international tourists and domestic tourists as well. E-visa schemes have further added to the ease of travelling to India which

was made available by the government to citizens of certain countries, nearly to 150 countries. We expect the e-visa facility to enable the late booking foreign leisure travellers to consider travel to India, thereby adding more business.

“Overall occupancy across the country has grown by about 8-9 per cent”

Penetration of the internet and smart phones will help in increasing the online hotel booking in India.

India's travel and tourism industry has a huge growth potential. India is projected to be the fastest growing nation in the wellness tourism sector in the next five years.

The industry is supposed to generate 13.5 million jobs across all segments of the tourism industry.

The ministry of tourism along with the industry plans to meet the increasing demand of skilled and trained manpower by providing hospitality education and skilled development. Just hoping that the demonetisation does not prolong the pain of the budget hotels and standard small restaurants.

2017 keeps hopes alive



Sudesh Poddar
President
HRAEI

DEMONETISATION TO IMPACT HOSPITALITY

Until this November, the hospitality industry had been doing brisk business in this parts of the country. However, the gains got somewhat reversed after the demonetisation drive. Over the short and medium terms, this will have



In the unorganised sector, the general performance of the industry will witness stress

varied effects on sections of the hospitality industry in the country, but in the long-term, it will positively impact the growth of the hospitality sector. Often, the strong season for the hospitality sector in the country extends from October to March which, to a large extent, defines the success for the industry in any given year.

The lack of available currency will force some hospitality customers to either postpone or cancel their travel and accommodation or to use hospitality products that easily allow the use of the other modes of payments. Smaller businesses, QSRs and home deliveries are also bearing the brunt, as there has been a tremendous loss of opportunity.

On the other hand, the demonetisation drive will benefit the organised hospitality sector in India the most. Combined with the general uptake in the sector, the movement of customers to the organised sector due to ease of alternate modes of payment will positively impact the market. However, given the larger base of hotel rooms in the country is in the unorganised sector, we anticipate the general performance of the industry to witness some stress in the short and long-term.

The impact of demonetisation will also be felt by the suppliers of consumable goods, who often work on cash transactions with their wholesale counterparts.

Despite the early setback, there has been a silver lining across the dark clouds. The vibrant and innovative hospitality industry is expected to bounce back with creative ways to deal with the impact, from value-additions, offers and shifts in spending patterns.



K Syama Raju
President
SIHRA

GROWING DEMAND IN MID-RATE OPTIONS

With so much uncertainty in the world and the country at the moment predicting how the travel industry will respond, and whether 2017 hotel prices will increase, is difficult. Perhaps the most easy to calculate is in the leisure industry, as specific destinations grow in popularity at the replacement of others flying off the radar.

Hotel ARR's are predicted to increase by 1 per cent to 3 per cent in 2017. During 2016 the higher end of the market has seen a reduction in stock increase, whilst budget to mid-priced properties have been on the rise. This



Hotel ARR's are predicted to increase by 1 per cent to 3 per cent in 2017

reflects a growing demand within the tourist/ traveller sphere for more mid-range travel options; travellers are now happier to take economy flights for example.

During 2016 travel increased, but spend remained relatively stable. Trends show that travel buyers are finding hotel negotiations slightly more difficult, with hotels becoming stricter on the discounts they are giving, regardless of volume, and becoming tighter on their terms and conditions when it comes to last room availability and cancellation policies.

RECOMMENDATIONS FOR 2017

Security: Ensure that you have in place the facilities to track your travellers at any time.

Duty of care: Is fast becoming one of the most essential elements of any travel management tool now.

The Power of Dynamic Rate Marketing: Dynamic rate marketing is the display of real-time hotel room rates and availability on a variety of digital marketing channels.

Digital marketing: Attribute hotel ROI across All Touch Points. The customer journey is evolving, so businesses need to alter their approach to measuring digital marketing ROI.

ACQUISITION

ACCORHOTELS PARTNERS WITH 25HOURS HOTELS

25hours Hotels have announced that AccorHotels is acquiring, a 30 per cent stake in its capital, with the objective of accelerating the global expansion the brand. 25hours is also expanding its internal development structures and establishing a creative laboratory for this purpose. AccorHotels will be a strategic partner of 25hours supporting its long-term growth.

Christoph Hoffmann, CEO of 25hours commented, "Loyal partners have supported our growth in the German-speaking market for the past ten years and we now also have the opportunity to conquer the world with a global partner. This strategic partnership represents a key milestone

in our company's history and a new adventure we are looking forward to."

Sébastien Bazin, Chairman and CEO of AccorHotels explains: "This alliance came about because we were immediately attracted by these individual, design-oriented boutique hotels that are a great workplace for urban nomads and an ideal starting point for outings into key cities. Through this partnership, AccorHotels is investing further in one of the fastest growing segments in the industry and enriching its offer to achieve scale in this segment. Today, we are going one step further in our strategy to be a global leader in lifestyle hotels."



Hotel Images: Stephan Lemke for 25hours Hotels



OPENING

TWO NEW FORMULE 1 HOTELS IN NASHIK & CHENNAI

Hotel Formule1 has launched two hotels in Nashik and Chennai. With the new openings, Hotel Formule1 expands its network across nine cities in India. "Over the years, Hotel Formule1 has emerged as one the ideal choice for all travellers looking for comfortable, modern yet pocket friendly stay," says **Balvinder Sahrawat**, Vice-President, Hotel Formule1 India. Located in close



proximity to industrial areas and popular tourist spots, the 101-room Hotel Formule1 Nashik has a self-service design concept. Featuring 132 sound proof rooms, Hotel Formule1 Chennai OMR is strategically located amidst the business and IT hub of the city.



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EXPANSION

LORDS ECO INN TO OPEN IN BHARUCH

Lords Hotels & Resorts has recently signed its 26th property in Bharuch, Gujarat. To be branded under the Lords Eco Inn banner, it is scheduled to commence operations from December 2016. This makes Lords Hotels & Resorts the largest hotel chain in the state. Located between the two major cities of Surat and Vadodara, Lords Eco Inn – Bharuch serves as an ideal stopover destination. With a 48 rooms, the Eco Inn offers luxurious accommodations and full-service at friendly prices for the discerning business and leisure traveller.

PR Bansal, CMD, Lords Hotels & Resorts, says, "The addition of this hotel to our chain of hotels marks a significant milestone and one that is unique, for us. From the first hotel back in 2007 which was set in this very state to this one in 2016, we have gone on to become the largest chain of true value hotels in Gujarat. Today our hotels dot the entire region. We now have all its four brands including Lords Plaza, Lords Inn, Lords Resort and Lords Eco Inn that caters to the leisure, corporate and also the pilgrimage tourists which Gujarat Tourism is known for in the state. Of the 15 Lords Hotels & Resorts properties in the state, this will be the sixth 'Eco Inn' brand for the group."

"We have been looking to aggressively establish our presence across the country while maintaining Gujarat as the home.

In the last few months we have added three new properties in Jammu, Agra and Thrissur. We are looking to expand our portfolio not just in India but also outside, especially in the neighbouring countries where the hospitality sector still has a huge margin for scaling up. With experience and ability on our side, we intend to capitalize on the opportunity and offer our services there too," concludes **Rishi Puri**, Vice President, Lords Hotels & Resorts.



RESORT

ALILA FORT BISHANGARH, JAIPUR, TO UNVEIL IN 2017

The 59-suite resort, located at a three-hour drive from New Delhi and an hour's drive from Jaipur, Alila Fort Bishangarh, Jaipur, will open in the first quarter of 2017. Located amid the Arvallis in Rajasthan, a world away from the busy city on the



conventional Jaipur-Jodhpur-Udaipur trail, is Fort Bishangarh – a 230-year-old fortress which has been in restoration for seven years and undergone a brilliantly sensitive transformation. Alila Fort Bishangarh will be India's finest boutique fortress.

Alila Hotels and Resorts is highly recognised as a leader in sustainable tourism – firmly respecting and preserving the way of life and traditions of local communities and believing that the environment, both natural and social, is critical to the sustainability of its business.

Alila announced the implementation of a Zero Waste Policy across its portfolio of hotels in Bali in August, further underlining its commitment to sustainable tourism. **Doris Goh**, CMO, Two Roads Hospitality Asia, will continue to drive global marketing into the digital realm of direct consumerism, channelling new platforms for its brands – Alila, Destination, Thompson, tommie and JDV – across the Asia Pacific.

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RESTAURANT

CAPITAL KITCHEN OPENS IN TAJ PALACE, NEW DELHI

Taj Palace, New Delhi, gifted the capital its newest culinary destination - Capital Kitchen. The culinary concept of the new restaurant is based on the central theme of comfort food with the menu invoking a sense of nostalgia and timelessness. It is highlighted by an array of authentic, flavourful and classic comfort foods served home style. It is a confluence of cuisines from across the globe - signature dishes from our iconic Taj properties like Cobb Salad from Taj Pierre Hotel, New York, Chicken Bunny Chow from Taj Cape Town, New England Lobster Roll from Taj Bosten, Fish & Chips from St. James Court, London etc. The master chef's culinary skill will also be showcased through a series of live cooking stations offering Indian, European and Asian Cuisines. Sharing his excitement on the launch, **Gaurav Pokhariyal**,



General Manager, Taj Palace, New Delhi, said, "We are delighted to launch Capital Kitchen that will offer authentic classics from across the globe in a format that showcases specialities from the capital city alongside some of our own signature Taj recipes. The place exudes vibrancy and effervescence coupled with service that is simple, warm and sincere. We hope our guests like the newest offering and give us the pleasure to welcome them time and again."

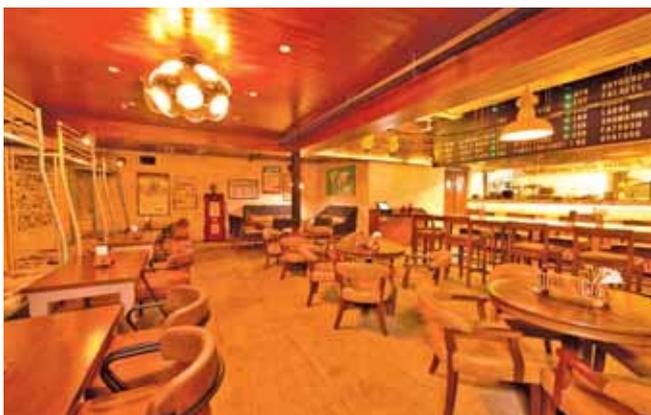
The restaurant has color hues of gold, bronze and copper coupled with dark brown wood and marble work. The weekend brunches will be infused with vibrancy and effervescence.



EATERY

TOURIST NOW IN JANPATH

Dinesh Arora and Prateek Kochar, founders of 999 Restaurateurs continue their successful legacy in the hospitality industry with their new restaurant – Tourist, the street food bar for the Traveled, Edgy, Cultured, Journey freaks, Free Spirited, laid back and Witty



folks in Janpath, Connaught Place. Tourist represents the journey of a tourist as its theme, with the cuisine bringing forth the street food flavours from hidden corners of the world. The latest tavern for the wayfarers, Tourist escalates over 12,000 sq.ft., extravagantly covering three floors. A majestic rooftop, slated to be one of the biggest in Connaught Place, is an exclusive feature of the new watering hole.



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OPENING

EFCEE SAROVAR PORTICO OPENS IN BHAVNAGAR



Sarovar Hotels has opened EfceeSarovar Portico Bhavnagar. The 99-room premium hotel was launched in the presence of Mansoor Adil, Executive Vice President, Sarovar Hotels Pvt. Ltd., Komalkant F. Sharma, Chairman & Managing Director, Leela Worldwide Group, Rajesh Ranjan, Director – Development, Sarovar Hotels Pvt.Ltd. and Sanjay Wadhwa, General Manager, EfceeSarovar Portico. Sarovar Hotels manages three other hotels in Gujarat including Ahmedabad, Gandhidham and Rajkot. EfceeSarovar Portico offers a calm and peaceful oasis for both business and leisure travellers. The

elegant and well-appointed rooms and suites, categorised into Deluxe Rooms, Premium Rooms, Executive Suites and Leela Suite, offer contemporary amenities and personalised service. Commenting on the launch, **Mansoor Adil**, Executive Vice President, Sarovar Hotels Pvt. Ltd., said, "We are delighted to be opening our fourth hotel in Gujarat. Bhavnagar, being one of the major business destinations in the state, is an important addition to our portfolio. With EfceeSarovar Portico, we endeavour to offer the best of hospitality to all travellers to this region."

LAUNCH

PARK REGIS LAUNCHED IN GOA WITH 96 KEYS



StayWell Hospitality Group has unveiled its fifth property in India—Park Regis Goa. This is the largest property under the group's portfolio. Spread over an area of five acres in Arpora, Park Regis Goa boasts a magnificent location featuring 96 rooms and suites each spread across 5500 sq.ft. with modern-décor, soothing warm colors, plush duvets, international standard mattresses and high quality bathroom amenities.

Simon Wan, CEO & Managing Director of StayWell Hospitality Group, has commented that the opening of Park Regis Goa that it is just the tip of the Group's expansion in the region. "With four properties opened and an additional six under development, the growth opportunities for StayWell in India are extremely positive and exciting," he said. Located in North Goa, the hotel is in close proximity to many local tourist attractions like Baga, Calangute, Anjuna Beach; famous markets like Ingos Saturday Nite Bazaar, the largest shopping and entertainment event in the city.

AVIATION

BENGALURU AIRPORT TO REMAIN PARTIALLY CLOSED



According to a report from Bangalore International Airport Limited (BIAL), Kempegowda International Airport (Bangalore-BLR) will not have flights landing and taking off between 10:30 a.m. and 5 p.m. from February 19 to April 30, 2017. The move is to facilitate upgradation work in the existing runway. A release says that operations at the airport will be partially closed for three months next year. The runway will be partially closed during the rehearsals and show timings of the Aero India 2017. Authorities have worked out the flight schedules in the hours preceding and following the closure each day during this period with the Air Traffic Control and all the airline companies that operate in KIA, with the approval of the civil aviation ministry, the statement said.

The plan is to build two rapid exit taxiways (RETs) under the existing runway to enhance air traffic movement from 38 per hour to 48 per hour. BIAL authorities say work has to be completed before the onset of monsoon in May. KIA is also building the second runway towards the southern side of the airport, estimated to become functional by September 2019.

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A DIFFERENT 'TECH' ON HOSPITALITY

Technology remains the perpetual differentiator for growth, ROI, guest data analyses, millennial whims and much more. In our year-ender cover story hoteliers enumerate on the new technologies they adopted in 2016 and those in the pipeline for 2017.

Kanchan Nath



Hotel Picture: MARASA SAROVAR PREMIERE TIRUPATI





Antony Page

“We have also introduced Wi-Fi in lifts for uninterrupted internet connection”

Antony Page

General Manager, JW Marriott New Delhi Aerocity

TECHNOLOGY INTRODUCED IN 2016

Mobile Key: Further enhancing our Mobile Check-in facility, this year we have introduced mobile key feature. It allows keyless entry to guest rooms using guest's own Smartphone, for those who have selected Mobile Check-in. The feature is piloted in Marriott Asia Pacific and it is currently available for check-in for select rooms at our hotel for now.

Internet access points: We have Wi-Fi access points in each room as well as all public areas of our hotel. It allows guest to connect to internet from anywhere in the hotel, but also leads to an issue where any Wi-Fi device gets connected to any access point and it remains connected to that access point (even when the signal strength gets very low).

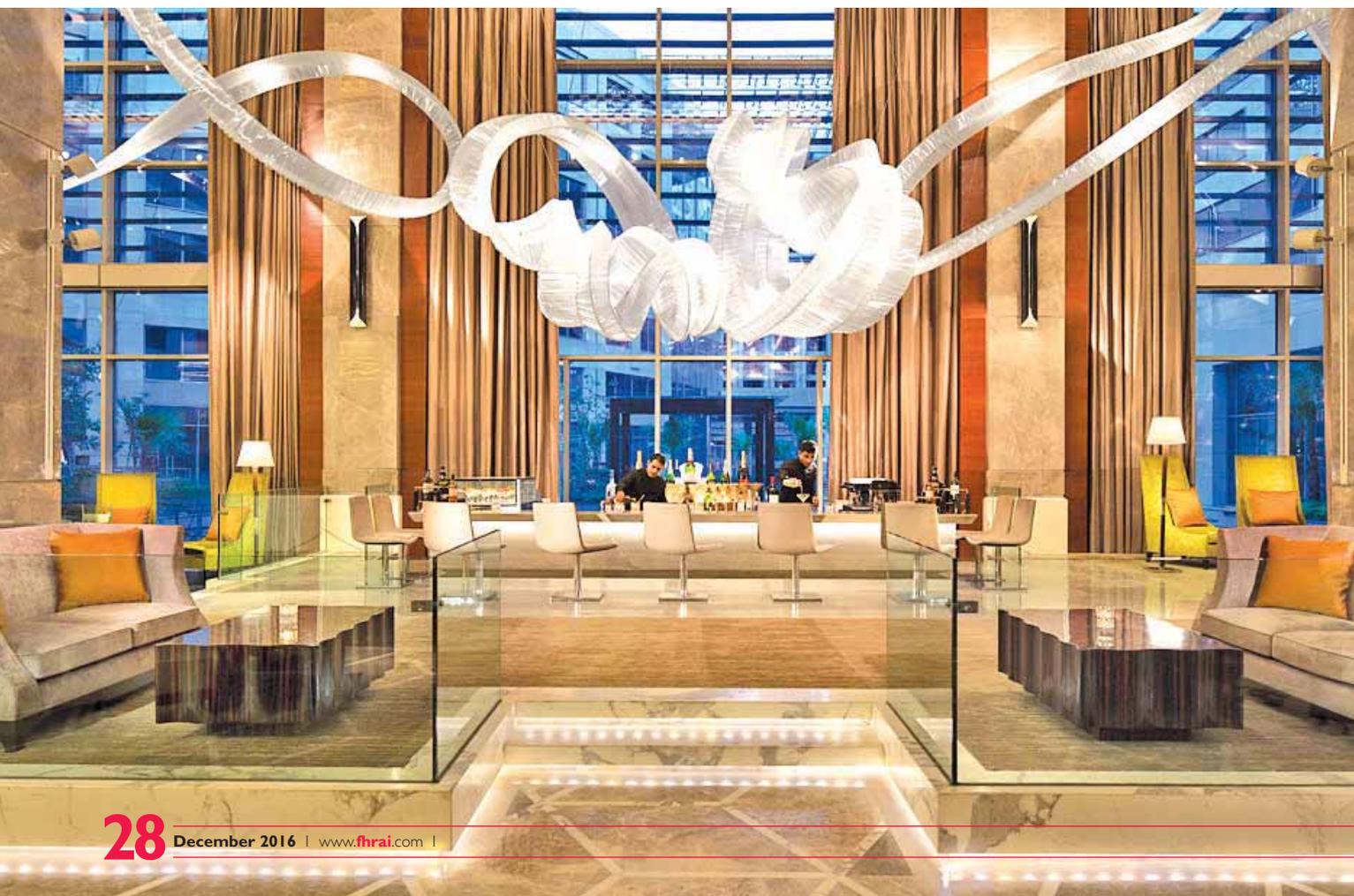
We have encountered this problem of accessing points and have overcome by installing new access points, which do not have sticky client issue and by setting threshold signal strength values for access points in wireless zone controllers, leading to seamless high strength internet access through the closest access point. We have also introduced Wi-Fi in lifts for uninterrupted internet connection.



TECHNOLOGY UNDER-PLANNING FOR 2017

Solar films to generate electricity: We are planning to install solar films on guest rooms' windows of south facing rooms. This will help in generating electricity for in-room usage. The planning is at its initial stage as of now.

Restaurant e-menu(app based): We are working on listing our restaurants' menu on Marriott mobile application. It will facilitate placing order for in-room dining through the app.





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Parag Sawhney

“Delighting the guests has become more of an expectation, than a surprise”

Parag Sawhney

General Manager, Hilton Bangalore Embassy Golf Links

Technology in the hotel industry is crucial to attract and retain our guests.

Keeping this thought in mind, in 2016 we adopted a few technological advancement initiatives. The key highlights include energy conservation through the installation of timers for lighting and equipment, replaced the halogen lighting to multi-coloured LEDs in the swimming pool and beefing up security through installation of motion based cameras across the hotel and procurement of an Explosive Vapour Detector to deliver world class safety to our discerning customers.

To enhance the stay experience, we introduced Digital Check-in on the mobile app which enables our guests to choose a room based on their preferences. To meet escalating guest expectations,



spending on technology will continue to be Hilton's focus in the forthcoming year. We are reviewing the activation of various projects which will include the mobile key for hassle-free check-ins, energy saving through alternate electrical power sources and alternate fuel sources for the boiler systems.

It is imperative for the hospitality sector to constantly innovate.



Tristan Beau De Lomenie

“For safety of guest's bank transaction we make use of PCI-DSS”

Tristan Beau De Lomenie

General Manager, Pullman & Novotel New Delhi Aerocity



At Pullman & Novotel New Delhi Aerocity, we adopted many new technologies like latest symphony and opera multi-property to handle our operations smoothly. To ensure safety and security of guest's bank transaction and personal data, we make use of PCI-DSS, Payment Card Industry Data Security Standard. We have highly secured Airwatch MDM solution for email access on mobiles. We also endorse to use the Smart Guest membership. For the

year 2017, Pullman & Novotel New Delhi Aerocity will be implementing high security with regards to malware protection and vulnerability to increase the intranet security of overall hotel network. Also, we are looking forward to integrate In-room mobile check-in with Mobile key encoders. To give much faster internet connectivity and browsing experience, we will introduce latest Ruckus Dual band In-Room access point.

Anil Madhok

Managing Director, Sarovar Hotels

Technology is one of the prime factors in ensuring guest satisfaction in today's scenario. We have got 360 Degrees walk through, photo and video shoot of our selected hotels done in order to help our guests understand us better. We have also implemented Sales force automation application Kapture CRM which is meant specially for hospitality industry and revamped guest wireless network in many hotels. Micro websites for many hotels for



increasing online business have been created and ORM applications 'Reviewpro' and 'Repup' have been implemented in many of our hotels. Another major step we have initiated which is a pilot project under process is offering wireless tablets to few sales team for enhancing their productivity and reducing customer response time.

Going forward in 2017, we plan to adopt IP based CCTV solution with guest safety being our priority. SMAC: Social Media, Analytics and Cloud are Buzz words in new era. We will evolve our technology around it to beat competition. Plans are on to revamp our website and create guest selfie counters in hotels to create memorable experiences for them. We are going to use Big data (Analytics and cloud) based application for better decision making and explore Artificial intelligence/Augmented reality based applications that will make various processes easier.



Anil Madhok

“Micro websites for many hotels for increasing online business have been created”

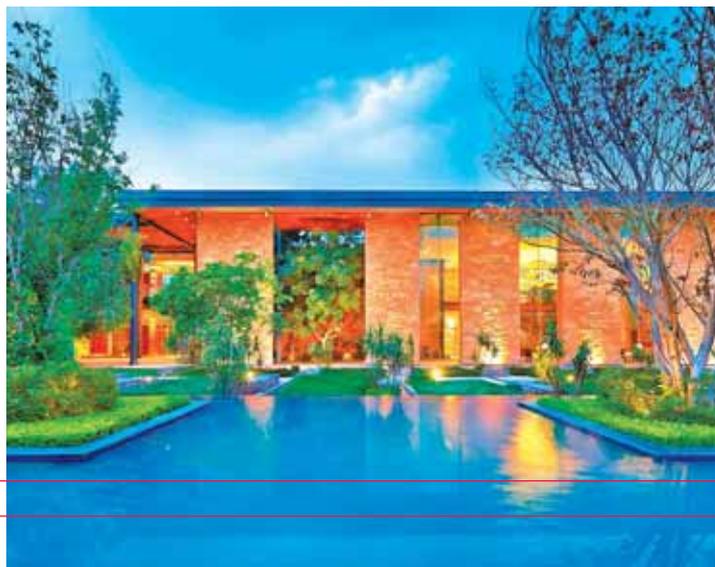
Pulkesin Mohan

General Manager, The Gateway Resort Damdama Lake, Gurgaon

Currently we are working on a mobile application for the resort - the application aims to give users a glimpse of all the features and facilities at the resort. Additionally, we are also working on a treasure hunt application which will be synced with the resort's mobile application. Each tree or object around the resort will have a bar code. Guests can participate in the treasure hunt by scanning these bar codes to get the clue for the next tree/object which in turn will lead them to the final treasure. The idea behind the treasure hunt app is to get guests to explore the natural surroundings around the resort.

We have also invested in Google Street View – Google's technology which provides panoramic views from positions along many locations in the

world. Users of Google Street View will be able to get access to a 360° view of the Gateway Resort Damdama Lake, Gurgaon. In 2017, we aim to take the resort's mobile application to the next level by incorporating table reservations as well as food ordering into the application itself. We are also looking at incorporating reservations into the mobile application for a seamless guest experience.



Pulkesin Mohan

“The idea behind the treasure hunt app is to get guests to explore the natural surroundings”



Raghu Menon

Raghu Menon

General Manager
The Ritz-Carlton, Bangalore

Technology is a huge part in enhancing a guest's experience but at The Ritz-Carlton, Bangalore we always try to balance technology with the human touch - high tech and high touch go hand-in-hand.

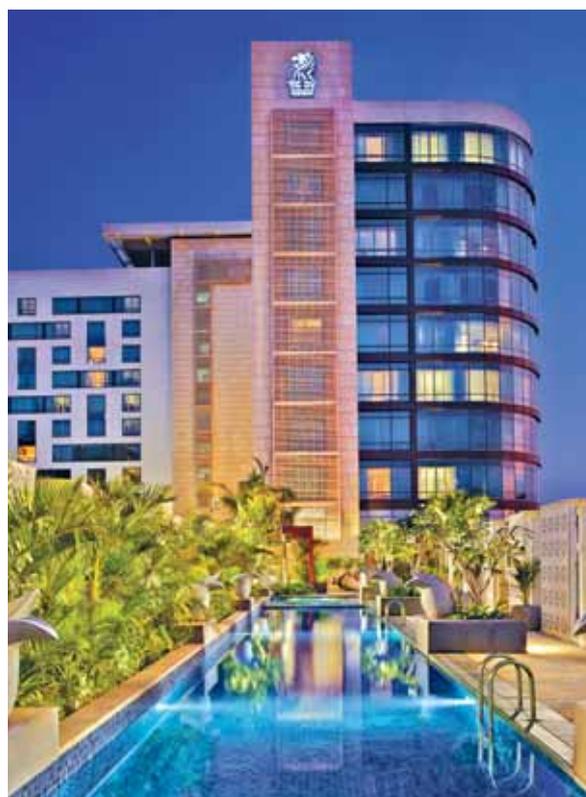
TECHNOLOGY ADOPTED IN 2016

Auto failover: With this technology there is no breakdown in the internet, if one ISP (Internet Service Provider) fails entire data traffic will shift to secondary ISP automatically and end users will not experience any disruption in internet flow.

Load Balancer: This technology is used to share the internet with multiple ISP lines and this technology balances the internet bandwidth, so that internet is shared equally for the end users. Also, there is no load on the internet flow to our guests.

NEW TECHNOLOGY FOR 2017

GPNS (Global Positioning Network Standard): This technology brings the next level of network architecture, where end users can use the internet anywhere in the hotel premises.



Mobile Check-in: With the help of this technology guests can directly check-in and check-out to their room without going to the hotel lobby, guests can open their room with their smart phones and can settle their bills with the help of this technology.

“
We always try to balance technology with the human touch - high tech and high touch go
”



Satyajeeet Krishnan

Satyajeeet Krishnan

General Manager, The Taj Mahal Hotel

TECHNOLOGY ADOPTED IN 2016

In 2016, we introduced RFID (Radio Frequency Identification) keys for guest rooms as replacements to the magnetic keys. This year we also started the use of iPads to facilitate smooth check-in services. This has helped us create a seamless check-in process for guests as the same facility can now be provided in-room upon arrival. We have also changed the property management system from Fidelio to Opera. We have also put technology in place to all uninterrupted power to passenger elevators.

NEW TECHNOLOGIES FOR 2017

We plan to introduce a holistic check-in and check-out experience using

iPads. Within the next year, we also aim to install a real time energy monitoring and analysis system and a membrane based effluent treatment plant to achieve 100 per cent re-utilisation of treated waste water. For 2017, the Taj Mahal Hotel aims to increase use of green power and achieve 100 per cent switch over rate to star rated LED lights.

“
We introduced RFID (Radio Frequency Identification) keys for guest rooms
”





Finest in customized hospitality

Another gem in the crown of a leader in bespoke hospitality is **Sayaji Hotel - Kolhapur**. Transcending the image of Kolhapur to a all new level of appreciation towards a grand host offering luxurious stay with unparalleled quality cuisine and mesmerizing banquets.

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Derek D'Souza



Derek D'Souza

Executive Assistant Manager, Hotel Marine Plaza



Cyber Roam is a new firewall that we have integrated in order to secure our network



TECHNOLOGY ADOPTED IN 2016

In 2016, we have incorporated Cloud services wherein all the important hotel data is saved and secured. We have increased the band width of our WiFi and now the guest can access two devices at same time with increase speeds up to 2MBPS. Cyber Roam is a new firewall that we have integrated in order to secure our network. New antivirus software "Escan" is included which provides secure and easy access and we can take system inventory using this software. We have also tied up with social media agencies to actively engage our customers.

PLANS FOR 2017

A streaming service offering such as Netflix etc is being considered as a paid service in our guest rooms along with providing smart TVs where the guest can

access the internet on a larger platform of Wireless technology for charging of mobile phones is another area being looked at and we believe the year 2017 should have better offerings that would enable us to seriously consider this option for our guest rooms. We have also started discussions with ERP operators who can provide a mobile solution where guest check-ins can now be done on the go through tablets where a front office associate can now walk a guest to a room while simultaneously doing a check in, acquiring guest preferences and having the same dissipated to the relevant departments via a technology driven approach. RFID technology for tagging line for HK or the purchase department thereby reducing man hours by boosting productivity are other areas also being considered.



Vijay Wanchoo

Vijay Wanchoo

Sr. Executive VP & GM, The Imperial New Delhi

TECHNOLOGY ADOPTED IN 2016

The year 2016 has been a substantial year for the emergence of new technologies in the hotel industry. Apart from this we saw an enhanced approach in the adoption of non hotel technologies in our industry. This mutual collaboration has resulted in brand new possibilities for the industry to evolve technologically.

Amidst various options available to us we have opted for MDM services (Mobile Device

Management). This has not only helped us derive effectiveness in our operations but has also opened many possibilities for operational automation especially to custom manage the smart phones and create new applications specific to our operations.

NEW TECHNOLOGIES FOR 2017

The most important technology for the year 2017 remains Cloud Computing. This technology is ready and mature enough to disrupt the normal on premise data centre installations. This technology

is quite rewarding and the most important technology in the coming times. Also, our focus remains on green IT initiatives which is still at a very nascent stage within our organisation but definitely is the way forward for a luxurious hotel brand like ours.



The most important technology for the year 2017 remains Cloud Computing



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Nilesh Patel

“
AccorHotels One App aims to be among the top three travel apps”

Nilesh Patel

Director of IT
AccorHotels, India

TECHNOLOGY ADOPTED IN 2016 AND NEW PIPELINE FOR 2017

2016 capped off the “Digital Transformation” plan which addresses a full range of digital channels, making AccorHotels the leader in a fast-changing industry. We are investing 225 million Euros over a five-year period and are leading the charge in the hospitality space. As part of the initiative, we launched a new version of our mobile application. The app seamlessly unites various brand applications and features all of the Group’s hotels. The AccorHotels One App aims to be among the top three travel apps offering an enriched experience.

Earlier this year, we introduced AccorHotels Personal Wallet, a seamless, quick and safe way to manage payments. With Personal Wallet now included in the One App, guests can book their rooms anywhere, any time.

As we continue on our journey to stay agile using technology and enhance our guest experience, we have a slew of initiative lined up for 2017. Here I’d like to talk about My Web Valet. Introduced



last year, My Web Valet allows guests access to information from the hotel on their mobile devices and make all the requests they wish in one click! Catering to guests who are always on the move and like to consume information digitally using smart devices, we also plan to introduce “PressReader for AccorHotels”, an innovative service that lets guests read more than 4,000 international and local newspapers and magazines on their own devices.



Srijan Vadhera

“
Some ongoing technologies are being taken like heat pumps, media panels, LEDs, etc”

Srijan Vadhera

General Manager, Fairmont Jaipur

TECHNOLOGY ADOPTED IN 2016

In 2016, the following steps have been taken: Power trading, VFD for chiller pumps, Construction of rain harvesting pits,

Building Management systems, Updated Baggage scanners, State-of-the-art Guard patrolling system, Solar glazing in rooms and public areas with heat rejection film, LED’s in gym.

Some very important ongoing steps are also being taken moving forward:

- Heat pumps will be replacing boilers
- VFD for water treatment

- LED’s throughout the hotel
- Media panels in rooms
- Steam condensate recovery systems in the hotel’s laundry and Up gradation of CCTV cameras



Deliberating ON Food Science

The two-day 4th annual conference of AOAC International attracted around 150 delegates while providing a unique opportunity to review the two-way commitment of analytical sciences to society.

The conference, which was held in The Park Hotel, New Delhi on November 11 and 12, saw together international educators, scientists, scholars, researchers, industry professionals, laboratory chemists, policy-makers, and graduate students.

The inaugurating session had dignitaries like **Pawan Kumar Agarwal**, CEO, Food Safety and Standards Authority of India and Dr. Kaushik Banerjee, President, India Section of the AOAC International.

Pawan Kumar Agarwal, CEO, Food Safety and Standards Authority of India (FSSAI), stressed at the prospect of the AOAC-India section and envisioned that the interfacing between the FSSAI and other reputed international agencies can foster not only the growth of the analytical, but also scientific communities, in general.

The presidential address was delivered by **Dr. Kaushik Banerjee**, President, India Section of the AOAC INTERNATIONAL, followed by two keynote addresses delivered by Agarwal and **Dr. Eric Konings**, Past President, The AOAC International.

Banerjee described the role that the AOAC-India Section plays to strengthen the analytical community in the country. He appraised the audience about the section's activities and also gave a clarion call that academia, industry and testing laboratories should integrate for the nation's sake.

The aim of this conference was to engage with various stakeholders so as to establish the Indian Section as the leader in food science and safety. Keeping the broad goals of the conference in mind, the eminent speakers (from India, South East Asia, USA, UK and Europe) explained the delegates about various facets of food analysis, food authenticity, global food safety issues and quality control regulations.



Watering the ROI TREE

It has become essential to stay ahead of the curve in terms of market trends. There is no dearth of information technology and tools to ascertain the competitors' strategies as well as current trends. In a sequel to last month's cover story, hoteliers share their expertise to ensure Return on Investment (ROI) with increased revenues.

Kanchan Nath





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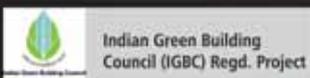
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Alok Belliappa

Alok Belliappa
Revenue Manager, ibis India

**360 DEGREES
CONSUMER-CENTRIC APPROACH**

Hotels have rapidly evolved when it comes to revenue management. Data mining and analysis, and automated revenue management tools are now increasingly being used to drive decision making for future trends. An integrated 360 degree approach which is consumer-centric has become the dominant practice and revenue managers have reinvented their approach.

REVENUE MAXIMISING TOOLS

Yield Management tools, rate shopping to understand demand and competition, sophisticated channel management, business intelligence tools – provide insights to help reduce subjective interpretation and provide objective, strategic information which help us better understand the market place and enable us to drive quality decisions for short and long-term goals.

BEST BUSINESS MIX

Different customer segments have different booking patterns, lead times and stay patterns. We look at demand forecasts based on our segmentation analytics, as a single forecasting approach is not the ideal key to drive market share and achieve the optimum business mix for our hotels.

Our automated business tools help us analyse these distinct patterns to understand how they work together to develop effective pricing strategies for our hotels. This combined with our revenue managers' ability to gauge market forces

(economic trends, market dynamics, pricing levels induced by non-recurring special events) help evaluate our core strategies to forecast our market share.

**TRANSPARENCY IN PRICING
IMPACT PRICING ELASTICITY**

Business Intelligence along with effective analytics insights on rate and reputation performance help identify pricing opportunities during lean periods. User-generated content and transparency in pricing impact pricing elasticity, which in turn influences the purchasing power of the consumer. Better user-driven content (reviews etc) minimises guest uncertainty of processing an online booking, thereby enabling us to capture additional demand.

**ANALYSE CONSUMER
FEEDBACK IN REAL TIME**

Our revenue management and business intelligence solutions are cloud-based and hence, we are always connected thereby empowering us to make decisions anytime, anywhere.

**MANTRA TO GAIN
A COMPETITIVE EDGE**

Consumers are demanding and are spoilt for choice, tailor-made packages across different distribution channels ensure the flexibility for a consumer to define their own requirement, thereby providing them with a unique booking experience as well. Consumer engagement has evolved from emails to various integrated platforms, therefore, we need to constantly evolve.

Devinder Kumar

GM – Revenue Management and Distribution, The Lemon Tree Hotel Company

TRENDS IN REVENUE MANAGEMENT

Revenue Management concept in hospitality has witnessed a tremendous growth in last 10 years. Apart from popular branded hotels, standalone hotels have started practicing revenue management.

REVENUE MAXIMISING TOOLS

To minimise the time to market, Revenue Management needs to have tools available like revenue management System (Forecasting tool), Rate Shopping Tool (Forecasting tool



for competition), Channel Manager (Assists implementation of pricing across multiple channels simultaneously). Each segment behaves differently; hence we need to work on different pricing to maximise revenue. It is important to know Hotel Market trends to validate the system forecast. An inaccurate forecast means wrong pricing, leading to a dip in revenues.

APPROPRIATE PRICING FOR ROOMS

Nowadays, each customer is an individual segment in itself and is to be targeted with segmented price/packages. Lean season can be covered with implementation of effective pricing and packages to drive occupancy. Guests' reviews provides the insights on what guests want when they come to our hotel, we introduce these in our pricing.

MANTRA TO GAIN A COMPETITIVE EDGE

Hotels with technology and automation will definitely gain the competitive edge over the comp set.



Devinder Kumar


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Derek D'Souza

Derek D'Souza Executive Assistant Manager, Hotel Marine Plaza

ONLINE CONTRIBUTIONS ARE 40% RANGE

With the amount of business that's now coming through online, hotels have now been prioritising on building their revenue management teams that can effectively drive the ADR (Average Daily Rate) and occupancy in tandem to deliver above average performance. Other value additions in F&B, transportation, gifting are being tied into the room rate where guest can now build on their room stays and not only book a room. In many hotels the online contributions have moved to a 40 per cent range in overall business and these numbers only look like moving higher. The need of the hour is for hotels to use automated software to help in inventory/yield management and employ top notch personnel who can read markets well, understand the pulse of it as well as understand the other variables that go in driving exceptional

performance. With the OTA's share of market only growing in size, hotels have now woken up, looking to fight back by driving more business through their own websites to save them commissions as well build on the stickiness and the pull factor.

COMPETITIVE INTELLIGENCE TOOLS

Automation has its place especially in bigger hotels where inventory is large. However the key variable out here is to have a strong 'human' team in place that is practical, understands macro as well as micro markets, demand /supply , pricing and the many others variables in play that go into decision making to achieve exceptional results.

GETTING YOUR FAIR SHARE

Understanding your business mix effectively goes a long way in forecasting. Having a macro view as to what is happening globally as well in your own country is the first step in taking a view on overall demand. Micro segmentation, nationality analysis, the yields that you get through various sources as well as OR/ ADR analysis & segmentation through various sources help in determining the best overall and profitable mix for your hotel. Past trends in performance, high/low demand dates, financial data etc are all available for one to make informed decisions. The various indexation reports that are available through subscription and one's than can also be constructed in house vis a vis your competition are great ways in knowing your fair share of market and overall performance.

APPROPRIATE PRICING FOR ROOMS

Decisions are always a bi-product of how your competition is priced, your own positioning within the market, and customer acceptance to your product/service. A favourable online reputation goes a long way in driving business and does positively contribute towards room conversions.

MAKING TIME-SENSITIVE DECISIONS

When pricing can be sought by a customer in a few clicks is imperative that you are nimble these days to come on top.

MANTRA TO GAIN A COMPETITIVE EDGE

Understanding your competition, your own positioning within the micro market, customer preference, price sensitivity, pace of booking , high demand/low demand dates are a few of many other variables that need to be understood fully to gain competitive advantage and delivering top notch performance.





Sunil Amonker

Sunil Amonker
Revenue Manager
Planet Hollywood Resort, Goa

TRENDS IN REVENUE MANAGEMENT FOR HOTELS

Revenue management is dynamic and ever changing, recommendations are the highest form of customer satisfaction and social media platforms are today's top sources for finding them. Look for online reputation management metrics and augmenting their pricing capability with reputation data aggregated from reviews, OTA's and various other social sources.

REVENUE MAXIMISING TOOLS

Mostly all market players have access to historical pricing patterns and on-going past trends to predict overall pricing, betting your entire strategy based on history can lead you to be left out on maximising revenue from transient segments which are less predictable. Different revenue maximisation intelligence tools are already in market and widely used by all chain hotels.

MOST VALUABLE BUSINESS MIX

Business mix is used to indicate the several marketing variables used by the sales team to target specific guests or target market segments (e.g. Corporate, Transient, Groups, Conference, and Leisure etc.). Goa although is more of leisure destination, it does have its own corporate or conferencing demands, this could be an offsite or a company or annual marketing conference of a corporate. Historical perspective and analysis is tremendously valuable, but the ability to look beyond today's booking's and forecasting for future three months can dramatically improve your revenue



management decisions and best practice to determine your market share.

TIME-SENSITIVE DECISIONS

As per the data available for Planet Hollywood, among the OTA's including our own brand website we receive 40-45 per cent of bookings made by guest through their handsets, hence having your property in your guest's pocket is very important in today's era and the trend will only grow. Users will quickly move on to another website if they visit a website that is not mobile friendly.

TO GAIN A COMPETITIVE EDGE

The number of hotels is increasing every new day, this is the prime reason why it becomes critical for businesses to gain the competitive advantage over others. Apart from getting your hotel into digital age, our edge over others is the product on offer, uniqueness of the product and theme Planet Hollywood is surrounded with.



R K Bhandari



An International Flavour to Hospitality Education

With the booming of the hospitality industry, there is an ardent need to put the hospitality education sector into the global map. Institutions should impart necessary training on the nuances and develop skills with an optimum and accredited curriculum that is uniform and accepted internationally.

Hospitality is an international discipline and a business having a foreign flavour. Quality parameters are same across globe.

Dynamic Hospitality Education in global perspective must be provided as one has to compete as per the international standards. Preferred accredited and recognised programmes need to be introduced with the emphasis on providing cross cultural training. Academic mobility in the hospitality programme will help in integration of the curriculum and programme across the globe.

There is strong need for internationalising Hospitality Education and developing itself in global perspective with emphasising on managerial education in the areas of subsidiary fields, entrepreneurship development and related areas of hospitality sector.

Efforts of some of the institution in this regard are praise worthy, but implementation methodology



needs to be more effective. How well an institute is connected with the international equal within the industry will become much more important in decision of joining the programme in the respective institution. This is also important as the future development of Hospitality Education is going to be different from the past, as knowledge and expertise are becoming increasingly borderless. It should just not be an education that is just fulfilling the requirement of manpower at lower level, but, it should cater to the different level and all allied areas and fields of the hospitality sector. Institution should focus on education relevant to the global job environment, developing knowledge and skills of the students as per the international perspective.

Quality institution across the globe emphasise on development of quality manpower, as productivity and efficiency depends upon quality of people we have. Improving service quality is cheaper than improving product quality. To enhance the

quality, competitiveness, prestige of the college beside providing global standard education through strategic alliance, international academic mobility favours well developed education systems and institutions. Increasing global accredited programme having harmonised course structure with transferable credits for easy comparison with flexibility for collaborating and reciprocal recognition of qualification internationally will be a challenge.

Regulatory authorities and agencies should timely address this issue and formulate smooth policies towards foreign collaboration with institution and universities of repute so that hospitality education in India becomes an international flavour and our curriculum more international focused.

(The views expressed in the article are the authors' personal views. The author is Prof. R K Bhandari, Dean, School of Tourism and Hotel Management, Ansal University Gurgaon)

“ Hospitality Education is going to be different, as knowledge and expertise are becoming borderless ”



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In the year 2016 several major transactions have materially altered the competitive landscape. Demonetisation has been the biggest jolt. Technology and digitalisation are reducing global distances, reshaping businesses and behaviour patterns. At Hotel Investment Forum India (HIFI), that took place on November 16-17, 2016 in JW Marriott Hotel Mumbai Sahar, **Vijay P. Thacker**, Director, Howarth, HTL-India, gave his outlook on Indian hospitality industry.

Kanchan Nath



RevPAR up by **6.4%** in **2016** vis-à-vis 2015

SCENARIO IN 2016

"Within India we have several changes to deal with, the Bankruptcy Code, Real Estate Act and of course the perennial problem of human resource. In terms of new addition about 6,000 rooms will be added in the branded space by the end of 2016. That takes the total to about 120,000 rooms in the branded space in India by the end of this year. In terms of new supply over the next five years, our estimate is about 37,000 rooms. There might be many more projects that are being talked about, but this is what we see in real terms of numbers. The numbers are not that large so I do not think there will be a pressure of oversupply on performance of hotels. As far as performance in 2016 is concerned, upto September, RevPAR was up by 6.4 per cent compared to last year. This can be attributed to largely occupancies, partially rates,

“

In terms of new supply over the next five years, our estimate is about 37,000 rooms

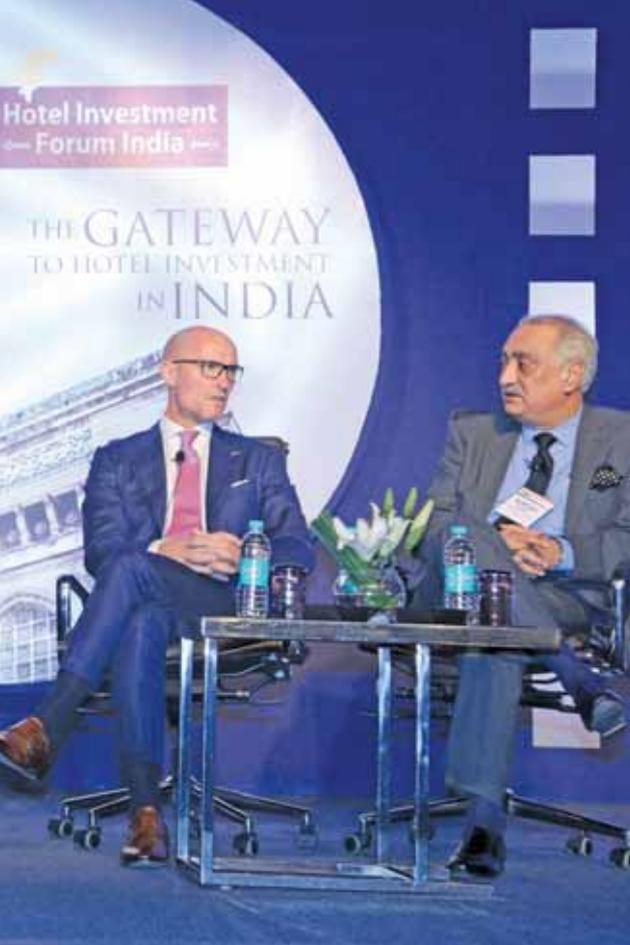
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different in different markets. October was slow due to the holidays; November seems to be holding well. December could be a little bit damper than we expected. The year will end much higher than it did last year, possible a little lower than what it could have been.

We have the expectation of a much stronger 2017. Good occupancies might have helped us push through rate increases from the start of 2017. However, it will take a little bit of time before the economy picks up," says Thacker.

BREXIT AND TRUMP REGIME

Talking about global events, he says, "In terms of external events, we cannot really evaluate the effect of the Trump Presidency as yet. So far as Brexit is concerned, we do not know the timing or concuss of the Brexit. However I think India will retain its own, because the financial institutes will become stronger in Europe that is good for us. Britain will look for new trading partners and that also is good for us."



DEMONETISATION

Giving his stance on demonetisation, he says, "Demonetisation is undoubtedly going to have some great long term benefits. Yet in the short and the medium term, it is going to be somewhat of a pain. This is something we cannot ignore till next March. General trend has already slowed; markets are not functioning, not only in metro cities, but in secondary and tertiary markets. Wherever most of the economy was cash driven, those markets have come to a standstill.

That demand squall is going to affect various industries: FMCG, Automotive, real estate, among others. This will mean, reduced discretionary spending and pressure on profits, whether it's actual or perceived, there will be pressure on profits." He adds, "In the hotel industry, the MICE and F&B business is in for some problems. Even if people have money they will not be that keen to spend. Discretionary travel will slow which means the leisure sector will suffer, the weekend traveller will be difficult to get by. People will be cautious, wondering how long this thing will last."

He adds, "How long and deep the impact will be really depends on how soon the government brings back money in circulation. Infrastructure spending is great, but it takes time for that money to percolate down. A lot will depend on how the government acts. Development activities will also slow down.

A lot of the projects are being funded in markets, where resources are essentially cash driven,

positives of demonetisation will include, reduced inflation, a drop in interest rates, these should be significant spurs for investments. This is probably a good time to buy. My advice, from the point of demonetisation, formulate your budgets for 2017 with a little bit of caution, set March 31 as your new date, because by that time the picture will be clearer. This year the annual budget is coming out earlier than before."

GOODS AND SERVICES TAX

Talking about the potential impact of GST, he says, "Going with the assumption that the GST rate will be 18 per cent. Hopefully that is what will hold not only for rooms but also F&B. At 18 per cent on the room side almost every state will stand together. States like Delhi, Tamil Nadu will benefit even more because their luxury tax is based on published tariffs, they will move from 25 to 30 per cent effective tax rate to 18 per cent. From an F&B and banqueting perspective, 18 per cent again is very good, I think most states are higher than



So barring the first few months of GST, when things are still working through, it would be a benefit on revenue, clearly a benefit on profit



that today. Maybe in banqueting you will have to relook at your prices a little bit. So barring the first few months of GST, when things are still working through, it would be a benefit on revenue, clearly a benefit on profit.

Therefore a gain from GST, that's ignoring the gain that will come from additional demand because of GST, because of new investment into the country, thanks to lowering inflation, lowering interest rate and GST."

MERGERS AND ACQUISITIONS

"I think the full impact of the Marriott Starwood merger will only become visible over the next several months. I only hope that it will fuel healthy competition, rather than becoming a limited options scenario. Accor's acquisition of Fairmont Raffles will provide them with a wider range of brands in India. My only regret is that there is no Indian investor or hotel company that is taking a landmark decision. We have great brands and products but our wider community yet lacks the understanding or appetite for a big role-play," he added.



Flying HIFI 2016

Hotel Investment Forum India (HIFI), that took place on November 16-17, 2016, in JW Marriott Hotel Mumbai Sahar, was a conglomeration of the who's who of the industry. They deliberated and discussed the trends and happenings of the sector, while awaiting new dimensions in 2017.







Opportunities galore at HPMF Convention 2016

The Hospitality Purchasing Managers' Forum (HPMF), a three-day event was held in Bhubaneswar from November 17-19 at the Mayfair Convention. The event saw participation of various purchase managers from across the country where key issues related to the purchase department and their intrinsic role was discussed.

Anupriya Bishnoi

The Hospitality Purchasing Managers' Forum (HPMF), was inaugurated by Ashok Chandra Panda, Minister of Tourism and Culture, Government of Odisha. The occasion was graced by Giriraj Singh Lotwara, President of Shree Rajput Sabha, Jaipur; Dilip Ray, CMD of Mayfair Hotels; Debasis Pattnaik, Director, Crown Hotels; Lion Pankaj Mehta; and Souvagya Mohapatra, Executive Director, Mayfair Hotels among others.

At the opening ceremony, **Ashok Chandra Panda**, Minister of Tourism and Culture, Government of Odisha, says, "I am elated to host HPMF in Bhubaneswar. It's a matter of great pleasure for me. This industry brings procurement managers,

Purchase Managers and vendors to discuss evolving procurement practices and trends."

Mohan Deshpande, Chairman, HPMF, says, "The idea of HPMF forum is to create knowledge, integrity and develop the fraternity. I want to express my gratitude to everyone for joining us today." The entire delegation was of over 250 hospitality purchasing managers from across India, along with dignitaries, vendors and consultants.

There was participation from the cities like Mumbai, Hyderabad, Pune, Ahmedabad, Bengaluru, New Delhi, Chennai, Goa, Guwahati, Jaipur, Indore, Nagpur, Vadodara, Bhubaneswar and Puri. The entire event was put together by Nitin Nagrale, General Secretary & Founder of HPMF and the core committee including Chairman Mohan Deshpande, General Manager Materials Hotel Aureole; Teckbahadur Sarke, Manager Hotel Sahara Star-

“

The hospitality procurement industry is pegged at an annual figure of US \$10 billion dollar

”

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“The entire delegation was of over 250 hospitality purchasing managers from across India, along with dignitaries, vendors and consultants”

Mumbai & Amby Valley City - Lonavala (Pune); Harvey Rodrigues Director Procurement - Hotel Meluha The Fern and Hotel Rodas An Ecotel Hotel; Mahendra Shinde, Materials Manager – The Resort Mumbai; Ganpat Dalvi – Director Procurement Four Seasons Mumbai, Jaideep Gupta, Operations, Procurement and Pre-opening professional; and Gary Coutinho, Supply Chain Manager Devyani Airport Services.

Highlighting the importance of purchasing managers, **Souvagya Mohapatra**, Executive Director, Mayfair Hotels, “From every tile in the floor to the entire structure, purchase is involved. They play an important role in material, marketing and money management.”

Debasis Pattnaik, Director, Crown Hotels says, “Purchase managers are not visible on the

foreground but they are like platelet in the blood.”

Nitin Nagrale adds, “The convention brings together around 200 + senior purchase heads from the industry to meet, discuss and find solutions to the challenging issues faced when it comes to procurement, supplier relationship management, and strategies revolving around it, as well as to network under one roof.” Touching upon the most important topics, experts from the hospitality industry discussed ‘Importance of Value Engineering and Life Cycle Analysis in Procurement’; ‘Work Life Balance, Vendor Relationship & Strategic Sourcing’ and ‘Creative Strategies & Future of Procurement’.

Arvind Dang, Management consultant says, “The role of a purchase person extends to materials, equipments, methods, designs and services. There are strategies one has to look at.” **Teckbahadur Sarke**, Materials Manager, Sahara Star Mumbai, says, “Creative strategies play an important role if the planning is done on the right manner at the right time.”

HPMF is a consortium of like minded purchasing managers from the hospitality industry representing star hotels, stand-alone restaurant chains and airlines.

Carving

THE CULINARY GLORY



India won the Bronze and a Diploma at the International Culinary Olympic 2016 which recently concluded at Erfurt, Germany.

Chef Umasankar Dhanapal and Master Yeshwanth Kumar, 13-years-old, who represented India at individual category, made the country proud with their wins. South India Culinary Association honoured both the winners at the felicitation event held at Hotel Savera. Both the participants challenged more than 2,000 chefs from over 50 different countries. Among the 7,000 fresh menus, which turned the exhibition hall into the largest restaurant in the world, Dhanapal's work was applauded with Bronze medal and Yashwanth Kumar's with a Diploma by the jury comprising five judges from five different countries.

Commenting on the award **Dhanapal** said, "I am very much enthused when the Jury announced the Bronze medal, under Culinary Artistry (Vegetable & Fruit Carving). This is my second Bronze Medal from the Culinary Olympics. I am working towards Gold and will win for sure in Culinary Olympics 2020." He also added, "Culinary Artistry is one of the emerging profession in the modern world and India has many potential talents. We need to identify them to bring out their skills."

Master Kumar said, "It gives me confidence and I will be in the limelight during 2020 International Culinary Olympics."

Once upon a time, Culinary Artistry was considered to be the royal element of the kitchen. No luxury buffet spread without sugar, chocolate, vegetable and fruit sculptures. But, over a period of time this brilliant art started losing its attractions and went unnoticed. Fortunately, the art has emerged once again from its state of disuse because of various initiatives across the globe. Of many initiatives to revive the art 'Culinary Olympics' is internationally acclaimed and recognized, played its role perfectly.



“ Both the participants challenged more than 2,000 chefs from over 50 different countries ”

Illuminating ENERGY- EFFICIENCY



Radesh Shetty

Radesh Shetty, Founder, The Purple Turtles, talks about sustainable trends in lighting for hotels and restaurants

WHAT ARE THE LATEST TRENDS IN LIGHTENING FOR HOTELS?

Hotels are big business in India right now. With the idea of 'Make in India' taking off in a big way, hotel occupancies, across the spectrum are on the rise – both for business and for pleasure guests are witnessing high demand. With the anticipation of a large rise in the number of rooms being added to the inventory across all brackets and brands in the country, the focus is also now squarely on sustainable measures to make more energy-efficient structures.

THREE TRENDS SWEEPING THE HOSPITALITY INDUSTRY?

LEDs All the Way: LEDs have long since proved their mettle as being hardy lighting options that have a long life. They have a much better level of durability compared to incandescent. These lights power up easily and evenly irrespective of the number of times they are switched on and off. Their consumption of energy is minimal while the output is always at the best capacity.

Harnessing Solar Power: One of the ways in which hotels are going the sustainable way is making use of their extensive rooftops to incorporate solar panels to harness their power. These are used to provide back-up power when needed and also serve as a means of

powering outdoor lighting fixtures, without burdening the hotel's dependency on the power grid.

Automation in Lighting: Technology is ruling the world right now and the lighting industry is no exception. Technology is being used to create flexible lighting modes that go from day to night with as much as they go from one mood to another. Occupancy sensitive lighting measures are also a great way that technology is being used to enhance the sustainability quotient of lighting fixtures.

WHAT ARE THE LATEST TRENDS IN LIGHTENING FOR RESTAURANTS?

With restaurant-going now being popular pastime, businesses are gearing up not only with constantly evolving menus, but with an ambience that beckons a diner to return – repeatedly. Restaurant lighting has become an important part of the overall experience – right from when you enter the door and the mood is set, till the end of your meal.

Enclosed are four interesting trends in the F&B lighting scenario.

The Popular Industrial Look: The industrial style evolved from the idea of exposed bricks and exposed metal surfaces. While this is true by and large,



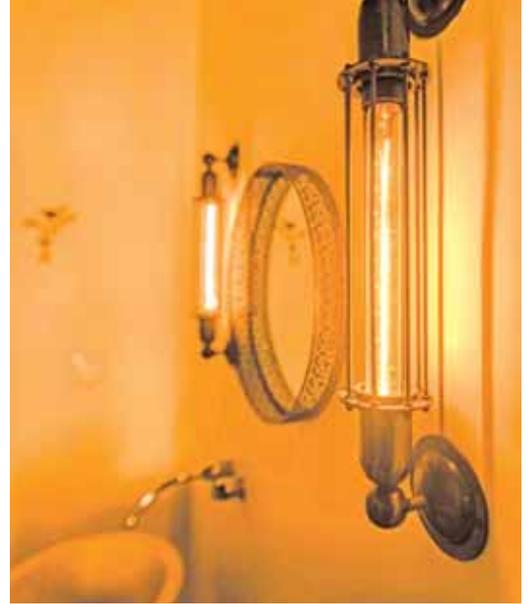
when the industrial look moved into restaurants, a number of changes were made to make it ideal for the indoor, commercial set-up. Pendant lights with metal finishes over tables are popular as are metallic wall lights. The creation of ambient lighting with such pendants is also used often. Metal finishes in black iron and brass are often seen, as are geometrical shapes for lamp shades. Shades of grey, white and those of darker hues are used, sometimes with an infusion of a contrasting bright colour. The industrial look has been popular for a while now and continues to proliferate, especially in smaller towns. Its relevance has not decreased in the least.

Lighting for Multi-functional Set-ups: In a bid to increase the productivity of a restaurant and their footfalls during the lean periods of

the day, restaurants now work on their spaces to make their multi-functional. So a restaurant that serves lunch and dinner may want to create a space where people can meet for official work over tea in the afternoons. Besides this, restaurants are increasingly remaining opening through the day, serving all three major meals. Lighting of a restaurant will need to change based on the meal and the time of the day too.

Breakfast guests would like a brightly lit space to sip on their coffee read the paper or catch up with a client. Afternoon lunch lighting needs to be moderate, yet bright enough to encourage a guest to enjoy a meal and get on with the day. Dinner lighting is of low intensity helping guests wind down after a long day. Restaurants are also increasingly offering clients with plug points and





“Hotels are big business right now. With the idea of 'Make in India' taking off in a big way, hotel occupancies, are on the rise”

chargers on tables to stay connected to personal technology at all times. This, has now become an interesting way to cash in on footfalls in the non-peak hours of functioning.

The Warehouse Look: A large number of restaurants are also choosing to go with the warehouse style of lighting. This involves lots of wood and exposed bulbs as well as metal fixtures.

You will find a number of restaurants with wooden beams that have incandescent bulbs hanging from them or metal pendant lighting fixtures that go a long way in creating a cool, relaxed ambience.

What makes this particular style very popular is its cost-effectiveness and efficiency. It is also a style that allows you to create a number of moods.

Rise of Sustainable lighting: A large number of F&B outlets are increasingly looking at sourcing materials for customised lighting solutions locally. These include unique materials such as driftwood,

rattan mats and the like, all which are being customised to suit the thematic and aesthetic sense of an establishment. The great thing about restaurant interiors today is that there is an increased awareness on the importance of lighting in creating an ambience that will ensure a great experience.

DO YOU HAVE ANY NEW PRODUCTS IN THE PIPELINE?

We have recently launched our latest Wabi Sabi Collection by leading designer Jenny Pinto. The collection represents a Japanese world view that accepts simplicity, imperfection, and transience.

These are the characteristics that inspired this collection. We wanted the austerity and simplicity of exposed cement without the burden of weight and permanence. We explored the material we know best in our studio and played around until we got a material that kept the aesthetic of concrete but retains its lightness

We are currently looking at increasing our footprint across India allowing easy access to our products. We are looking at strategic tie-ups and partnerships in each city.

HOW HAS BUSINESS BEEN LIKE IN 2016 AND YOUR EXPECTATIONS FOR 2017?

2016 was a slow start but the business had picked up considerably since and is looking promising in the coming year. There are many upcoming hotels and commercial projects that have already shown interest in our range.

HOW HAS THE DEVALUATION OF 1000 AND 500 RUPEE NOTES AFFECTED YOUR BUSINESS?

While most of our project business is done directly with corporates, our payments are all done online and at our retail stores the payments are mostly by card, so it's not affected us as much. But it's a welcome change.

APP-T design for your bathroom

Hindware, for over five decades has established and upheld the threshold of being a brand of choice in the bathroom space with innovative product offerings. Their constant endeavour is to innovate and reinvent themselves ahead of time and be consumer's expert companion in their journey from inspiration to implementation for the bathroom space. They strive to transcend the demarcations of functionality and turn the bathroom into a creative, inspirational space.

opt for brands that are tech-savvy and help them decide on products before buying. Unfortunately, no such tool existed in sanitary ware industry. With HindwareDreamBath app, they e-fill this gap and help consumers to resolve their visualisation troubles with beautiful themes and coordinated products even before buying them. This app is of great help for today's smart couple as well to jointly arrive at their dream bathroom without stepping out of their home.

hindware

APP-T WAY TO DESIGN YOUR BATHROOM

Visualise your bathroom using exclusive themes and coordinated contemporary bathroom fittings.

Browse | Pick | Customise

INTRODUCING
hindware DreamBath
VISUALISATION APP

- **Augmented Reality**
Experience live view of the products in real space.
- **24 Unique Themes**
Choose the bathroom of your dreams.
- **Share Option**
Share the bathrooms you create with your friends and family.
- **Quick Query Response**
A GPS enabled dealer locator for direct queries.
- **Product Gallery**
Flip through the wide range of products.
- **Customization Option**
Design on your own, the bathroom of your choice.

Dial toll free no. 1800 3000 5580 to get an instant download link.

Google Play App Store

Taking a step further with their inventive initiative, they have launched the world's first bathroom visualisation application 'Hindware-DreamBath' - a one of its kind industry initiative to provide comprehensive bathroom solutions. The 'HindwareDream Bath' app can be downloaded from the Apple App Store and Android Play Store. It showcases 24 bathroom themes, the entire product gallery of Hindware and further enables the user to visualise, through augmented reality, how certain products will look in his or her bathroom space.

EXCITING FEATURES

- Virtual Reality – Exotic themes created to suit your need
- Augmented Reality – Visualise a product in your space even before you buy it
- Product Gallery – Showcases the portfolio of the brand
- GPS enabled Dealer Locator – Raise a query to the nearest dealer or any dealer of your choice, and get a response in stipulated timeline

prior to purchase. The App also has a GPS enabled dealer locator to help consumers find the nearest Hindware authorised dealers in a jiffy.

Manish Bhatia, President, Building Products Division, HSIL Ltd., feels that technology has evolved to such an extent that it can become an integral part of the consumer's bathroom planning. Home-owners, office- owners, architects and builders now

Hindware encourages the Indian consumers to decide a bathroom theme of their choice. It understands the need to handhold the consumers and therefore launched the Dream Bath app. Dream Bath is the world's first augmented reality app for the bathroom industry which will augment their exhaustive range of products on any surface making the design choice easier for the consumer.

HIT & MISS BAGGAGE

It is the most dreaded feeling to be in while we travel - the hassle of a missed luggage. Here is a sneak peek into the offerings that numerous hotels have to avoid bumbles while ensuring a pleasant stay for guests.



Diki Bhutia

Diki Bhutia

Assistant Front office Manager, Novotel Hyderabad Airport

SYSTEMATIC APPROACH TO HANDLING LUGGAGE

Being an airport hotel, Novotel Hyderabad Airport enjoys high occupancies. This coupled with the fact that Novotel Hyderabad Airport has a large inventory of 305 rooms and close to 70,000 sq.ft of flexible meeting spaces, the hotel frequently experiences a heavy influx of baggage. The inflow of guests and consequently, luggage, further surges during conferences and large gatherings as well as periods of full occupancies. To ensure seamless and error free baggage handling, we have developed a very systematic approach towards handling and processing every guest's luggage. We at Novotel Hyderabad Airport follow the process of tagging each and every baggage that is received and a counterfoil of the tag is handed over to the guest. These bags are then segregated and kept as per room numbers. From that point onwards, the hotel's concierge team efficiently delivers the bags to the guest rooms in a timely manner. We also offer a safe and secure luggage storage room in case any guest has a need.

ALMOST BUNGLE?

Novotel Hyderabad Airport frequently experiences a heavy influx of baggage and therefore, we ensure a systematic handling of all luggage to avoid any errors. However, on a rare occasion, mix ups do happen. I recall an instance when one of the guests erroneously picked up another guest's bag which was of similar make and type. When the original owner claimed the bag, he recognized that it was not his. Along with the team we swung in action.

The original owner of the bag had an important meeting to attend in Chennai and therefore, had to leave the hotel. We assured him that we will deliver the bag to him at the earliest. In the meantime, we traced the guest that had picked up the wrong luggage. Thus, the bag arrived the next day and as assured to the original owner, one of our associates travelled to Chennai personally to deliver it. The bag of the other guest was also returned to him in a timely manner.



Sonale Zagade
Director of Rooms
Hyatt Regency Mumbai

TAG THE BAGGAGE

Located in close proximity from both the International and Domestic Airport, Hyatt Regency Mumbai, is a preferred hotel for business travelers as well as for conferences. As a brand we are believers in leading by process and hence, have standard checklist for our concierge and bell desk teams to follow. Every baggage that is handled is first tagged with the names of the guests, the room no allocated to them, the date of check in and the no of bags they have brought along and handed

to us. While handling large groups, we ensure their bags are kept separately from the rest of the guests staying with us to avoid any confusion. We then segregate them floor-wise making sure that the no. of guest rooms on the sheet matches with the baggage we have received. In case we have the names of guests arriving along with their rooming list then we ensure the baggage tags are prepared beforehand that helps reduce the check-in time.

Once guests have checked-in, the bell desk controller prepares a sheet or errand card which outlines the time of delivery of baggage, number of bags, name of the associate who delivered the bags or collected them. This detailed report helps eliminate a concern of missing baggage arises later.

For guests who are visiting the hotel but not staying with us, when we store their baggage we are sure to collect their handheld numbers and email ids for reference and the same is recorded on their baggage tag.

ALMOST BUNGLE?

As a hotel we are strict about ensuring that the process is followed and in cases when there is a lapse, we ensure that immediate relief is sought and the guest is not inconvenienced.



Sonale Zagade

Sougata Guha Roy
Chief Security Officer, Royal Sarovar Portico Siliguri

TAG THAT BAG

On guest arrival, as soon as a taxi (or any other transportation) stops in front of the porch, our Bell Personal opens the passenger door. Greets the guest and takes the luggage from the trunk ensuring with the guest that nothing is missing and tags the luggage. Escort or guide the guest to the reception area and then write down the room number on to the luggage tag. He then checks with the front office on the check-in formality completion, and then place the luggage on the luggage rack in the room.

On Guest Departure, we ensure the luggage is collected from the guest room. If the guest is leaving the hotel immediately after completing the check-out procedure, then we bring the luggage to portico. We load the luggage and request the guest to verify the loaded luggage.

Else, if the guest ask the luggage to be stored, we tag the luggage accordingly and get the guest signature on the Long term luggage request form.

ALMOST BUNGLE?

There are no recorded incidents of baggage mishandling or missing luggage issue reported by the Guests at Royal Sarovar Portico, Siliguri. Guest and their belongings are the most vital and crucial part during check-in and check-out, which are always dealt with seriousness and with strict compliance. Housekeeping and the Security Department also gets involved in the process according to necessity.



Sougata Guha Roy





Enabling A wave of innovative trends has energised the commercial refrigeration industry. **Sanjay Jain**, Director, Elanpro, shares his perspective on the latest trends.

CUSTOMISABLE solutions



Sanjay Jain

WHAT THE LATEST TRENDS IN THE COMMERCIAL REFRIGERATION FROM THE INDIAN PERSPECTIVE FOR HOTELS?

With increased global warming, use of eco-sensitive refrigerant has bucked up as the latest trend in India as well as globally. The use of natural refrigerants like Hydrocarbons R290 or CO2 is becoming a standard. There is also a demand for HFC free refrigerants. Accompanied with perils like reduced energy usage and utility expenses, sustainability and enhanced productivity, I feel green solution is sought by most of the hotels these days.

User friendly products are also observing a surge in demand in the hospitality sector. Digital control is a key trend in the Indian commercial refrigeration market. Varied features like automated defrost, anti-short cycling and temperature and operation control can be easily managed in these products making.

ARE STANDALONE, INDEPENDENT RESTAURANTS LOOKING FOR SPECIFIC REQUIREMENTS IN REFRIGERATION?

The changing food consumption trend has led a substantial rise in the standalone, independent restaurants. Therefore commercial refrigeration



market is also witnessing a significant uptake in demand from this sector. Such set ups require smaller kitchen space. Hence new, compact, modular under counter freezers are in demand. Also, at local level customers want cost efficient refrigeration which in turn can maximise the profits.

KINDLY TELL US ABOUT YOUR AGREEMENT WITH SPM, ITALY'S LEADING DRINK SYSTEMS COMPANY.

We recently announced the strategic agreement that will combine the industry-leading beverage dispensers of SPM with the marketing and service capabilities of Elanpro. This new collaboration called SPM Beverage Dispensers by Elanpro will focus on advancements that address the dynamic requirements of bars, restaurants and retail sector.

Headquartered in Italy, SPM is a feat of engineering and art serving customers throughout the world. SPM engineering excellence provides an extensive range of beverage dispensers and equipment for slush, soft serve ice cream, hot beverage and chilled drinks.

ELANPRO's range of beverage dispensers from SPM provides sturdy, solid steel frames and bases for unparalleled support for each display. We aim at launching an array of sophisticated machines from SPM. Pursuant to the agreement, Elanpro will market, sell and provide after-sale service and support through Elanpro's existing Hi-Tech Experience Center Service Network for SPM's commercial products. With this

“Expansion of fast food chains is primarily driving the ice maker market growth”

association, the company plans to accommodate the growing demand for machines that deliver blended beverages with more speed, accuracy, and efficiency than competing products in India.

YOU HAVE COME UP WITH MANY EXPERIENCE CENTRES THIS YEAR, WHAT HAS BEEN THE RESPONSE?

It is a competitive landscape. To capitalise on the opportunity of tapping the hospitality sector of metros and non-metros, we launched state of art Elanpro Experience Centres. These are ultra-modern showroom integrated with after-sales service facility. In a world where innovation is the trend, we wanted our valued customers to touch and feel the machine before making investment. We launched Experience Centres in Bhopal, Ahmedabad, Jaipur amongst the others. We aim at launching 50 such centres by the end of 2017.

HOW HAVE YOU MANAGED TO INCREASE YOUR DISTRIBUTION SCALE IN INDIA?

We have expanded the footprint by working closely with our dealers in local market. Distribution models have been evolving over the past several years. We reach out to OEMs, major customers, restaurants and



hotel through our channel partners. Today, we have almost 260 channel partners across India with four regional offices.

WHAT ARE THE NEW TECHNOLOGIES THAT ELANPRO BROUGHT TO THE FOREFRONT IN 2016 AND IN THE PIPELINE FOR 2017?

To be at pace with the new age dynamics of the hospitality industry Elanpro launched an array of products in 2016. Expansion of fast food chains across India is primarily driving the ice maker market growth. Rising number of restaurants have also triggered the demand for ice cube makers. Besides, residential and food and services industries, ice cubes and flakers are also used in food stores for display of sea food and cold cuts. This is expected to be the fastest growing segment in ice maker market during the forecast period, posting a market growth rate of 7.9- 8 per cent. With the aim of tapping this ever expanding market, we launched Elanpro Ice Machines.

We also launched GT Touch, an innovative multitasking machine by SPM. This highly efficient product can deliver up to five products - Soft Ice-Cream, Frozen Yogurt, Chilled Coffee Cream, Sherbet or Slush. Equipped with standard I-TANK technology to prevent ice accumulation on the outer walls of the bowl, the product is inclusive of interactive touch screen.

Since we also wanted to emphasise on providing innovative solution to the bakery industry, we launched ELANPRO BAKESHOP DC SERIES (EDC), a confectionery showcase range characterised by

sinuous forms and high performance. It is a new line of professional showcases with exclusive finishing, high flexibility and perfect visibility of product displayed. It is available in five models- Curved glass, Flat glass, 270 degree display (four side display), Counter top display (available in hot, cold and ambient display options) and Grab and Go Cooler- an open deck design.

No matter the foodservice application, we aim at delivering a variety of new solutions to fit operators' needs. For the coming six months, we will be focusing on promoting our new launches.

WHAT IS YOUR MARKETING AND SALES STRATEGY FOR 2017?

Elanpro had a sales turnover of over 100 cr for the year 2015-16. The company had a revenue CAGR of 87. 2 per cent during the period 2011-2015. While the year was satisfactory, we are looking to drive growth through bringing innovative products for the Indian market. The company wants to continue its aggressive thrust in the commercial refrigeration market and aims to gain a market share of 4 per cent in FY17.

Expanding food retail chains mostly in tier II and tier I cities in developing regions is significantly driving growth in commercial refrigeration system market.

We plan to provide comprehensive and customisable solutions that utilises connected technologies to envelop an entire operation and ensure optimal performance and protection.



In the quest for PURE H₂O

Point of Entry water purification systems? What is the point?



Voltas Water brings to the table a wealth of Point-of-Entry water purification systems that are specially designed for organisations and commercial spaces. The systems use best-in-class UV-based and membrane-based technologies to deliver pure drinking water with unmatched efficiency, at prices beyond affordable. So much so, that the cost on drinking water reduces to a significant 20 Paise per Litre. Yes, you heard that right! The systems operate on a plug-and-play basis, without installation fusses. And the best part, Voltas Water Solutions also reduces wastage of water compared to the conventional water purifiers prevalent in the market.

To top it all, Voltas Water's revolutionary Water Purification systems are changing the definition of efficiency and convenience in water usage.



Obviously, the biggest benefit is the cost of getting pure, reliable water at just 20 Paise per litre, but it doesn't end there. The products are every bit of their lineage, delivering unheard of numbers in litres per hour, making it the purification system of choice for small businesses, large corporates and institutions alike. Plus, there's also the advantage of unparalleled After Sales Service from Voltas.

Voltas Water Solutions offers custom-made, Point-of-Entry water purification systems that are specially designed for organisations and commercial spaces, offering these businesses a whole new perspective on water, and the costs involved.

As water remains to be a scarce resource, and drinking water more so, it is quite evident that we will soon see a great demand for sustainable, cost-effective, water solutions. And Voltas Water offers the answer to that problem, today. See the point?



CUTTING EDGE design

Creating unique interiors H S Ahuja and Associates (HSAA) specialises in innovative design ideas.

HSSA is grabbing eyeballs for its sophisticated interiors for a host of high end institutions especially in the hospitality trade.

The company is one of those genuinely consistently growing such institutions in the field of interiors and furnishing that is selling concepts and ideas to some of the top most hotel chains in the country. The best example for the company's expertise is seen in the recent projects completed at the landmark NX hotel in Gwalior, Swagat in 18 sector DLF mall of India, and Bercos in Patel Nagar, New Delhi.

The man at forefront of the organisation, Subhash Ahuja, is also the founder of the company. The company's projects include large offices and residences of high net worth individuals across the nation. Ahuja envisioned a high quality of efficient design which is consistently in tune with the needs of today's guests while being sincere to the regal aspirations of the colonial and regal past of India's glorious destinations. His dreams were aptly fulfilled by the collaboration of **Hema**, who is the company's VP and Sr. Design Consultant. Their sustained attention to craft and technique is reflected in the expertise to make the company into what it is today.



FRANKE'S HI-TECH KITCHEN

◆ Franke is the market leader that values premium kitchen appliances. Franke products show a companywide commitment to technology, quality and design. Having originated in Switzerland, Franke's product portfolio includes Sinks, Taps and Bio Waste Disposers. Apart from this, Franke has also launched a collection of luxurious products such as hobs, hoods, built in ovens, Microwaves, Deep Fryers, Barbeques, Dishwashers, Refrigerators and Coffee Machines.

DISCOVER THE POWER

◆ The combi oven combines a steam and convection oven into one versatile unit and can serve a variety of cooking functions. Alto-Shaam's combi ovens allow chefs to control humidity and temperature separately, with powerful results. The same oven can be used to dehydrate vegetables, roast pork, steam rice, smoke brisket and bake loaves of bread. Alto-Shaam's line of Combitherm ovens use optional PROpower technology to cook food up to 80 per cent faster than standard convection and 20 per cent faster than other combi ovens, with a temperature range that can reach 575°F (302°C). Three distinct power modes — turbo, eco, and reduced power — give you enhanced control over food preparation, speed and energy usage.



WALLCOVERING PARADISE

◆ Marshalls has launched its all new Jungle Wallcovering Collection, inspired from the nature. This collection narrates a beautiful story of the jungle and its elements, from the stylised tiger motifs to Mosaics of bakbak have been composed in tone-on-tone shades of beetle blue/green, tropical wood, hibiscus red, equatorial haze, milky coconut white. The width of all items is 91 cm, and the wallcovering is supplied cut length (no minimum order). Solar energy is used to print the sisal wallcoverings, and the printing colours are water-based.

NEXT-GENERATION OVENS

◆ Franke offers a vast range of next-generation ovens. Distinguishing features include superior performance, reduced energy consumption and total safety. Patented technology such as dynamic cooking technology, which is revolutionising the concept of cooking, exclusive programmes like Wellness Menu and Complete Menu, capacities varying from 30 to 77 litres, impressive technical details such as the removable FULLGLASS inner door and LCD displays make Franke ovens extremely innovative and user-friendly products.



FOR AN EXOTIC FLOORING

◆ Vista Grey Oak is a hardwood species characterised by being hard wearing and therefore very suitable for flooring. This gently textured oak plank is a subtle combination of light grey with white tones. The fusion of the two colours beautifully enhance the natural grain structure of the oak. Junckers solid hardwood flooring is produced and categorised in accordance with EN 13226, EN 14342 and Junckers own factory standard. The floors are made exclusively from solid hardwood and the photographs illustrate the colour, knots and structural graining variation characteristic for the specific wood species and grade. Each flooring shows the average appearance of the grade. It is normal to see a variation in appearance between individual planks and floors produced and installed at differing times. Up to 5 per cent of the planks may contain features of the next style. Hardwood floors may fade and change colour over time, especially when exposed directly to sunlight.



BITE INTO RED VELVET

◆ Pristine, the Bakery Specialist will be the first to introduce an exclusive Super Veg Red Velvet Cake Mix in the Indian market. Pristine uses naturally made red colour which has no disadvantages on health. This natural beetroot colour is permitted by FSSAI regulations. Pristine takes advantage of the incredibly healthy properties of a beetroot and makes the product beneficial for the consumers. Super Veg Red Velvet Cake mix by Pristine is 100 per cent natural which is made from beetroot extracts. The premium ingredients used in this cake mix gives you an outstanding free flowing batter. Premix results into a soft and moist cake with a rich texture. It has excellent short-bite with a good mouth feel. A red velvet cake mix is a perfect base for bakers to work on and create infinite masterpieces.



'RUN TO GIVE' WITH ALOFT BENGALURU



Aloft Bengaluru Cessna Business Park have united in support of Cupa & Shree Sai Healing Trust through 'Run to Give 2016'. Marriott International in Asia Pacific announced that close to USD\$ 270,000 was raised from Run to Give Hotel Charity Runs held recently across Asia Pacific. In Bengaluru, Aloft Bengaluru Cessna Business Park, Sheraton Grand Bangalore at Brigade Gateway and Four Points by Sheraton Bengaluru joined hands in support of CUPA Wildlife Rescue & Rehabilitation Centre and Shree Sai Healing Trust. **Craig S. Smith**, President and Managing Director, Asia Pacific for Marriott International, says, "Run to Give echoes with the

mission of Marriott International's TakeCare movement, which we believe will lead the culture integration in the combined company; and reinforce our core values of putting people first." **Faiz Alam Ansari**, Complex General Manager, Sheraton Grand Bengaluru Whitefield and Convention Centre & Aloft Bengaluru Cessna Business Park said, "Through our association the benefactions collected will provide aid to ensuring care of wild life animals and will serve in providing goods and services to those in need."



BREATHE EASY WHILE ON THE GO



Hyatt Regency Mumbai recently organised a drive where they partnered with neighbouring hotels Hilton Mumbai & ITC Grand Maratha to clean the streets. This is part of the many initiatives that Hyatt has planned to contribute towards Swachh Bharath Abhiyan. Associates from all the three hotels enthusiastically took to the streets to clean their surroundings. **Hardip Marwah**, General Manager Hyatt Regency Mumbai said "At Hyatt, we are deeply rooted

in the ethos of care and in an effort to contribute to keeping our environment clean, we undertake several environment friendly initiative. This month, we decided to collaborate with our neighbouring hotels – Hilton & ITC Maratha to clean our surrounding areas."

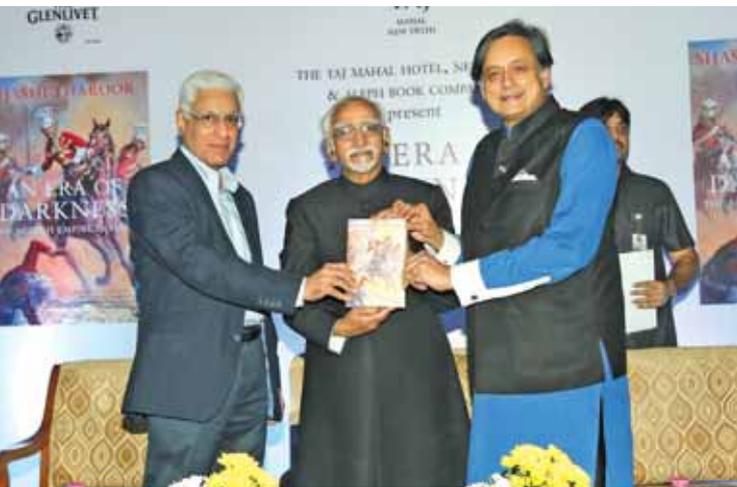
The team then ensured that the garbage collected was segregated as dry & wet garbage to ensure they can be recycled.

SHASHI THAROOR ON 'AN ERA OF DARKNESS'

The Taj Mahal Hotel, New Delhi in association with Aleph Book Company launched Dr. Shashi Tharoor's new book "An Era of Darkness". In this book, Dr. Tharoor examines the history of colonial rule in India.

The book was launched by Hon'ble Vice President, **Mohammad Hamid Ansari**. The event also witnessed the presence of a power packed audience of eminent politicians, bureaucrats, academics, diplomats, economists apart from the media including journalist Madhu Trehan, well-known Indian fashion designer Ritu Kumar and noted Indian comedian, Papa CJ.

The unveiling of the book was followed by a discussion between the author and noted media personality, Karan Thapar. Speaking on the occasion **Satyajeet Krishnan**, General Manager, The Taj Mahal Hotel, New Delhi said, "The book is a vivid narration offering an informative account of the history of colonial empire in our country and makes for an interesting read." Besides examining the many ways in which the colonisers ruled India, ranging from the drain of national resources to Britain, he demolishes the arguments of Western and Indian apologists for Empire on the benefits of British rule, the railways and throws light on the few benefits - the English language, tea, and cricket.



13TH ANNUAL CHEF AWARDS BY ICF

Prominent names from the culinary fraternity came together to celebrate 13th Annual Chef Awards organised by the Indian Culinary Forum at The Ashok Hotel, Chankyapuri, New Delhi. The best among the 100s of chefs were bestowed with awards in the presence of Chief Guest, former Director General Tourism, Government of India and International Tourism Advisor **VK Duggal** among other top notch names from the culinary fraternity.

Chef Davinder Kumar, President of Indian Culinary Forum, said, "The objective of Chef Awards is to offer fellow chefs a professional platform to showcase, exhibit, hone culinary skills and raise the overall Indian Culinary Art at par with international standards."

The culinary extravaganza kicked-off with the four-day long trade test where participating chefs competed in 11 culinary categories and showcased a series of live culinary skills. Chairperson of the jury Chef Alan Payen, WCWB Ambassador from Mauritius with renowned national and international chefs evaluated the best among them. The winners of the different award category were Golden Hat Award – Chef Rajan Loomba, The Ashok Hotel; Lifetime Achievement Award – Chef Imtiaz Qureshi; and Best food

writer award – Rinku Madan. As part of the celebrations, ICF also organized Chef Summit for Consecutive fourth year, where eminent names from the Hospitality industry, like Chef Sanjeev Kapoor, Chef Manjit Gill, Mr Anil Bhandari, Chairman AB Smart Concepts and AB Smart Placement, Chef Davender Kumar, Chef Sabyasachi Gorai, Chef Abhijit Saha, Mr. Lalit Nirula, IAS Officer Dr. Mrinalini Darswal, Chef Ravitej Nath, Chef Parvinder Singh Bali, presented their viewpoints on various aspects of Indian Cuisine.





appointments



SANJAY KUMAR

Elior India CEO
Elior Group

★ Elior Group has appointed Sanjay Kumar as Elior India CEO. He reports directly to Philippe Salle, Chairman and Chief Executive Officer of Elior Group. He is also a member of the Group Management Committee. Kumar graduated in Physics from the University of Delhi and holds an MBA degree from IRMA Gujarat. Prior to joining Elior Group, he has increased his knowledge in company's creation and development. Kumar has worked with Royal Dutch Shell Group for over 18 years, where he held various positions in Europe and Asia. In March 2012, he was appointed CEO of Altran India, member of the Management Committee.



RAMCHANDER BISHNOI

Director – eCommerce
Berggruen Hotels

★ Keys Hotels, a brand by Berggruen Hotels and funded by Berggruen Holdings, has appointed Ramchander Bishnoi as Director - eCommerce. Based in Mumbai he will participate in the development and execution of strategic and tactical business plans with other members of the cross-functional team supporting the eCommerce strategy. Further, Bishnoi will manage the user experience of the website, including site navigation, content development, checkout funnel and promotional campaigns. An MBA holder in Business Administration from UPES, Bishnoi has extensive knowledge of eCommerce technology and sophisticated analytics.



ASHISH SHOME

Director of Operations
Park Hyatt Goa Resort and Spa

★ Park Hyatt Goa Resort and Spa has appointed Ashish Shome as the Director of Operations at the destination resort. Shome brings more than 25 years of expertise. He has been a part of the Park Hyatt Goa team from 2002 till 2008 with his last held designation being Executive Sous Chef. He was also associated with Hyatt Regency Delhi and Hyatt Regency Pune. His previous assignment was with Hyatt Regency Mumbai as Director of F&B.



SUVEER SODHI

Director of Operations
Hyatt Regency Pune

★ Hyatt Regency Pune recently introduced Suveer Sodhi as Director of Operations. He brings with him an experience of over 10 years. In his role as Director of Operations, his preliminary responsibility would be to ensure operational excellence at the hotel and maintain a high guest satisfaction index. Sodhi is all set to take over the operations at Hyatt Regency Pune to help it become the city's preferred destination for business, events and multi-specialty global cuisine.



S. VIDYASHANKAR

Director of Human Resources
Grand Hyatt Mumbai

★ S. Vidyashankar has joined Grand Hyatt Mumbai as the Director of HR. Vidyashankar, has over 14 years of experience. His Hyatt journey began at Hyatt Regency Mumbai in 2002, as a Management Trainee in HR. After a brief stint with Novotel in 2009-10, he returned to the Hyatt world as HR Manager at Hyatt Regency Pune and then at Grand Hyatt Mumbai. He was then promoted to Grand Hyatt Goa as a Director of Human Resources in November, 2012.


PANKAJ WADHWA

**Director of Sales & Marketing
Hyatt Regency Pune**

★ Hyatt Regency Pune has appointed Pankaj Wadhwa as the Director Sales & Marketing. Wadhwa brings with him a rich experience of over 16 years in the hospitality industry. Prior to joining the Hyatt Regency Pune, he was Director Sales & Marketing at Novotel Mumbai, Juhu Beach for a year. As Director Sales & Marketing at Hyatt Regency Pune, his primary role would be to direct the function of Sales, Marketing, Catering and Events, providing strategic guidance to the team and the hotel. Apart from this, he would also be responsible for developing and managing the sales and operating budgets for the department, and overseeing the revenue and marketing of the rooms and banquets.


SUMAN JULKA

**Director of Sales & Marketing
Hyatt Regency Gurgaon**

★ Suman Julka has been appointed as the Director of Sales & Marketing at Hyatt Regency Gurgaon. Julka has been in the hospitality industry for over 17 years. Prior to taking over this new role she was part of pre-opening at Hyatt Regency Gurgaon as Director of Sales, where she developed relationships with key accounts, exceeded sales goals, and established Hyatt Regency Gurgaon as the most preferred venue for MICE events. In her new capacity, Julka will be responsible for leading the Hyatt Regency Gurgaon's Sales and Marketing, Revenue and Event's team and further improving all aspects of Sales and Marketing for developing and implementing strategic plans to achieve the hotel's objectives.


ASHUTOSH GARG

**Food & Beverage Manager
DoubleTree by Hilton Pune-Chinchwad**

★ An industry veteran having more than 11 year of experience, Garg has associated with some of the best hotel brands in the country, including Le Meridien, Jay Pee Palace Agra, IHG Delhi, Radisson Noida, Four Points by Sheraton. In his new role, he will be responsible for the overall operation and management of the entire specialty restaurant, Bar and banquet events. He will also play a key role in concept creation, business plan, budgeting, staff recruitment, training, vendor development, marketing & F&B positioning. His operational duties will involve revenue generation, customer satisfaction, employee engagement and corporate compliance.


ANSUHMAN PANDEY

**Executive Housekeeper
U Tropicana, Alibaug**

★ U Tropicana, Alibaug, has appointed Anshuman Pandey as the new Executive Housekeeper at the property. Pandey brings to the table seven years of experience in property management, training & development, operations & processes. Prior to joining U Tropicana Alibaug, Pandey has worked with various renowned hospitality brands across the country like Fortune Inn Riviera (ITC Group) Jammu, The Leela Palace-Bangalore, Aloft Hotel (Starwood Hotels & Resorts Worldwide), Le Royal Meridien (Starwood Hotels & Resorts Worldwide). Throughout his career, Pandey has gained knowledge in various fields like Training and Development, Recruitment and Selection, Team building and Strategy, Planning and Innovation.


QIGUO SU

**Chinese sous chef
Shangri-La Hotel, Bengaluru**

★ Shangri-La Hotel, Bengaluru has appointed Chef Qiguo Su, as the Chinese sous chef for its award-winning signature restaurant, Shang Palace. A native of Jianyang, Sichuan, Su brings with him 17 years of rich culinary experience gained at five-star hotels and luxury hotel pre-openings in the capital city of Chengdu. Chef Su specialises in Sichuan cuisine, one of China's eight regional culinary traditions and the most popular world over. Sichuan cuisine is recognised for its hot and spicy delicacies resulting from the liberal use of bold and spicy ingredients including garlic and chilli peppers. He will lead the Chinese restaurant's kitchen and ensure that guests relish an authentic and consistently high-quality culinary experience. He will focus on honing his culinary brigade's gastronomic skills.

Aiming 10 MORE HOTELS BY 2020

Raof R. Dhanani, Managing Director, Sayaji Hotels, enlightens on how the hotel group has been progressing and how they are creating a mark in the industry consistently.



Raof R. Dhanani

PLEASE BRIEF US ON THE GROWTH OF SAYAJI AND ITS SUCCESS MANTRA?

Sayaji Hotels Limited was formed more than 25-years-ago. The first hotel was setup in the city of Vadodara by our Ex MD Late Sajid R. Dhanani. Being a visionary, he introduced innovative concepts such as reception on each floor, automated rooms with centralised Ipad Controls, Airport key card, personalised butler for all guests, luxury car

airport and office transfers, no tip policy, complimentary bottled water throughout the hotel and subsidised ancillary services. We have consistently innovated our products and services to delight our guests on every visit. The strong inherent values of the group motivate the team to outperform themselves – this has been the success mantra for us in becoming central India's most contemporary hotel chain.

WHAT ARE THE OTHER BRANDS ASSOCIATED WITH THE GROUP?

Effotel by Sayaji was launched in the year 2014 as a 4 Star Business Hotel at Indore. Through this, we were able to cater to the business profile guests as well. Effotel, being a business hotel has maintained the Sayaji standards and quality of service due to which the 181-room property has been regularly awarded as the number one business hotel in the city by Trip Advisor and has also been awarded on various platforms. Mediterra, the first of its kind in Mediterranean cuisine, was introduced in the year

2012 at Indore and is also being expanded into a retail venture. Chopstick City, known for authentic Chinese cuisine is also being developed as a separate vertical.

Sayaji family has also introduced Global Culture and B Desi as brands of multicuisine and Lounge set ups. With the proven success of Bar Be Que Nation which was introduced by Sayaji in the Year 2006 in Mumbai, it has now spread to more than 75 outlets across the country; Sayaji is now determined to add more to it.

HOW WOULD YOU DESCRIBE THE EXPANSION PLANS BY 2020?

Currently, we have seven hotels and are looking to grow both in hotel as well as retail segment. F&B has been our forte so we have introduced Amber Convention Centre in the city of Indore which is one of the largest convention centers in central India. Sayaji is looking at adding 10 more properties to the family by the year 2020 across the country.

COHERENT SelfCookingCenter

RATIONAL has unveiled its SelfCookingCenter in XS size recently. It offers full RATIONAL power and intelligence and despite its minimal dimensions, has generated a particular interest.



Enabling minimalistic space for cooking with unique innovative properties, the SelfCookingCenter XS, RATIONAL has succeeded in expanding the successful range with a 2/3 unit, which only needs record-breaking limited space of 0.2 m³. However, the now smallest unit in the SelfCooking-Center family is in no way inferior to the



larger units in terms of features and performance. At first glance, the innovative design of the control panel and the more energy-efficient triple-glazed door with integrated LED lighting is what is most striking in all units. The triple glazing with cutting edge heat reflective coating significantly reduces energy losses through the door and further reduces overall energy consumption compared to the previous model by up to 10 per cent. "The new RATIONAL SelfCooking-Center with its attractive additional benefits offers top food quality, higher efficiency and ease of use. With this best in class SelfCookingCenter XS we will be able to develop new market segments," says **Hiroshi Akai**, MD, RATIONAL India.

Rimless

100% Clean* 100% Rimless

Is also now 100% Bacteria free.

The Only 100% Bacteria free WC brand recommended by IMAPH



Element Wall Mounting EWC

Recommended by



*Tested and Certified by Lab

Now available at stores mentioned below:

Zone: Central. Agarwal & Company, Ashok Bhawan 41, Shivaji Marg, Naki Hindola, Uttar Pradesh, Lucknow. Chandgi Ram Stores, H-16, Sector 9, Uttar Pradesh, Noida. Deepak Marbles, 62, Naveen Park, Shyam Park (Extension), Sahibabad, Uttar Pradesh, Ghaziabad. Shree Shyam Ji Traders, NH-20, Pathankot Road, VPO Ladwara, Teh-Shahpur, Himachal Pradesh, Kangra. Shama Iron Store, G.T Road, Sujampur, Punjab, Pathankot. MC & Co, Motilal Nehru Nagar Marg, Pocket C, Nehru Nagar II, Nehru Nagar, Uttar Pradesh, Ghaziabad. The Home Depot, A-32, Virat Ashwarya Apartment, Di/63/5J, Mahmorganj, Uttar Pradesh, Varanasi. **Zone: East.** Leena Plastic, Chanmari, Aizawl, Mizoram. **Zone: North.** Ganesh Trading Company, F-4, Mahavir Enclave, Near Sulabh Shochalya, Dabri Road, Delhi, New Delhi. Deep Traders, 25, Najafgarh Rd, Raja Garden, Delhi, New Delhi. Jamdagni Traders, 1-Ratiram Park, Shivaji Marg, Najafgarh, Delhi, New Delhi. Kwatra Tiles & Sanitaryware, F-156, Main Road, Jagatpuri, Delhi, New Delhi. Bath Selection, Shop No.29-B, Corner Market, Malviya Nagar, Delhi, New Delhi. Pearl Tiles & Sanitary, Main Dharuhera Sohana Road, Opp. Ravincram Hotel, Maheswari, Haryana. Rewari. Aggarwal Sanitation, Sirsa Road, Allenabad, Haryana, Sirsa. Kumar Traders, Subhash Chowk, Haryana, Sirsa. Surya Builders, Surya Tower, Ambedkar circle, Rajasthan, Alwar. G C And Company, Sco-10, Sector 3, HSIIDC, Haryana, Karnal. Uttarakhand Steel & Build Mat.Tore, Near Sbi Devi Road, Uttaranchal, Pauri Gerhwal. **Zone: South.** Sriram Agencies, D.No.9-31a,SNS Complex, Near Kalkoora Machine, Ambagilu, Karnataka, Udipi. Abhivairavan Plumbing Co, No 59/1, Arcot Road, Kodambakkam, Tamil Nadu, Chennai. Jayshree Tiles, 332/1, Arcot Road, Kodambakkam, Tamil Nadu, Chennai. Dharan Bath Fittings, Seelanaickanpatty Bye Pass, Tamil Nadu, Salem. Vijay Enterprises, No. 111, Eldams Road, Teynampet, Tamil Nadu, Chennai. Prassuha Metal, Ericadu, Puthuppally, Kerala, Kotayam. E-Way Home Depot, Ch-Bye Pass Junction, Pandikkal Road, Manjeri, Mallapuram, Kerala. Crescent Hardware And Steel, Khaithon Complex, Thenhipalam (P.O), Kerala, Malappuram. Amar Sanitary Stores, 37-93/378/1/Nr Naredmet, Sainikpuri, Secundrabad, Telangana, Hyderabad. Hemant Enterprises, Alankar, Prakash Marketing, H.No.14/1211/531/3,Parvath Nagar, Madhapur, Telangana, Hyderabad. CMB, CMB, Plot No.52,Beside Vamsiram Yothis Elegance, Near To Utsav Resturant, Kaveri Hills, Telangana, Hyderabad. Sri Laxmi Sanitary Store, Plot No. 2-4-70 / 39 / 10, Opposite Venkateshwara Swamy Temple, Nagole Ring Road, Telangana, Hyderabad. **Zone: West.** Neel Ceramics, Opp. Swaminarayan Temple, NH No.8, Rakhial, Near Rajendra Park, Gujarat, Ahmedabad. Siddh Ceremic, Valsad - Dharampur Rd, Atak Pardi, Gujarat, Valsad. Marble Park, Vardhman Complex, Nr. D.C.B.Bank, Gujarat, Vapi. Stylized Ceramics, Shop No 10/11/12, Santa Cruz (West), Rizvi Park S.V Road, Maharashtra, Mumbai.

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- Christopher J Nassetta**
President and CEO, Hilton Worldwide
- Craig Smith**
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- David Scowbill**
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- Michael Issenberg**
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- Peter Kerkar**
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