

HOTELS & RESTAURANTS INDIA fhrain magazine

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A MONTHLY ON HOSPITALITY TRADE
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Dear fellow members,

At the outset, I wish all of you a very Happy Independence Day! While the industry remains to be largely shut and dwindling, I am hopeful that the year to come will be a better year for our industry and add to the glory and progress of our country!

The month of July has shown us a ray of hope when two of the esteemed Cabinet Ministers agreed and addressed the members of FHRAI and through the platform the entire Indian hospitality industry. On behalf of the Fraternity, Executive Committee and myself, I am grateful to Shri. Piyush Goyal, Hon'ble Minister of Commerce and Industry and Shri. Nitin Gadkari, Hon'ble Minister of Micro, Small and Medium Enterprises and Ministry of Road Transport and Highways for sparing time to listen to the concerns of the industry and acting on it immediately. The webinars are extensively covered in the edition. I would request members to share their inputs on a regular basis, allowing us to put it forward to the concerned ministries and departments. In addition to the webinars, we had a web interaction with Shri. Prahlad Singh Patel, Hon'ble Tourism Minister (I/C) during which pertinent issues faced by the industry were shared.

In this worst period for our industry till date, many of our hotel and restaurant members are at the verge of declaring bankruptcy, as there have been no bookings in hotels nor customers at the restaurants from last five months. Many states still remain in total lockdown despite lifting of closure conditions on hospitality. It is in this regard, FHRAI brought for its members as part of membership services FHRAI's Work For Our Staff campaign. Under the #FHRAIWorkFOS campaign we collaborated with Eureka Forbes, at a pan India level, to support people engaged in the hospitality industry by way of providing temporary employment to the fraternity through their business partners due to substantial job losses lately.

In the FHRAI Secretariat, Mr. Jaison Chacko, a post graduate in Industrial Relations & Personnel Management, holding a degree in Law from Nagpur University and a Master's Degree in Sociology from Agra University has joined us in the capacity of Secretary General on August 1, 2020 in place of Mr. Rahul Lall. Mr. Chacko brings with him work experience of close to two decades in various capacities spanning across situations and challenges of all kinds. In his last assignment, he was working with one of the leading industry Chambers of the country, as Head, Human Resource and Core Team Member, State Development Council (SDC) – a premier think tank of the Chamber.

To conclude, I wish to share that FHRAI has achieved another milestone when our request for extension of validity of the certification for hotels, restaurants and other establishments in the eco-system was accepted by the Ministry of Tourism. The validity which was set to expire on June 30, 2020 has now been extended till September 30, 2020. You may access the copy of the Circular on FHRAI website, under the broadcast section or on our social media handles.

Be safe.

Note: The August 2020 edition of the FHRAI magazine will not be available as a printed version due to the pandemic. However, the e-version of the same shall be available on the FHRAI website and circulated to all members as broadcast on registered email.

With kind regards,

Gurbaxish Singh Kohli

Vice President, FHRAI

Gurbaxish Singh Kohli
Vice President
FHRAI



Under FHRAI's 'Work For Our Staff' campaign we collaborated with Eureka Forbes, at a pan India level, to support people engaged in the hospitality industry by way of providing temporary employment to the fraternity



AUGUST 2020

WALKING A TIGHTROPE

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Gurbaxish Singh Kohli, Vice President of FHRAI and President of HRAWI, pleads the authorities to take the hospitality industry seriously and to stop perceiving it as elitist.

Cover Image: Angsana Oasis Spa & Resort Bengaluru



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Nitin Gadkari, Union Minister for Road Transport & Highways and MSMEs addressed industry issues in a recent webinar organised by FHRAI.



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In a webinar conducted by FHRAI, Piyush Goyal, Minister of Commerce & Industry and Railways shared his thoughts on the demands that are viable and the ones that aren't.



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Domestic travel will be done to beat down the 'lockdown fatigues', as short travel is believed to be the antidote to stress, says Dr. Himanshu Talwar, ASG, FHRAI.

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Hoteliers share details on safety measures for customers, how they are training employees to deal with the crisis and future plans.



34 COVID IS MERELY A 'PAUSE BUTTON'

The ongoing pandemic has made students realise the importance of upskilling at all levels and adapting to any situation in order to continue their growth trajectory.



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FHRAI requests govt for soft loans

In a meeting convened by **Prahlad Singh Patel**, Minister of State (IC) for Tourism, GOI, FHRAI put forth recommendations for the revival of the tourism & hospitality sector.

FHRAI attended a virtual meeting convened by Prahlad Singh Patel, Hon'ble Minister of State (IC) for Tourism, Government of India with the hospitality and wellness sector stakeholders on August 11, 2020. The meeting was held with an objective to gather inputs and suggestions for the revival of the tourism and hospitality sector. Representing FHRAI, Gurbaxish Singh Kohli, Vice President, FHRAI and President, HRAWI, and Surendra Kumar Jaiswal, Vice President, FHRAI and President, HRANI highlighted pertinent issues of the hospitality sector. FHRAI strongly recommended that bank EMIs and interest rates should be deferred for a period of 12 months or existing



Prahlad Singh Patel
Minister of State (IC) for
Tourism, GOI, FHRAI

moratorium should be extended through a notification correspondingly for additional six months. In order to give some relief to the highly distressed sector, FHRAI advocated for reduction of bank interest rate by almost 200 basis points with immediate full transmission for working capital.

The Federation also requested the government to announce soft loans to all hospitality establishments, hotels and restaurants, to restart the operations post lockdown.

FHRAI also highlighted that since long-haul travel will not take off for a while, domestic travel should be targeted i.e. 22 million outbound tourists could somehow be convinced to travel within our country and for that, measures to incentivise MICE and certain income tax benefits for domestic travel to the tune of ₹1.5 lakh to be announced by the government.



FHRAI strongly recommended that bank EMIs and interest rates should be deferred for a period of 12 months



FSSAI extends timeline for licenses

With the efforts of HRANI, the extension has been given until December 31, 2020 and the FBOs can renew their license or registration without thinking of a penalty in this period.

Hotel and Restaurant Association of Northern India (HRANI) has been taking up industry concerns with various departments of the Central and state government through representations for relief in this period of crisis. With the efforts of HRANI, the extension has been given until December 31, 2020 and the Food Business Operators (FBOs) can renew their license or registration without thinking of a penalty in this period. Previously the grace period was given until July 31, 2020.



Surendra Kumar Jaiswal
President, HRANI &
Vice President, FHRAI

of hotel and restaurant operations in most of the parts of the country. The problem was submitted through a representation to the CEO and Executive Director, FSSAI.

"The decision of extension will ease our industry. We are thankful to Arun Singhal, Chief Executive Officer, and Dr. Shobit Jain, Executive Director, FSSAI for their support and help during this crucial time of COVID-19 pandemic," says **Surendra Kumar Jaiswal**, President, HRANI & Vice President, FHRAI.

HRANI

The FBOs were finding it difficult to file applications for renewals of licenses and registrations due to shutdown of operations and closure



We are thankful to Arun Singhal and Dr. Shobit Jain for their support during this crucial time



Jaison Chacko joins as SG, FHRAI

Jaison Chacko is a management professional having work experience of close to two decades in various capacities spanning across situations and challenges of all kinds.

Jaison Chacko has joined as the Secretary General, FHRAI with effect from August 1, 2020. In his last assignment, he worked with PHD Chamber of Commerce and Industry as Head, Human Resource and Core Team Member, State Development Council (SDC) – a premier think tank of PHDCCI. In his stint at PHDCCI lasting around nine years, he played a lead role in partnership-building with the state governments thereby enhancing the business portfolio of the organisation. Prior to joining PHDCCI, Chacko worked with reputed developmental organisations such as Magic Bus India Foundation, Gandhi Peace Centre and Deepalaya.



Jaison Chacko
Secretary General, FHRAI

Chacko holds a postgraduate degree in Industrial Relations & Personnel Management, a degree in Law from Nagpur University and a Master's degree in Sociology from Agra University. The expertise that he brings on board to FHRAI includes his strong faculties in operations management, business development, strategic planning, handling government relations and corporate networking supplemented with excellent interpersonal skills.

Chacko is optimistic that in these challenging times, the Secretariat under him would be more proactive and responsive towards the frequent changes in the policy environment and the challenges being faced by the tourism and hospitality sector.

He is delighted to be a part of the transformative journey of this prestigious institution and hopeful to take that to the next level.

Chacko is adept at operations management, business development, strategic planning & handling govt relations

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FHRAI collaborates with Eureka Forbes to offer temporary jobs

In an effort to provide support to the many jobless hospitality professionals in the country, the Federation of Hotel & Restaurant Associations of India (FHRAI) has collaborated with Eureka Forbes to work out a temporary arrangement of employment. Launched as 'Work For Our Staff' campaign, FHRAI will lend support to its members by way of providing temporary employment to hotel and restaurant staff who may have lost jobs lately.

The campaign will support around 4,500 hospitality professionals in more than a dozen cities. The professionals will qualify to receive on-the-job training to re-skill and then be provided gainful work related to service and repair of Aquaguard and other brands of Eureka Forbes appliances at customer homes.

"With direct 100 per cent compensation being provided to staff by the business partners of Eureka Forbes, FHRAI and regional member establishments will be able to help staff survive this crisis. Our objective is to give them an opportunity to earn and return back to work once this enforced and sustained lockdown is over.

Eureka Forbes will benefit from a rather disciplined hospitality workforce that is used to dealing with guests and whose soft skills will help them visit customers at their residence and provide high quality service," says **Gurbaxish Singh Kohli**, Vice President, FHRAI & President, Hotel and Restaurant Association of Western India (HRAWI).

COVID-19 and the resulting lockdown have severely impacted the overall economy of the country. A gigantic jolt has been received by the hospitality industry with hotels and restaurants continuing to report zero revenues since the lockdown came into effect in March 2020. "Across the country, around 50,000



Gurbaxish Singh Kohli
Vice President, FHRAI

Eureka Forbes will benefit from a rather disciplined workforce that is used to dealing with guests

rooms have been allocated for healthcare workers & 4,000 of our member hotels have joined hands with the state & Central authorities for letting out their hotels as quarantine facilities. Restaurants too have been distributing food to the needy," says Kohli.

Speaking on the association, **Marzin R Shroff**, MD and CEO Eureka Forbes, says, "As a result of this pandemic, employees across business sectors in India have witnessed economic hardships that has rarely been seen before. Eureka Forbes is a firm advocate of the word "relationships" and has always come to the forefront to help people in need. It is heartening to see industries coming together and joining hands in wake of the COVID-19 pandemic.

Many of our trained service technicians have gone back to their hometowns, resulting in a shortage of manpower.



Pradeep Shetty
Jt Hon Secy, FHRAI

We hope to provide our people, who unfortunately lost jobs, a means to survive

This association will result in a win-win situation for the unemployed who will benefit economically due to the collaboration, it would also help Eureka Forbes to continue our fight against viruses and bacteria by training new personnel and honing their skills".

"Many of our members including both hotels and restaurants are at a stage of bankruptcy. There have been no bookings in hotels and no footfalls at restaurants since the last four months. Forward bookings and re-opening, which could have helped, seem difficult with the news of the disease spreading globally and further extensions of the lockdown.

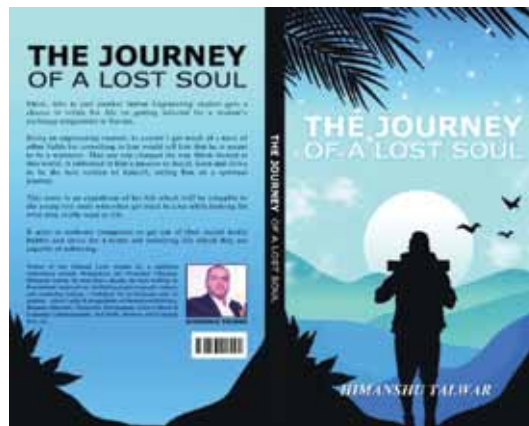
With this campaign we hope to provide our people, who unfortunately lost jobs during the pandemic, a means to survive," concludes **Pradeep Shetty**, Jt Hon Secretary, FHRAI & Vice President, HRAWI.

Accolades for Dr. Talwar

For over a decade, Dr. Himanshu Talwar has been working for international organisations, facilitating people-to-people contacts & conducting training/ workshops for professionals.

Dr. Himanshu Talwar, Assistant Secretary General, FHRAI is winner of Indian Achievers' Award 2020 for Social Service and seven National Awards for Leadership, Entrepreneurship, and significant contribution towards Management, Legal and Vocational Education. For more than a decade, Dr. Talwar has been working for international organisations, facilitating people-to-people contacts, and conducting training/ workshops for professionals on International Relations, Strategic Management, Cross-Cultural & Corporate Communications, Business, and Corporate laws, Entrepreneurship, etc. During his corporate journey, he has worked for the Government of Japan, Poland, United Arab Emirates, El Salvador, and trained nationals of East Asia, Europe, the Middle East, Latin America, and top executives of MNCs. Having acquired an MBA, he further enhanced his skills by studying Philosophy, Law and, attended Executive Management Programme (s) at Said Business School (SBS), University of Oxford, Indian Institute of Management (IIM), Calcutta and Indian Institute of Management (IIM), Bangalore. He holds a Doctorate degree in Management.

An avid speaker, he spoke at two TEDx events in India & two TEDx International events in Morocco and Tunisia and has addressed various national and international



Dr. Himanshu Talwar

Dr. Himanshu Talwar has recently published his first book – a fiction, named 'The Journey of a Lost Soul'

conferences & seminars. He, on a regular basis, write articles for magazines, research papers for national/ international journals, and has many case studies published in India and abroad to his credit. He has recently published his first book – a fiction, named 'The Journey of a Lost Soul'.



Kolkata hotels tie-up with hospitals

With the prospect of regular business resuming any time soon extremely bleak, more hotels have now stepped forward to offer their rooms as COVID-care facilities.

Many hotels in Kolkata have entered into tie-ups with hospitals meant for COVID patients. "The hotels that are functioning as satellite centres for hospitals are registering occupancy in excess of 70 per cent.

With the prospect of regular business resuming any time soon extremely bleak, more hotels have now stepped forward to offer their rooms as COVID-care facilities," says **Sudesh Poddar**, Honorary Secretary of Hotel & Restaurant Association of Eastern India (HRAEI). "The tie-up with hotels has helped hospitals






meet the bed crisis. Some hospital facilities have deployed staff at hotels to monitor the patients. Apart from 24x7 presence of four nurses, doctors visit the facility twice a day.

In addition, all medical amenities, including oxygen cylinders, are kept at the hotel to meet emergency needs," says **Pranav Singh**, President, HRAEI.

HRAEI

Re-opening hotels pan India


The Government of India removed interstate & intrastate restrictions from July 1, 2020. As a result, most states have re-opened or are planning to re-open their tourism sectors.

HOTEL SECTOR			
Key Stats (India Average)	June	M-o-M	Y-o-Y
 ADR	2020 3,140.7	(%) -6.3	(%) -40.8
 Occupancy	20.8%	45.4	-67.1
 RevPAR	652.9	35.7	-80.5

June 2020 data for open hotels

OCCUPANCY CHANGE

India & Other Key Asian Markets

Singapore	-11.3%
China	-29.4%
India 	-67.1%
Thailand	-69.6%
Malaysia	-74.4%

Occupancy % change June 2020 vs June 2019

TOP 2 HIGH & LOW PERFORMING MARKETS

RevPAR (Y-o-Y)

New Delhi

-72.4%

Kochi

-50.3%

Goa

-87.5%

Bengaluru

-89.8%

 High Performers  Low Performers

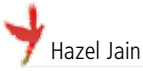
Source: STR & HVS Research

BILATERAL BUBBLES

India has established special bilateral arrangement or air bubbles with the US, France and Germany as it gradually resumes scheduled international flights for the first time since they were stopped in March 2020. Travel under these air bubbles will be regulated as per the entry requirements of each country, including India. As of now, entry is restricted to Indian nationals, Overseas Citizen of India card holders and some foreigners such as Diplomats. Similar arrangements with the UK and other countries are expected to be announced soon. From India, Air India will be operating flights to France, Germany and the US under these bubbles.

Walking a tightrope

Gurbaxish Singh Kohli, Vice President of FHRAI and President of HRAWI, pleads the authorities to take the hospitality industry seriously and to stop perceiving it as elitist.



Hazel Jain

What is the current status of opening of hotels and restaurants in Maharashtra?

Hotels in the state have been open since July 8, but restaurants have not yet been given the permission to do so. We have been trying to convince the governments both at the Centre as well as the state to permit restaurants to open. We have submitted elaborate presentations outlining all the safety and precautionary measures that restaurants will voluntarily adopt to ensure social distancing. Ideally, restaurants could have begun operations along with hotels if not earlier. Hotels occupancies in the state are in single digits i.e. below 10 per cent, but we are hopeful. Hotels occupancies in these months usually are low, but post-September we are hoping for it to go up. Also, we are receiving a steady trickle in booking enquiries, so until September, it is mostly a wait and watch game.

Tourism cannot restart unless hotels are opening. Your thoughts.

True. Hospitality is rightly called the backbone of tourism. Tourists require accommodation if they decide to travel and also need a place to eat at. So, it all goes hand-in-hand. If hotels don't open, tourists will not travel and if tourists don't travel, it will affect tourism. It will especially affect domestic tourism which right now is the only option for tourists.

What is your message to the government?

We want the authorities to take a serious view of this industry. Hospitality can become one of the major breadwinners for the country. Given the right support, hospitality and tourism have the potential to turn the clock around. For this, the government has to stop imagining or perceiving the industry as an elitist one and recognise its capability and potential. Both FHRAI and HRAWI have been constantly engaging with the concerned ministries at the state and all-India level. It remains to be seen how serious they are about our survival.

Is there any positive follow-up from the tourism minister of Maharashtra?

We understand the apprehension of the governments and the authorities. We also appreciate the caution with which it is unlocking sectors. We are positive that the State Tourism



Hotels occupancies in the state of Maharashtra are in single digits, that is, below 10%, but we are hopeful



EXTENDING VALIDITY PERIOD

Owing to the nationwide lockdown, the association has been unable to start the membership renewal process, print and distribute the new FHRAI Discount Cards for FY 2020-21. FHRAI has therefore decided to extend the validity of the cards of FY 2019-20. The card issued to establishments due to expire on June 30, 2020 shall be considered valid till August 31, 2020.



Gurbaxish Singh Kohli

Minister is doing his best and we have his assurance and support. The unfortunate part is that, for over four months the industry has been in complete lockdown which has spelled doom for several establishments. Those that are managing to hold on to their businesses are walking a tightrope. With each passing day, these businesses are moving closer to a permanent shutdown scenario. So, we urge the government and the respective authorities to expedite the decision-making process to avoid a scenario which becomes irreversible in the future.

Health & hospitality come together

FHRAI EC members talk about how guidelines issued by MoH are being implemented meticulously in the new normal.



Neha Rawat





SK Mohapatra Co-opted EC Member, FHRAI

How are the guidelines by Ministry of Health (MoH) affecting the working of hotels?

In this new normal, everything has changed and so has the working of hotels. The SOP on preventive measures issued by the Ministry of Health and Family Welfare (MoHFW), GoI containing a comprehensive set of guidelines to be followed for safety of guests & staff, which in fact are needed for safety & prevention of spread of COVID, has completely altered the way in which our industry earlier operated.

Personal humane touch in service was something which formed the very foundation of hospitality ethos but in this new post COVID era, instead of personal touch, to ensure social distancing norms we are required to avoid human-to-human interface as far as possible. So yes, it has affected the working of hotels but having said so, I feel this change is for good and in everyone's best interest, especially in times like this when the threat of the virus still looms large.

To what extent are the guidelines being followed?

I would like to answer this in context of our brand only. At MAYFAIR, we have ensured that all our operational activities are in complete compliance with the guidelines issued by Central and state authorities and also by the district administration and I believe that more or less, other brands are also doing the same. Apart from being legally binding, it is also morally contingent upon everyone of us to scrupulously follow these directives issued in public interest.

What troubles and difficulties hotels are facing in implementing these guidelines?

As far as the guidelines outlining the precautionary measures are concerned, they aren't as such causing any

trouble for the hotels but to some extent, the quarantine norms by the local administration are causing a certain degree of inconvenience from an operational perspective. With the gradual re-opening of the economic activities as well as hospitality services, staff who had been away to their homes are being asked to return back but many local pockets have rules stipulating a mandatory institutional quarantine for 14 days which has become a major cause of concern. Though, no one disputes the need for such a measure, it needs to be given thoughtful consideration at the policy level in the face of the fragile financial condition of the stakeholders of the hospitality sector.

Is it justifiable for all the hotels irrespective of area and its cases?

As far as justifiability is concerned, anything which is in public interest is justifiable but at the same time it is equally true that when a directive has economic implications inherent in it, an approach that balances lives with livelihoods along with due regard for the overall economic health of the sector would certainly be more justifiable.

In this case, I believe a bottom-up approach in formulating the SOPs instead of a top-down approach, based on local cases and considerations would certainly have been more effective, impactful and beneficial. District councils would have been in a better position to give the mandate to devise area specific restrictions and relaxations for hotel operations in their jurisdictions.



A bottom-up approach in formulating the SOPs would certainly have been more effective, impactful and beneficial



SK Mohapatra



Param Kannampilly

Param Kannampilly Co-opted EC Member, FHRAI

How are the guidelines by MoH affecting the working of hotels?

One word that describes the hotel industry is adaptability. The first lesson a young hospitality management graduate learns is how to be flexible and adapt according to circumstances. This word adaptability is so much ingrained in hoteliers' minds that we are by default ready to tackle any situation or circumstances which we face while operating a hotel.

This pandemic has thrown a lot of unexpected situations and ever since the unlock phase started we have been trying to follow each and every guideline. Some of the



Staygiene is our new normal, where health & hospitality come together for heightened guest & employee safety



guidelines are easier to follow, the others are a little tricky. The Fern Hotels and Resorts has also implemented all the guidelines. We have introduced new operational standards, Staygiene is our new normal, where health and hospitality come together for heightened guest and employee safety. The organisation has executed these hygiene and safety measures across all its Fern and Beacon hotels, based on the directives received from the Ministry of Health and Family Welfare, FSSAI and the local government authorities.

Guidelines and procedures are continuously evolving and are subject to modifications, as directed by circumstances and the local authorities.

To what extent are the MoH guidelines being followed?

Without going into details, I can tell you that all the big hotel chains are following the best practices as suggested by MoH. As mentioned above The Fern Hotels and Resorts are also following the guidelines. The problem might be at the standalone properties in smaller towns, where the resources are limited.

What troubles and difficulties hotels are facing in implementing these guidelines?

Whenever any new thing is introduced, there will surely be a few difficulties in the initial phase. The hotelier has to first understand the entire procedure himself, as he is also facing it for the first time.

The HODs first discuss it among themselves and reach an understanding as to how it should be introduced to the other staff members. Then comes the job to train manpower. That is the biggest challenge. Due to travel restrictions all the staff is not present. Then there is a cost factor which is also involved. One must also remember that following all these guidelines takes a lot of time. For example, cleaning of a room takes far longer time now as compared to pre-COVID days.

Is it justifiable for all the hotels irrespective of area and its cases?

Please understand the hotel industry is a unique one. It has its staff coming from that area where the hotel is situated. But the guests are coming from all over, sometimes even from abroad. So, the guidelines have to be implemented across the board, otherwise how will a small hotel in a small city screen the patrons or follow the cleanliness practices. The number of cases in that area is not a consideration at all. For example, if a person from Mumbai is going to a small town having no cases but he could be a carrier and can contaminate the property. That is the reason all the hotels be it from bigger chains or small standalone hotels need to follow all the guidelines irrespective of the place or area.





Lakshyaraj Singh Mewar EC Member, FHRAI

How are the guidelines by MoH affecting the working of hotels?

Government regulations and guidelines, both from the Centre and the state, are for the benefit of all stakeholders. Public health, sanitation, anti-virus measures have to be adhered to in word and spirit. We continue to follow the safety guidelines which have been issued for all citizenry. For today, and tomorrow, we will have to perform our duties first as citizens, and then as hospitality professionals to ensure that pandemic protocols add more value to our services.

To what extent are the guidelines being followed?

In complete letter and spirit, the guidelines are being followed. In fact, our experienced staff members, and the HR professional teams across the HRH Group of Hotels, have utilised the opportunity to include all these health measures as part of the existing SOPs. Back office and front office operations are now working in tandem to ensure a safe, healthy and secure environment for the staff, guests and citizens interacting with us.

What troubles and difficulties hotels are facing in implementing these guidelines?

None, in today's challenging times and age, we have to rise above phrases like 'troubles and difficulties'. We need to be driven by positive intentions and actions. As

I said, all the pandemic related protocols have added more value to our operations at HRH Group of Hotels.

I am proud that our staff and management are rising to the challenges and will continue to perform to the best of their abilities in creating a healthy, sustainable virus-free environment.

Is it justifiable for all the hotels irrespective of area and its cases?

Pandemic protocols are for all travel and hospitality establishments, irrespective of their size or location. The governmental regulations and guidelines are for the 'greatest good' and we have to do our best at all times to ensure a safe and COVID-free environment for our staff, guests and citizenry. The health and police departments in all cities and states have kept tracking and containment as their major objective – we have to assist them and facilitate their work without any conditions.



Lakshyaraj Singh Mewar

As hospitality professionals we have to ensure that pandemic protocols add more value to our services



'Tie up NBFCs to foreign loans'

Nitin Gadkari, Union Minister for Road Transport & Highways and MSMEs addressed industry issues in a recent webinar organised by FHRAI.

 Neha Rawat



Nitin Gadkari

Gurbaxish Singh Kohli, Vice President, FHRAI; Pradeep Shetty, Jt Secretary, FHRAI; SP Jain, MD, Pride Group of Hotels; Vivek Nair of The Leela Group; Surender Jaiswal, President, HRANI, among others, participated in the webinar.

Gurbaxish Singh Kohli addressed Gadkari, stating, "Loans have started coming in and some have also availed these loans. We see you as a coordinating factor among government and industry. We consider you as somebody who removes the roadblocks. At present we

seek the much-needed oxygen to prevent the industry from certain debt and boost the industry from survival to revival. As you have mentioned that Indian government has advised the state government to mandatorily push back all licenses and all such permissions to six months at least, some of them are not happening and so we request you to mention them again so that it happens, which would give us the much-needed support."

Nitin Gadkari responded by saying, "I can understand the trouble that the whole industry is facing as I know that

the hotels have been completely shut down. We need to now understand the 'art of living with coronavirus'. It is not possible to leave the topics of high importance unaddressed for long. So we are following the opening guidelines given by the government for hotels and restaurants, and opening them in an organised and safe manner. About 16 per cent agriculture, 22-24 per cent manufacturing sector and 56 per cent of service sector constitute the total GDP growth rate. In our country service sector includes hotels/restaurants which have a very big role to play. We are opening many roadside amenities, around 2,000, restaurants have great potential for growth in these green highways. Along with this wherever we are developing tourism, we would be needing more hotels, restaurants, taxis and entertainment. Our cabinet is working on introducing ropeway, cable car and funicular railway in many areas in place of roads to lead the way for hotels and restaurants.

As the highway projects are going on in full swing, people will be travelling in large numbers by road as they now have appropriate conveyance, so they will be looking forward to resorts and restaurants which are hygienic and safe, which will give boost to the industry. Also, it will give boost to the regional culture & food of the area, which will be served to them by hotels and restaurants."

Gadkari added, "Hotel & restaurant industry has incurred a huge loss during the 3-4 months lockdown period, so I think it is important to recover at least, if not make profit. Government has extended the time period on renewal of licenses for state and Central government. There has been a difficult situation as far as financial institution cooperation is concerned for the industry, so setting up their own NBFC can be beneficial."

He asked the hospitality industry to look at setting up an NBFC to take care of the capital requirements of the industry. The Union Minister said that as most of the hotels earn revenues in dollars, it becomes easy for such NBFCs to access foreign funds at much lower interest rates. This will help the hotel industry to access loans at less than three per cent interest compared to over 10 per cent interest being charged by the Indian banking system. He cited the example of JNPT which has set up their own NBFCs. The Union Minister also gave the example of some of the automobile companies in the country who have set up their own NBFCs. He added that he has proposed to the government to tie up NBFCs to foreign loans.

Gadkari also stated that they have also proposed to Finance Ministry that the ₹3 lakh crore MSME fund is aimed at enhancing the liquidity in the market which is critical to drive demand and supply. He said that the government is giving guarantee for collateral free 20 per cent additional working capital assistance and there should not be any hesitation on the part of the banks to help the businesses. "The govt will soon release a ₹20,000 crore fund to



As most hotels earn revenues in dollars, it becomes easy for NBFCs to access foreign funds at lower interest rates

support the restructuring of NPA under the present policy. The govt will take equity stake in the restructuring of NPAs to remove the current obstacles being faced by the financial institutions in restructuring such assets. The framework is ready and will be released soon," he said.



Gurbaxish Singh Kohli

Gadkari further said, "Hotel industry is still neglected by the state government and we are urging the government to look into the matter once assured they are following all the safety guidelines, such as, staff to keep 1-metre distance, keeping less occupancy in the restaurants and hotels, wearing masks all the time, using sanitiser while going in and out of the hotel/restaurant. So we are pushing the government to support the full opening of hotels & restaurants."

Stating that he fully understands the problems of the hospitality sector in the country, Gadkari said that the government has asked all state governments to postpone all mandatory fee and charges associated with the hotel industry.

"The MSME department has set up a dedicated platform 'Champions' for MSMEs to address their grievances associated with the government schemes and all the issues will be addressed through it. For finance, every industry has to think out-of-the-box. Government has announced various schemes to help the MSME sector to overcome the working capital constraints in the wake of the COVID-19 pandemic," he concluded.

The ₹3 lakh crore MSME fund is aimed at enhancing liquidity which is critical to drive demand and supply

Helping MSMEs

Regional Presidents reflect on the suggestions highlighted by Nitin Gadkari, Union Minister for Road Transport & Highways and MSMEs at a recent webinar organised by FHRAI.

Neha Rawat



Gurbaxish Singh Kohli
President, HRAWI

INCLUSION OF HOSPITALITY IN THE MSME SECTOR

Firstly, we have to realise that there is no reprieve that has come in for the hospitality and tourism sector from the Union government, despite them fully realising its importance, whether it is in the contribution to the GDP, job creation, revenue generation, attracting the sought-after foreign tourists arrivals and generating forex. The inclusion of hospitality in the MSME sector was perhaps the single most important thing that has happened for the dwindling industry at this moment. With this, all restaurants and many

“90% of the hospitality sector will not be able to avail the debt restructuring plan”

small hotels would be covered under the MSME purview.

NBFCs DO NOT ADDRESS IMMEDIATE ISSUES

Setting up of NBFCs at this moment is not to take care of the capital requirements but to put some working capital in the hands of the industry. While this can be a future solution, the immediate issues are not addressed. Also, the view that hotels earn mostly in dollars is a myth. The government needs to become more aware of the facts.

LOAN RESTRUCTURING FACILITIES

Given the present scenario, loan restructuring is almost unavoidable. However, the process of restructuring is time-consuming, also, 90% of the hospitality sector will not be able to avail the debt restructuring plan due to varied reasons, hence will anyways turn out to be NPAs post August 31, 2020.

The debt restructuring plan will then provide a window for the banks to undertake coercive action against the borrowers whose repayments are pending. Therefore, we have written to the PM, RBI, MoS for Finance and Finance Minister expressing our concerns & requesting that the term be extended by a further period of three months to help the Indian hospitality industry from an imminent collapse.



Pranav Singh
President, HRAEI

RS 3 LAKH CRORE MSME FUND

Most of the medium and small hotels are part of the MSMEs. According to the Minister, the ₹3 lakh crore MSME fund is aimed at enhancing the liquidity in the market which is critical to drive demand and supply. Also, the government is giving guarantee for collateral free 20% additional working capital assistance and there

“The hospitality industry, which contributes about 10% of GDP, has been left to fend for itself”

should not be any hesitation on the part of the banks to help the businesses. He said that the government has asked all state governments to postpone all mandatory

fees and charges associated with the hotel industry. It was reassuring to know that the MSME department has set up a dedicated platform, Champions, for MSMEs to address their grievances.

SETTING UP NBFCs

Setting up of NBFCs is brilliant advice by the Minister, if implemented in the right spirit. He said that for those hotels that earn revenues in dollars, it becomes easy for such NBFCs to access foreign funds at much lower interest rates. This will help the hotel industry to access loans at less than 2-3% interest compared to over 10-12% interest being charged by the Indian banking system.

GOLDEN OPPORTUNITY

The Minister said that the government is considering a ₹20,000 crore fund to support restructuring of NPAs under the current policy. The framework is ready and will be released soon, he added. The hospitality industry must take this golden opportunity, presented by COVID-19. But the billion-dollar question is, how will an overburdened hospitality industry, with no visible support from the government, avail the golden opportunity or any opportunity for that matter. The hospitality industry, which contributes about 10 per cent of GDP, has been left to fend for itself.



K. Syama Raju
President, SIHRA

SLEW OF STIMULUS BENEFITS UNDER THE MSME UMBRELLA

The Hon'ble Minister for Road Transport and Highways and MSMEs, Nitin Gadkari shared his insights and advice to the hospitality industry at the webinar hosted by FHRAI on July 9, 2020.

For the hospitality industry the inputs on MSMEs were of particular interest since with the upward revision, hotels that fall into the categories specified by MSMEs can complete the process to register as a MSME. Once their registration is complete, hotels are also entitled to a slew of stimulus benefits under the MSME umbrella.

South India Hotels and Restaurants Association (SIHRA) hosted a webinar on MSMEs and the Service Sector for its members on July 20, 2020.

At the webinar, the Additional Secretary and Development Commissioner, Devendra Kumar Singh, IAS, and the Additional Development Commissioner, Anand Sherkhane, IES shared a lot of information on MSMEs and also promised to look into some issues that hoteliers raised during the webinar.

NBFC CAN BE CONSIDERED

The suggestion of setting up an NBFC is an option that can be considered, however it is a small percentage of hotels that earn in dollars and therefore, it may not be the best solution for all.

Hotels have been closed since March this year due to the COVID-19 pandemic. While some state governments permitted hotels to re-open



Only a small percentage of hotels earn in dollars; NBFCs may not be the best solution for all

with conditions, in June, states like Tamil Nadu have not permitted hotels to re-open.

The hospitality and tourism industries are going through a very difficult time and more than 4 crore jobs linked to these and allied industries are currently affected. Hotels have been the frontline warriors since the beginning of the pandemic and have helped governments by allowing their premises to be used for quarantine facilities.

LOAN RESTRUCTURING FACILITIES

The restructuring of loans can provide some relief to the sector that is already stressed and has been severely impacted by the lockdown. We remain positive and look forward to the relaxation of the lockdown and more importantly the re-opening of hotels and relaxation in travel rules within the country to begin with.



Surendra Kumar Jaiswal
President, HRANI

EXPANDING THE SCOPE OF ECLGS

The webinar by FHRAI on MSMEs has proved to be a great opportunity and forum for the industry to voice the submissions and concerns of the hospitality sector before Nitin Gadkari, Hon'ble Minister of Road Transport & Highways and MSMEs, Government of India. The unique feature of the webinar was the open house and proactive discussion with the Hon'ble Minister who not only gave a patient hearing but also gave suggestions for the promotion of tourism and hospitality industry in the country.

The decision to expand the scope and coverage of the Emergency Credit Line Guarantee Scheme (ECLGS) in sync with the new definition of the MSMEs shows the result-oriented approach and enthusiastic involvement of the Hon'ble Minister. ECLGS was rolled out in May 2020 as part of the Centre's Atmanirbhar package in response to the COVID-19 crisis. The objective was to support small businesses struggling to meet their operational liabilities due to the imposition of a nationwide lockdown. The matter of expansion was proposed by the FHRAI during the webinar.

NBFC WILL POSE CHALLENGES

Setting up an NBFC is a good suggestion but looking at the huge capital investment and infrastructure cost of hotels, it will have challenges too. The hospitality business has been devastated by the COVID-19 pandemic. Occupancy rates have been zero due to lockdown, leaving owners and managers scrambling to work out how they will pay their debt-related obligations. Each establishment has its own particular strengths, weaknesses, and limitations that owners and managers will need to navigate in order to fulfill their debt obligations and ensure that once the pandemic passes, they will still have a hotel and their employees will still have jobs.

VIABLE AND REASONABLE PAYMENT SCHEDULE

Loan structuring will certainly help the establishment and it should cover all type of loans. Sufficient time should be provided for the borrower



Loan structuring will certainly help the establishment and it should cover all type of loans

to complete the information and formalities for the loan restructuring process. Being a time-consuming process, the moratorium period extended till August 31, 2020 should be further extended by minimum three months by RBI. Also, the loan restructuring proposal should be based on a viable and reasonable payment schedule, in accordance with the restructuring method agreed with the borrower.

Govt support vital for revival

In a webinar conducted by FHRAI, **Piyush Goyal**, Minister of Commerce & Industry and Railways shared his thoughts on the demands that are viable and the ones that aren't.



Neha Rawat



Addressing the issue, **Gurbaxish Singh Kohli** gave a brief introduction of the current state of the hospitality industry. He raised few pertinent questions related to the industry and was really thankful that the Minister had come forward to address the concerns of the industry. He said, "At present the hospitality industry needs all the help it can to get back on the right track. You are well aware of the time that the industry is facing today, it has been impacted heavily and imagining a bright future for us is not easy. The first thing which FHRAI did was to assess the damage and write to the PM of the country, knowing how close tourism is to him as he mentioned it as one of the five important pillars of development."

Gurbaxish Singh Kohli, Vice President, FHRAI & President, Hotel and Restaurant Association of Western India (HRAWI); Pradeep Shetty, Jt. Hon. Secretary, FHRAI & VP, HRAWI; Vivek Nair, Member of Honor, HRAWI; Surendra Kumar Jaiswal, Vice President, FHRAI; DVS Somaraju, Hon. Treasurer, FHRAI; Nirav Gandhi, EC Member, FHRAI; and S P Jain, Ex-officio Member, HRAWI participated in the meeting and put forth concerns to the Minister.

The association highlighted several points in their live discussion with the Minister, such as, Open Suburban railways to operate for labour to travel to work; waiver of electricity duties and charges and / or removal of tariff based on fixed charges, instead it should be based on actual consumption; increasing the number of people attending social functions at hotels from 50 to 50 per cent depending on the size of the facility; allowing liquor to be served in hotels; hospitality industry should have one-time and one window licensing; quick and immediate release of funds from SEIS licenses to cover the overhead expenses; finding a regulatory mechanism for streamlining the issue of music copyrights for playing at hotels; order de-listing all illegal properties from OTAs and bringing all such properties under the regulation.

Explaining the current situation, Kohli commented, "At a time when we need the government's support the most, the industry has not received any kind of stimulus or support throughout this phase of the lockdown. Hospitality deals with most perishable commodities like room inventory and restaurant table bookings which once lost is irreplaceable and which is why the service sector cannot be measured with the same yardstick as the manufacturing sector. At present, we are in dire need of working capital to survive and then only can we revive." Giving some facts and figures, he also said, "Tourism is not going to pick up in a



Piyush Goyal

We will try to ease processes with single window clearance & online approvals



Gurbaxish Singh Kohli

We are talking about ₹5 lakh crore that are at stake with regards to this industry



Pradeep Shetty

OTAs masquerading as e-commerce platforms have completely distorted our market

hurry and it is the first to decline and the last to come back. According to WTTC, India's hospitality, travel and tourism industry accounts roughly for the 10 per cent of our GDP and we are talking about ₹5 lakh crore that are at stake with regards to this industry."

"Hospitality industry needs all the support it can get. The industry is already facing a loss of ₹1.40 lakh crore & looking at 30-40 per cent closure of establishments, which are going to be shut down permanently. There is a general lack of confidence among patrons and demand is at an all-time low. We are also facing issues such as cash crunch and shortage of labour. The hospitality industry has never been featured in any budget or economic schemes, and we are feeling like a stepchild. As an industry, we have always stood with the government whenever needed. So, there is a need for the government to look at this segment," added Kohli.

Pradeep Shetty, Vice President, HRAWI, brought up a connected issue and said, "These OTAs specially MakeMyTrip and OYO Rooms masquerading as e-commerce platforms have completely distorted our market. All they are doing is just aggregating all our rooms and ensuring all traffic goes to them." To this, **Piyush Goyal** responded by saying, "We will have a joint meeting between OTAs and the industry to understand what their practices are, have their balance sheets examined to see if they are doing predatory pricing for data gathering. We must examine this carefully. I want a report on this in the next three weeks."

While answering the queries of the industry leaders regarding special measures for five-star hotels, Goyal commented, "It will be really unfortunate, if five-star hotels cannot stand on their feet without government support." Goyal also expressed concern on the fact that most of the hotels are importing goods, such as, electronic goods and tiles. He urged the hotels to support Atmanirbhar Bharat by using only Indian goods. "The ministry will try to ease several processes through single window clearance and easy, simplified online approvals," he stated.

"I appreciate the contribution of the hospitality industry to the country and assure you that the govt is doing everything in its capacity to alleviate the pain of every sector, including hospitality and tourism. We should look at MSME category for charting out revival strategies. I acknowledge the need for single window clearance and am on board with the industry for expediting this policy. Transparent, online process is the need of the hour for establishing Ease of Doing Business and which is beneficial for both the government and for businesses," he concluded.

COVID Safe



COVID Compliance Audits & Certification for Hotels & Restaurants



In accordance with ISO/IEC 17065:2012



NABCB Accreditation

(Under process)

Yearning for a luxury experience

Domestic travel will be done to beat down the 'lockdown fatigues', as short travel is believed to be the antidote to stress, says **Dr. Himanshu Talwar**, ASG, FHRAI.





It seems like an eternity since we all have been locked in our houses sitting like robots in front of the digital box. Coronavirus has robbed us of life's markers and left us like prisoners crossing off the days until we can live freely again, it has given people a flavour of what it's like to have your choices limited. The impacts have been different in every country. Earlier the question was to choose life over livelihood, but as the situations changed people devised various ways to balance life and livelihood.

People have started living a "masked life". In recent reports, it has been brought forward that the recovery rates have been improving significantly. The government has eased the restrictions on lockdown and has made a move to open up the hospitality sector. After staying indoors for more than four months, people all around the world have started missing their favourite delicacies along with the feel of a hotel's linen beddings. The coronavirus pandemic has made us pine for travel – the booking, the downloading of the boarding pass, the casual smiles exchanged while checking into your favourite hotel.

Travelling abroad seems like a far-fetched thing for a long time now. Many countries remain closed to non-essential travellers and non-residents. Some nations are gradually lifting their bans but only permitting tourists from countries where the number of coronavirus cases is relatively low or steadily declining. India being in the third position makes it difficult for Indians to be welcomed abroad. International flights with their high number of cancellations add to the woes of planning trips abroad.

India has been a rich hub for tourism for decades, the COVID pandemic has coerced people into exploring the domestic charm. Domestic travel will be done to beat down the 'lockdown fatigues', as short travel is believed to be the antidote to stress. As more hotels and highway restaurants re-open across the country, road trip vacations are picking up speed. Many people have started travelling to other cities for work and other purposes, and it is only inevitable that the hotels functioning with stringent protective measures provide their safety services.

The growing middle class, multiplying millionaires, rapid urbanisation, higher disposable incomes, favourable trade policies, burgeoning millennials, and social media proliferation are the key drivers fuelling the growth of the Indian luxury market. For some travellers, there's nothing more desirable than the hotel experience, awash in luxury and service; most major hotel chains have announced wide-reaching new cleaning policies made in tandem with health experts. In addition to cleanliness, these policies focus on social distancing opportunities and contact-free transactions. Hoteliers have started planning for the future and have made cleanliness and hygiene their utmost priority. They have started adopting

the approach of utmost luxury and cleanliness. People want to know they are receiving services valued at the same worth of what was spent and more. Hotels are all about hospitality which is what is expected during a stay. Great customer service, cleanliness, and comfort during 'time away from home' are essential to every guest. Customer experience has never been more important. Connected and empowered like never before, customers' expectations have skyrocketed.

With chaotic work schedules, hotels generally act as a getaway from the busy life. So, it's only normal that the guests demand the best of services. Since the pandemic, hoteliers have climbed onto the driver's seat and have driven up to every way required to provide the finest services to their guests. There has been more attention towards detail and immersive experiences followed by stringent hygiene norms.

For eons, humans have been obsessing over their food. As the concerns for our health take a toll, so does the demand to meet the food standards and finest taste. People are becoming increasingly curious and concerned about where their food comes from and how it arrives on their plate. The hoteliers now not only focus on the quality of food but also on inculcating the



Himanshu Talwar



For some travellers, there's nothing more desirable than the hotel experience, awash in luxury and service



habits of procuring fresh homegrown produce along with the aesthetics that will appeal to the masses. Intensifying flavours, enhancing taste, and hygiene are the most important considerations. In addition to food, beverages play a crucial role while working for customer satisfaction. Drinks are a way to liven up the meals and people often pay a lot of attention to them. As the varieties of beverages have increased with the demand, hotels have started focusing on beverages too. Hopefully establishments will be allowed soon to serve drinks as due to the lockdown there is a ban imposed on the same.

The pandemic has caused turmoil all over the world, but it's time we started living with it. The hospitality industry has prepared itself to the full extent to relieve people of their stress and burden, by providing quality services. Hotels have started resuming operations within government guidelines and have been well equipped with safety measures and hygiene norms. The hospitality industry once again awaits to welcome its guests and offer them the finest food and services.

(The article has been written by Dr. Himanshu Talwar, Assistant Secretary General, FHRAI, the views expressed are the author's personal views.)

Jean-Michel Cassé bids adieu

Jean-Michel Cassé, former Chief Operating Officer (COO) – India & South Asia, Accor, retired from his position recently. In his farewell interview, he shared more.



Jean-Michel Cassé



Nisha Verma

How was your experience in India?

I have been associated with Accor and the hospitality industry in this region for more than a decade. This journey and experience, with the support of our partners and colleagues, has been a tremendous one. From being just one hotel in Hyderabad to now more than 50 hotels, I have seen the group progress at every step. Our current portfolio is a healthy mix of diverse quality brands that also enjoy the benefit of great locations.

How is India different from other countries you have worked in before?

An amazing quality which sets India apart from other

countries is the sense of cooperation and oneness. This industry never treats you like an outsider. Be it our employees, our partners, media fraternity – it is like a huge family gathering with deep-rooted values, and this is true for every city I have been to and every person I have met along the way. We have so many competitors in the market, but when you meet them at various conferences or meetings, there is never a sense of any rivalry. In fact, we all meet like a family and as an industry that sees a great potential in the region for everyone.

How well do you think Indian hospitality industry is dealing with the pandemic?

All hotel groups have been announcing recovery plans, offers and vouchers to entice consumers, implementing strict safety and hygiene measures and much more. To revive the industry, my suggestion would be to not drop rates now because occupancies will return in due course, however, if rates are cut down, it will take the industry back to where it was 10 years ago.



Do not drop rates as occupancies will return in due course; reducing rates will take the industry back by 10 years



Goa for pre-bookings

The pandemic seems to have forced Goa Tourism to do some house-cleaning and re-look at tackling issues such as curbing illegal hotels and improving data collection.



Menino D'souza



Hazel Jain

Menino D'souza, Director, Department of Tourism, Government of Goa, said during a recent webinar that his department will be looking at tackling fundamental issues both in the short-term and long-term. "One good thing that is coming out of COVID-19 that we will also adopt for the future is making pre-bookings of hotels mandatory for tourists entering the state," he said. D'souza also brought up the issue of collecting statistics. "Currently, we don't have accurate data for tourist numbers. The process we are following now is not correct. Data is not captured at certain entry points. So we are putting a new software in



place to resolve this," he shared. Underlining the need to curb illegal businesses, D'souza said that his department has proposed an amendment to make the process of registering easier. "Illegal hotels are a security risk as well as dent the state treasury. We have now proposed to have only two to three NOCs for hotels. Once this amendment has been approved by the government, within a month maybe, it will be put into practice. This will surely plug the loophole," he explained.



Illegal hotels are a security risk as well as dent the state treasury. We have now proposed only 2-3 NOCs for hotels



'We needed to look at survival'

Steve Borgia, CMD, INDeco Leisure Hotels, says that by cutting costs and getting local guests & weddings at hotels, they have been able to make a profit in June 2020.



In the time when businesses are struggling to survive or even exist, INDeco Leisure Hotels, have managed to make profit in the month of June. However, according to Steve Borgia, it wasn't that the lockdown didn't hit them hard. "We were amidst the third failed tourism season and we have not seen a hit like this in the last several decades. We had to grope with issues one after the another. Shutting down the hotel was sad and strange, with packing staff home, paying their salaries and settling all the local suppliers. Finding a committed hands-on team to stay back to guard, maintain was a challenge, including feeding all with the markets shut. From 120 employees, we ran our hotels with 15 people. We needed to look at survival," he opines.

Claiming that like earlier times, the business had to be owner driven, he says, "We decided to create a team with multiskilled and responsible, low cost staff. We focused on continuous visible cost control initiatives and increasing productivity. We cut down frills in the rooms like curtains, suits, woollens, multiple linen, furniture, etc. to reduce operational expenses. The main idea was to enhance tourist experiences, while abiding state and country laws. We chose to deliver back to basic products. April and May were just to earn our salaries. June was for making small profits, and July was to get into normal grind. We offered unimaginable and perceivable discounts in tariff to attract the young and risk takers. Crowded city apartment dwellers wanted to escape to safe spaces. We reached out to them for long stays. We conceived 'staycation', promoted sustainable and responsible products that are perceived as corona safe. The entire families moved in."

A major move was to reach out to the local population. "'Love thy neighbour' is a very special product for our immediate neighbourhood, which we never focused on earlier. It provided rooms and take away food at enviable discounts. In the 'Pay as you like' programme, we invited friends, our client base and the elite locals to walk in, check-in, choose their room and enjoy our hospitality. Staff was trained to enthrall them and excel expectations. At check out, the guests paid whatever they liked. We were ready to receive even nothing. However, the minimum we received in this programme was ₹2,500



and surprisingly in some cases, we received more than the published tariff, which was an achievement. Through 'long stays', we offered corona safe programmes for senior citizens. We connected with NRIs staying across the world and offered to take safe, appropriate care of their parents back home in Tamil Nadu," he shares.

A timely move was to go for the quick to yield farm products, which was a hobby programme that greened the entire hotel campus with quick to yield vegetables and fruits. "From month two, we had enough produce for in-house staff. INDeco Hotels Swamimalai always produced a lot of fruits and vegetables inside the hotel estate and purchased the balance from the villages around," informs Borgia. Stressing that all these measures created revenue opportunities, he adds, "Not very enviable though, but our continuous cost control is what helped us score small time profits. This coupled with 50 pax corona period limited guest wedding ceremonies and photo shoots gave us the real comfort and helped us score profits in June."



Steve Borgia



We conceived 'staycation' and promoted sustainable products that are perceived as corona safe



HPMF Start-up Cell for entrepreneurs

Hospitality Purchasing Managers Forum (HPMF) has established a dedicated Start-up Cell to promote new ideas & support entrepreneurs in the field of supply chain management.

HPMF is being supported by various angel funding platforms to implement the initiative in full swing. HPMF's strong ecosystem of 3600+ members are also supporting this initiative and will be a strong base for HPMF Start-up Cell as the ultimate start-up destination in the world.

The Cell will be driven by the core team who will guide, mentor, connect and validate ideas for new age start-ups. The core team's combined experience is 100+ years. The HPMF Start-up Cell Coordination Group has been set up to address the needs and demands of the rapidly expanding start-up community and promote the HPMF start-up ecosystem.

POWER OF COMMUNITY NETWORK

HPMF Start-up Cell mentors, connects, engages and invests in start-ups. The Cell is assisted by a global community network which will add value to start-ups. The total community network reach is more than 5000 connections.

KOHAM & HPMF together provide:

- Support in validating your idea
- Expert advisors



The Cell will be driven by the core team who will guide, mentor, connect and validate ideas for new age start-ups

- A launch pad
- Industry connections and brand positioning
- Media & Events

FOCUS OF HPMF START-UP CELL

HPMF Start-up Cell focuses on:

- Building and supporting entrepreneurship in the field of SCM and its related products and services.
- Supporting Digital Procurement / Next Generation Procurement Platform Start-up Idea.



HPMF START-UP CELL – PROCESS

As an entrepreneur the interested personnel are requested to submit the information deck and supporting documentation, viz.

- Basic Information – Company & Team
- Market Opportunity & Competition
- Product / Services / Solutions / IP Basics
- Fund Utilisation (plotted against revenue & cost)
- Funding, Valuations & Exit Strategy

Make your kitchen state-of-the-art

EssEmm Corporation, established in the year 1997 in the industrial city of Coimbatore, is promoted by **M. Sathish Kumar**, B.E., M.B.A. He shares more about trends in this segment.



M. Sathish Kumar



What is your marketing and promotion strategy pan India?

We are marketing and promoting our products worldwide by participating in trade shows, online marketing and media etc. Regular live demonstrations and customer interaction also play a pivotal role in our marketing.

What are the new trends in terms of kitchen equipment for the hospitality industry in India?

Customers nowadays want green energy products and fuel-efficient machines. To fulfill that, EssEmm is also introducing induction range cooking systems and a more energy efficient equipment line.



Kindly share the USP of your company. What kind of growth have you had in the last five years, especially in 2019? What is the plan for 2020?

EssEmm Corporation is a unique solution providing company for all commercial kitchen equipment needs. We try to understand the challenges faced by the customer in food preparation and provide the right equipment for automating the processes. Cosmos is the registered trademark of EssEmm Corporation.

Under Cosmos brand, there is an array of hi-tech kitchen machines for vegetable washing and cutting, and rice and masala grinding. Also, there are dough kneaders, potato peelers, steamers and cook wok, to name a few. In last five years, the growth has been steady. The turnover has doubled compared to what it was five years back. Cosmos Cook Wok Prime has been introduced into the market in 2020, we hope this new product will grab a sizeable market share.

Kindly elaborate on the new offerings that you have for the hospitality industry.

CosmosCookWokhasbeenarevolutioninbulkgravy and curry making for banquets and catering functions. EssEmm has introduced Cook Wok Prime with gas and induction options which is an advanced cooking system. An automated control panel with time and temperature control and multi-rotation stirrer makes this machine stand out from the rest in the market. Also, Cosmos ZETA A8 is an advanced machine which can cut all kinds of vegetables.



Cosmos Cook Wok Prime has been introduced this year, we hope this new product will grab a sizeable market share





Business in the new normal

Hoteliers share details on safety measures for customers, how they are training employees to deal with the crisis and future plans.



Neha Rawat



Irfan Khatri

Irfan Khatri

General Manager – ibis Bengaluru City Center & ibis Bengaluru Hosur Road

What are you doing for customers for a safe experience in this time of crisis?

We have introduced intensified hygiene and sanitation measures to ensure our employee and guest safety further by launching the ALLSAFE Label. This programme has ensured that we captured the essence of hospitality & retained our brand philosophy while indoctrinating the new hygiene and safety goals into individual, department and guest activities. These entail from temperature checks for guests & staff to health reporting mechanism for team members, cleaning chemicals & special purpose disinfectants to sanitisers, face masks, face shields, PPE kits for the employees to trainings session for the vendors on basic hygiene and sanitation.

How are you training your employees?

In order to receive the ALLSAFE Label all operational team members were mandatorily asked to attend the

specific training modules and implement the same in their daily shifts. This allowed us to verify and translate the requisite action and also monitor the responses and assess the effectiveness and highlight any discrepancy and inconsistency from the SOPs suggested by the state and Central government.

Any strategic changes for business?

The more agile we remain, the better we will be equipped to embrace the newer patterns that evolve in customer needs. The better we are able to address the new needs of the customer, the faster will be revival.

Have you redesigned your menus?

We have moved to contactless menus and ordering software for in-room and restaurant guests. All physical menus have been replaced with QR code for digital menu access on smartphones.

Any innovative plans for the future?

We see the role of technology increasing in our new world of contactless menus & digital payments. We intend to keep our eyes open for new technology as we adapt to the ever-changing business environment.



We intend to keep our eyes open for new technology as we adapt to the ever-changing business environment



Sarbendra Sarkar

Founder & Managing Director, Cygnett Hotels and Resorts

What are you doing for customers for a safe experience in this time of crisis?

At Cygnett, cleanliness and comfort always went hand-in-hand. Now, with the "new normal" we are further implementing several sterility practices, keeping in mind the safety of our staff and our guests. We ensure consistent sanitisation of all our premises on a daily basis; all our employees use PPE kits; we provide contactless experiences to make the guests more comfortable; and we are very strict about practicing social distancing. Additionally, we have updated our

volatile, exploring new streams requires investment and may not provide expected results. In fact, we would be converting our fixed costs to variable costs, which I feel is not a good idea right now. We pay special interest to a guest's experience post check-out to understand whether they had a good stay with us, what ticked for them and what did not, thus constantly helping us better our services. We are confident that with our new image makeover and implementation of our 'Health & Safety Assured' programme, we will capture the market soon enough.



Sarbendra Sarkar



Property Management System to provide contactless check-in & check-out using mobile apps; introduced QR code-based menus for a more comfortable in-house dining experience; and included health and immunity boosting foods in our menus.

How are you training your employees?

We have created a well thought-through learning and development procedure to ensure the safety, comfort, health and hygiene of our staff & guests. We have followed and implemented the hygiene standard set by the WHO to the "T" and are training our staff on similar lines. Also, our 'Organisations Operations' and L&D teams have set a comprehensive programme known as "Health & Safety Assured" in adherence with the guidelines set by the local and Central healthcare agencies.

Any strategic changes for business?

We intend to concentrate on our core business – Stay and F&B. At this point, with the market being



With the implementation of our 'Health & Safety Assured' programme, we will capture the market soon enough



Any innovative plans for the future?

Right now and for the immediate future our paramount priority is to ensure the safety and health of our guests as well as our staff. With this in mind, we have launched a campaign titled, "We will travel again". This campaign highlights/communicates the safety measures that we have initiated; emphasises on our contactless check-in/check-out policy, the QR coded menus and our contactless food experience.

For the present, at Cygnett Hotels and Resorts, we are conveying the following message to our customers – "Hotels are safe havens that enable travellers to get about their business/life without having to stress about basic necessities."



Nabendu Acharjee

Nabendu Acharjee General Manager, Hometel Chandigarh – A Sarovar Hotel

What are you doing for customers for a safe experience in this time of crisis?

From sanitisation of rooms, public areas, linen, air-conditioning, contactless check-in or check-out, QR codes have suddenly taken the front seat. Go digital is the new mantra. Norms and protocols set by the government is the foundation and hotels have gone beyond to create trust amongst the guests. Creating the awareness through various social media platforms has been another challenge.

sanitisers for guests and staff ensure that we have cleaner areas. All our lifts have pedal operated sanitiser dispensers. Also, temperature of guests and staff is monitored and recorded.

What about menus?

Menus have definitely taken a turn for the better. The classic delicacy that comes from the kitchen to a guest table in a minute needs to find an option of how it can remain fresh, crispy and presentable within the next 25 to 30 minutes if it is travelling from the kitchen to



Contactless check-in or check-out, QR codes have suddenly taken the front seat. Go digital is the new mantra



How are you training your employees?

We have trained our staff in all our core operations and support functions. The core functions include the guest cycle which starts from the pre-registration to check-out involving reservation, front office, housekeeping, food and beverage service and production. Our guests can now check-in and check-out absolutely contactless. The guest can order his food orders through the QR coded menu in the room. The orders are delivered in bio-degradable disposable plates and bowls. Each room has a table outside where the order is placed, and a guest can pick up his orders. Rooms are sanitised by ULV Fogger before and after guest arrival and departure. Baggage is sanitised by using a fogging machine. Shoe

the guests home without compromising on the quality, texture, presentation and taste. The menus revolve around easy to cook and easy to digest food options. Guests too prefer to have healthy and safer options that has lesser raw or ready to eat food.

Any innovative plans for the future?

We already have come up with prepacked individual portions, disposable portion bowls, crockery and cutlery, sanitising tunnels, stands, automatic dispensers, UV sterilising machines, disposable linen, ULV Foggers, and shoe sanitisers. In addition to these, there is constant brainstorming on what can be done better to communicate the safety assurance to our guests. There have been online weddings happening where the guests witness the ceremony online and party. Innovation is expected in laundry operations. However, I feel the entire hotel operating system would gradually get restructured and it will affect HR and Finance as well.

Ajay Pawar Regional General Manager, Lords Group of Hotels

What are you doing for customers for a safe experience in this time of crisis?

Lords Hotels & Resorts' focus has always been on safety first and the well-being of our guests and associates. Our hotels have implemented revised health and safety standards for their guests and employees as per the new norms.

As of now, right from touchless lobbies to spread out banquets and exhaustive pandemic protocols, everything is being implemented.

cleaning quality requirements and completed the COVID-19 checklist and hygiene audit. The enhanced protocols include social distancing, contactless check-in, sanitisation, in-room dining, thermal screening of guest, allotting room to the guest after 48 hours of the previous check-out, to mention a few.

Are you redesigning menus to make them more flexible and economical now and in the future?

Most of the hotels have redesigned their menus by



Ajay Pawar



How are you training your employees for the new normal?

We have introduced a safety and hygiene programme "Karna safe Rahona safe" which is based on the guidelines issued and updated by WHO, FSSAI and Ministry of Health and Family Welfare (MoHFW). Our staff have been extensively trained as per these new sanitation norms. These procedures are regularly monitored by way of checklists, mystery auditors and regular reports from the units. As a procedure our sanitised guest rooms are checked by the unit head. Each unit has a designated COVID Warrior for each area. The warrior ensures that all systems are in place and are adhered to by guests and staff.

Any strategic changes for business?

The Group has enforced quality and safety standards across all its properties. Each property has met



We will be introducing AI-based solutions in various areas like voice activated elevator, thermal screening, facial recognition



adding dishes and beverages that are believed to improve immunity. Digital menus have been introduced since they enable contactless self-ordering system and table service for customers to communicate with restaurant staff.

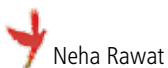
Any innovative plans for the future?

Artificial Intelligence is the need of the hour. We are looking at upgrading our hotels post the COVID-19 pandemic. We will be introducing voice control solutions shortly. These solutions will comprise Artificial Intelligence-based solutions in various areas like voice activated elevator, thermal screening, facial recognition, to name a few.



COVID is merely a 'pause button'

The ongoing pandemic has made students realise the importance of upskilling at all levels and adapting to any situation in order to continue their growth trajectory.



Neha Rawat



Kulmohan Singh

Kulmohan Singh

Professor of French and English, In-Charge of Placement and International Internships & Member of the Outreach Programme
Vatel Hotel and Tourism Business School

With hotels losing 90 per cent of their business, do you think students would still be interested in a course in hotel management?

In order to reinforce the overwhelming success and a promising future for those who pursue a course in hotel management, we at Vatel Hotel and Tourism Business School have conducted several intellectual deliberations through webinars in which experts and professional resources have expressed a concerted opinion that COVID is merely a "pause button" – the industry will surely bounce back in a far more vigorous way. Yes, the admissions might be slower this time, but we are optimistic and will fill up our capacities as usual.

What careers do you expect your recently graduated students to make in this crisis?

There is a marked increase in demand for young graduates in Europe, especially in the UK, France and Germany. Our students, who are proficient in foreign languages, stand a bright chance in hotels, airlines, travel

trade, event management and retail. However, once the domestic markets re-open, several new doors will open for them. Healthcare is emerging as a new domain.

Your students have been attending classes from home since almost four months. How have you maintained the academic rigor in your practical classes?

The dynamics of internet and YouTube have made everything possible. We have been conducting theory and practical classes, marking attendance, checking assignments, holding exams and declaring results the same way as before the corona erupted. Even our college meetings, staff trainings and appraisals have been conducted online.

How are you making your students ready for the expectations that modern hoteliering imposes at the international level?

The world is a smaller place and 'industrial connect' is the key. Though the level of hospitality and personal care, as offered in the Indian hotels are unmatched, our students are being allowed to undergo internships and exchange programmes at any of the Vatel campuses located the world over.



Our students are being allowed to undergo internships at any of the Vatel campuses located the world over



Poonam Bajaj

Assistant Professor, School of Hospitality & Tourism Studies, D Y Patil University

What is happening in the catering colleges in the new normal?

With the rapidly evolving situation, the hospitality industry is also going through radical changes and therefore educators must change the teaching and learning technique to prepare the students to stand firm and confident against any crises. Training and learning have shifted from offline to an online mode where the focus would be to help students understand the importance of multitasking.

How is curriculum for students changing?

Institutions have to make a serious modification to the conventional curriculum to prepare students for the industry to work under crises. Educators will have to add a new protocol on receiving, cleaning and sanitising techniques, hygienic food preparation, providing contactless food serving etc. They will have to sensitize the students towards workplace hygiene, new work protocols for health, safety and space hygiene, use of technologies like thermal scanners, contactless check-in and check-out procedures and knowledge of other contactless services in the hotel operations.



Are there any changes in the techniques imparted for the Culinary Arts and Hotel Management studies?

The culinary as well as the hospitality students will be updated on change in processes like sanitising checklist, sanitisation of receiving area by sodium hypochlorite, segmentation of kitchen in the critical operation area, non-critical area and pre-preparation area, hygienic food preparation, use of 100 ppm chlorine for sanitising non-vegetarian items and 50 ppm chlorine for vegetarian items, no reuse of amenities etc.



Poonam Bajaj



In an online learning mode the focus would be to help students understand the importance of multitasking



Chef Stéphane Frelon

Executive Chef cum Cuisine Chef Instructor, Le Cordon Bleu

What steps are you taking to deal with the ongoing pandemic?

We have adopted Le Cordon Bleu Health and Safety COVID-19 standards and incorporated some SOPs applicable locally to adapt to the new normal for the safety of our students. Also, we have always had an intimate class size with a 16:1 student-teacher ratio. To adhere to social distancing guidelines, we are teaching the theory lessons online as this minimises the contact duration. During practicals, our students are well spaced.

When we re-opened our campus, we sanitised the whole facility as the health and safety of our students is our priority. But the sanitisation efforts didn't just stop there – it has now become a regular practice and all stations and classrooms are effectively sanitised after every use. We have also installed air purifiers and diffusers to maintain clean and healthy air and as is normal, everyone must wear masks. All these efforts have inspired a lot of confidence in our students.

Any upcoming new programmes/courses?

During these times, it's important to give back to society and help those who might have lost their jobs

– the best we can do is equip them with skills and knowledge to enable them stand on their feet again.

The government has provided aid to reskill the workforce, which has resulted in us developing a 5-weeks short course programme that will run for three months. Eligible youth will be trained so that they can start their own home-based businesses or even get employed in restaurants.



Chef Stéphane Frelon



We have adopted Le Cordon Bleu Health and Safety COVID-19 standards and incorporated some SOPs applicable locally



Keeping pace with new age dynamics

Sanjay Jain, Director, Elanpro talks about the company's USP, marketing and promotion strategy, trends in kitchen equipment and products in the pipeline.



Sanjay Jain

USP@ELANPRO

Elanpro provides energy efficient, convenient, safe and reliable products equipped with revolutionary features. We aim at delivering a variety of new solutions to fit operators' needs. As a brand we have been witnessing positive growth over the past five years and we grew almost 25% as compared to 2017. Our target for 2019-20 and 2020-21 is to continue with the same growth momentum of 25%. We want to be at pace with new age dynamics. Towards the end of 2018, we started



We are bringing eco-sensitive products to India. This year we will focus on moving to a green product portfolio

effective manner. Indian hospitality market is varied due to cultural and regional diversity. We work very closely with our regional dealers to understand the market demand. Our strategies are more regional than national.

Every year we try to reach all the four regions particularly through exhibitions where we showcase the regional specialty apart from our regular product portfolio. This year we also started with regional seminars to create awareness. With the aim of providing insights into the various regulations and foster greater innovations by addressing key challenges, we organised a one-day seminar on 'FSSAI & HACCP Compliances: Food Safety norms in India' in Goa. We plan to replicate it in other regions as well.

TRENDS IN KITCHEN EQUIPMENT

The F&B industry in India is evolving. Innovation is on every menu. Considering that, it is natural for global trends to make a place in the Indian industry. A conscious move towards eco-friendly products is visible. The advent of polyurethane protection permitted environment-friendly refrigeration solutions to be bought to the business market. Apart from that powerful, user-friendly, noiseless products are in demand.

IN THE PIPELINE

Modernisation is in our DNA. We have launched an array of technologically advanced products that can help our customers optimise – whether they're looking to improve energy efficiency, reduce their environmental footprint, or simply reach new levels of performance.

We introduced an effective solution to dispense variety of beverages such as sherbet, lemonade, iced tea, slush apart from fruit juice. The new product, Elanpro Beverage Dispenser blends expertise, quality and fine craftsmanship.

Addressing the increasing need for doorstep delivery of cold items, Elanpro has introduced Mobile Freezer for the delivery platforms and cloud kitchens. This product can be mounted onto a two-wheeler and can be run on a battery or a solar panel.



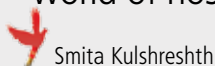
expansion in international markets like Nepal, Bhutan and Sri Lanka. We plan to enhance our presence in these markets in the coming year. We are working aggressively towards bringing in eco-sensitive products & also technological innovations to the country. In 2020, we will be focusing towards moving to an entirely green product portfolio.

MARKETING AND PROMOTION STRATEGY PAN INDIA

Marketing and promotion is the key to sustained growth of your business in an organic and cost-

A sauce for every palate

With this unforeseen pandemic we have encountered, we can see a different era in the world of hospitality, says **Vidur Kataria**, Founder, Masterchow & Wok Me.



Smita Kulshreshth

How did the idea of Masterchow come about?

All businesses have had their share of challenges during this time, especially the hospitality sector. Being a restaurateur, we are always ready to serve. I started a brand by the name of Wok Me with my business partner Sidhanth Madan in 2016, serving meal in a bowl where customers can customise their Woks and in three simple steps have their meal ready in 10-12 mins. From a tiny quality service restaurant in Aurobindo Market in Delhi, we expanded to four stores across Delhi-NCR. Before the lockdown, we were working on the model for aggressive expansion but due to the current circumstances, we decided to enter the FMCG market, creating a brand Masterchow so that every home may have the best stir fry option.

What is the USP of Masterchow?

Masterchow has been created for the consumer to make delicious and nutritious meals without having any experience in the kitchen. We have curated a selection of ready to cook sauces and every sauce has a unique flavour. We are providing the home chefs with perfectly balanced flavours to make restaurant quality food easily. Forget about complicated recipes that you have to follow to make a great dish, first you source these countless ingredients (that don't come cheap), then you need to

have the correct proportion to make the dish perfectly, for most of us it doesn't really come out right. Masterchow solves this problem, all you need is just one ingredient, the Masterchow sauce. No need to add any other condiment or any other ingredient – just your carbs, veggies and proteins and a few tablespoons of Masterchow sauce.

We have a sauce for every flavour profile and whether you like sweet, spicy or you are gluten free, vegan or on a keto diet, we offer a wide range of products. Apart from the sauces, we also do different kinds of condiments like chilli oils, varied rice and noodles.

Where do you source your ingredients, especially sauces from?

We use a wide range of ingredients to make our sauces, all our ingredients are high quality and go through a regular check. Our raw materials are sourced locally from farm vendors and a few of our sauces like soy are imported from Thailand.



Vidur Kataria



We are providing the home chefs with perfectly balanced flavours to make restaurant quality food easily



Oak Stockholm by Mikasa

◆ Amidst a hectic lifestyle, we don't exactly look forward to tidying up the house. To ease your maintenance blues, you could opt for Oak Stockholm by Mikasa from the house of Greenlam Industries. With this engineered real wood floor's easy maintenance and durability, one doesn't have to worry about deep cleaning. Pair its light brown shade with neutrals to infuse a refreshing vibe. You can also go curtain-less allowing some natural day light to illuminate your interiors. Complete this look with your favourite antiques to add a visual aesthetic to your décor.



Beverly Bar Cabinet

◆ The contemporary style Beverly Bar Cabinet by IDUS is designed with artistic embellishment of indigenous materials like best quality wood including rich red velvet in its interiors and diagonally crossed steel legs at its base. The cabinet has sufficient storage space and additional sections like shelves and columns to hold the bottles and other bar essentials. With an easy-to-use latch, Beverly Bar Cabinet has been specially designed for storing liquor. It comprises a separate section to store over 10 wine bottles and separate drawers for additional storage. The cabinet allows you to keep your beverages collection dust free.



Myprotein dosa mix



◆ Myprotein has taken a step forward in aligning itself closely with India's vision of going local, with their latest launch – the Protein Dosa Mix. Identifying accurately that Indian households by the millions turn to the humble dosa as a quick and easy breakfast fix, they have given it the added benefit of a protein boost. This is the first introduction in their healthy product range to be manufactured locally. Made using soy protein isolate, each container contributes 26g of muscle-building protein to your family meal, serving up to eight dosas of about 35g each, with no sugar whatsoever.



Turkish style knotted rug

◆ OBEETEE, India's largest hand-woven carpet makers have launched their latest hand-loomed Turkish patterned collection, Rumi. The collection is a potpourri of myriad colours, textures and revelations which are amalgamated into a unique and stylish pattern curated to soothe your eyes with its minimalism. For this collection, the fibres of bold textural shades are knotted using a Turkish technique and combining it with a modern contrast with the intricate Islamic designs flowing on this elegant Rumi rug. These have been crafted from a tri-colour hand-spun woolen fibre with soft colours and exquisite knotting which make them alluring for all.

Beyond Designs Home unveils tableware

◆ Beyond Designs Home has unveiled a collection of exquisite tableware which promises to transform everyday dining into a refined experience. Playing on the eternal allure of the blue and white palette, the dinnerware and serveware range pays homage to spring motifs. Floral patterns, vines, frolicking birds, etc., lend the collection a typically classic look that is charming and ageless.



Fair Play laminate

◆ For imparting an urbane look to your kitchen area, explore the trending concept of closed cabinetry adorned in premium wooden laminates that are resistant to surface wear and tear, considering a kitchen's heavy usage. You could opt for Fair Play laminate from NewMika which comes with resistance to cracks, stain, heat and scratch, making it an ideal choice. Moreover, like a cherry on top, its light grey shade will take you to a contemporary world.



Outdoor furniture

◆ The Outdoor Furniture Collection from IDUS comprises the elegantly designed daybed and seating that are made out of rattan loops that artistically imbibe the combination of old technology with modish designs, shapes, and curves fastening rattan onto the different frames to create a variety of sensuous forms. The seating resembles either random doodling or a crescent-shaped frame with a distinct central crest or a boat or the one with a simple, solid design. Available in silver, pale grey and yellow colours, the collection is made of native, natural materials, including palms, seagrasses, bamboo, abaca, and rattan.





Drivecation near the Ganges

The need of the hour was to design a new drivecation package that provides a luxurious, safe & hygienic experience, says **Kush Kapoor**, CEO, Roseate Hotels & Resorts.



Neha Rawat



Kush Kapoor

How has the response been for your drivecation packages?

Drivecation packages were always popular because of the incomparable comfort and luxury they offered but now they are becoming even more so because of prevailing pandemic conditions in which social distancing has become an important factor while planning any vacation. Since our luxury resort, The Roseate Ganges is at a motorable distance from Delhi-NCR, we have introduced new drivecation packages and they have instantly gained popularity. We know that people are eager to plan holidays to rejuvenate themselves after being cooped up post the lockdown yet are hesitant to travel because of the fear of coming in contact with more people, especially by the means of air travel. We realised that the need of the hour was to design a new drivecation package that provides a luxurious yet a safe, hygienic experience.

What kinds of experiences do you offer?

The drivecation package offered by the hotel includes an ideal experience of direct transfer from a guest's home to The Roseate Ganges in a luxurious BMW with two nights stay in a deluxe villa inclusive of breakfast and lunch or dinner, WiFi and a rejuvenating yoga session with our compliments. This unique experience is valid for Delhi-



Guests can opt for Vipasana meditation; massage at Aheli spa; or a private dinner by the beach



NCR only. One can avail this offer for just ₹44,444, all inclusive. Other experiences during the drivecation which guests can opt for are a mindful session on the 'three gunas' of life and moksha; Vipasana meditation – India's most ancient technique of meditation; an Ayurvedic and Podikizhi massage at Aheli spa; or a private dinner by the white sand beach, hearing the sounds of the river Ganges at additional cost.

What measures are you taking to ensure the safety of guests coming to your retreat?

The Roseate Ganges in Rishikesh is nestled in the green foothills of Himalayas and offers stunning views of the adjacent lush forest covered hills and crystal clean rushing water of Ganges. At the retreat we are following our standard touchless hospitality procedures under "Care by Roseate" to ensure no contamination enters via any route. The measures involve thermal screening at entry gates of all passenger vehicles. Display of "Safe" status in Aarogya Setu app for staff and guests, wearing of masks is a must to enter the property premises. All hotel vehicles are disinfected at entry points and after every use. Sanitisers are kept in all prominent locations within the hotels and resorts. Guest luggage is disinfected from outside upon arrival. To enable seamless, remote check-ins, "touchless check-ins" are facilitated via an app, in which all information is already pre-registered. After check-out, the same room is allocated only after 24 hours post being thoroughly disinfected. Roseate Hotels and Resorts also follows an alternate room occupancy policy to maintain social distancing. Moreover, our staff wear Personal Protection Equipment (PPE).

MARKETPLACE

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Appointments



DEEPAK BHATNAGAR

Director
Fruzzanté

★ Taking its expansion plans further, Fruzzanté, a part of Hill Zill Winery and a family-owned brand has brought on board Deepak Bhatnagar, as one of the Directors of the company. With more than 30 years of experience, he recently retired as Director – Sales & Marketing at Sula Vineyards. At Fruzzanté, Bhatnagar will focus on product visibility and brand awareness. He is a Senior Sales and Marketing Management executive and well-known in the industry for delivering revenue and profits within highly competitive markets.



RAVI SHANKAR

Senior VP Finance, The Leela
Palaces, Hotels and Resorts

★ The Leela Palaces, Hotels and Resorts has announced the appointment of Ravi Shankar as Senior Vice President Finance. In his new role, Shankar will oversee the finance operational strategies and drive finance operations and initiatives for the brand. In a career spanning over 20 years, he has added many feathers to his cap, the latest being his stint as Chief Financial Officer at MH Lifestyle Hotels LLC Dubai. He has also worked for RSM & Co., New Delhi (now PwC) and Le Meridien, Starwood Hotels and Resorts.



AMANDEEP SARNA

Vice President IT
The Leela Palaces, Hotels and Resorts

★ The Leela Palaces, Hotels and Resorts has appointed Amandeep Sarna as Vice President Information Technology. Sarna brings with him over two decades of extensive experience in Information Systems & Technology. His last assignment was with Kerzner International, Dubai, where he was Vice President – Global, Application Development. Prior to this he has worked with many international brands including Marriott International, Starwood Hotels and Resorts, Interstate Hotels and Onyx Hospitality.



ANIL CHAVAN

General Manager
Aarya Lords Club and Resorts

★ Aarya Lords Club and Resorts has appointed Anil Chavan as General Manager. He has over 17 years of experience & has worked in reputed brands like Le Meridien, Intercontinental and Oakwood, in both Operations as well as Sales & Marketing. In his new role, Chavan will be responsible for delivering high level of customer service. He will also play an integral role in formulating, administering, coordinating and directing activities of all departments to develop result-oriented goals for growth and profitability.



TANVEER KWATRA

General Manager
W Goa

★ Marriott International India announces the appointment of Tanveer Kwatra as the General Manager for W Goa. Kwatra will be setting the pulse for the team by re-energising the sought-after W experience with their innovative Whatever/Whenever philosophy at India's first-ever W Hotel in Goa. Kwatra was part of the pre-opening team with W Goa in 2016 as the Director of Culinary and then took over as Executive Assistant Manager. Kwatra most recently led the Operations at Andaaz, Delhi before rejoining W Goa.



ANUP KUMAR

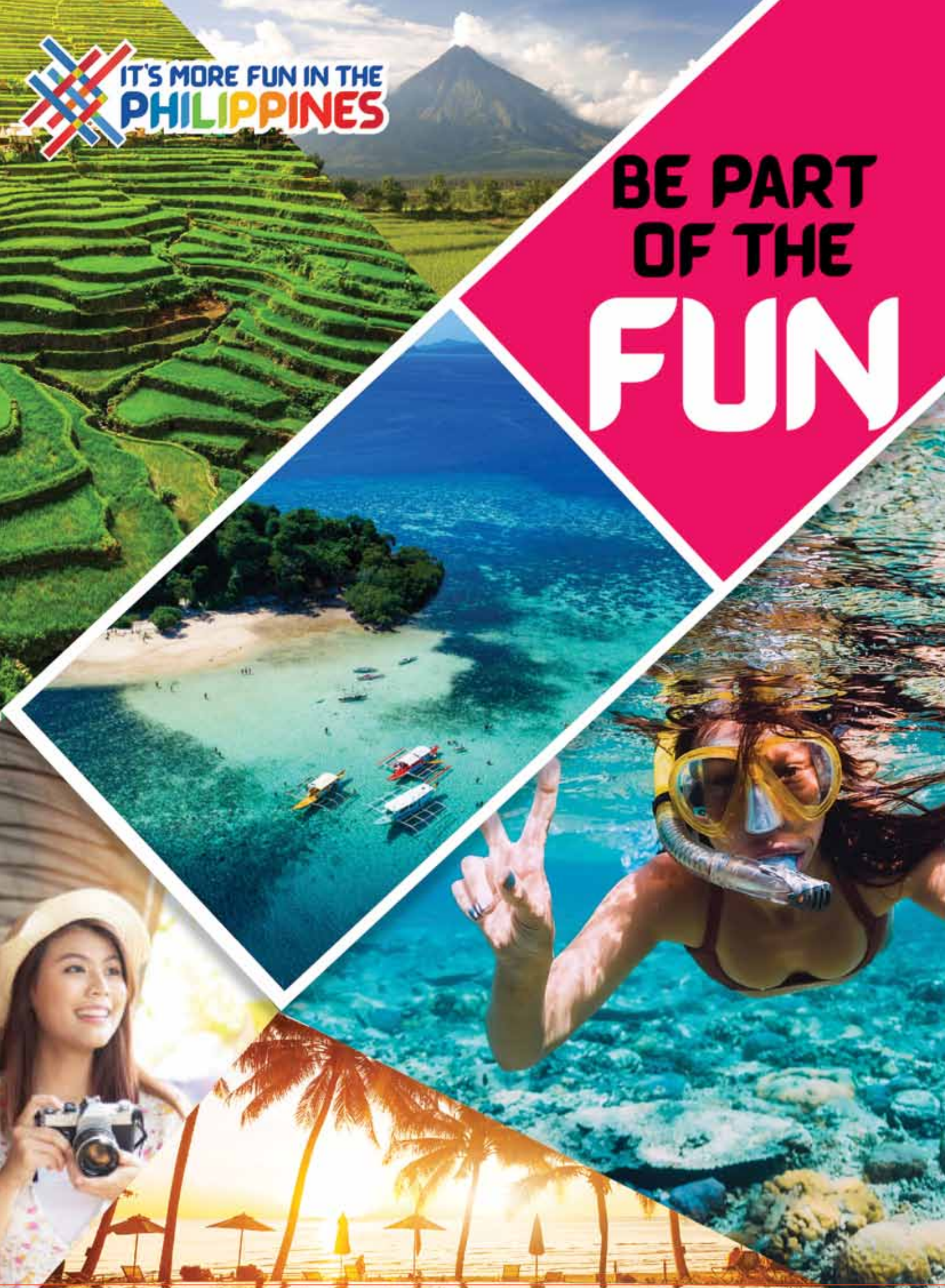
Director of Sales – Chennai
Ascott

★ Anup Kumar has been promoted to Director of Sales – Chennai at Ascott India. He will be responsible for driving sales and distribution strategies for the 187-unit Somerset Greenways Chennai and the 269-unit Citadines OMR Chennai. Kumar has been with Ascott since 2012 and has been instrumental in implementing various initiatives to drive revenue and occupancy for Ascott's properties in Chennai. With a career spanning over 15 years, Kumar has worked with reputed brands like The Park Hotels and Lufthansa.



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