

# HOTELS & RESTAURANTS INDIA fhraimagazine

Vol 24, Issue 2, February 2024

Pages 80 ₹50

A MONTHLY ON HOSPITALITY TRADE

By DDP Publications



## saahar SPECIAL

**FHRAI TO  
ORGANISE  
TOURISM  
SUSTAINABILITY  
SUMMIT  
ON 8 MARCH '24**

**RECOGNISING  
BRAND PREFERENCE  
IN HOSPITALITY**



**FHRAI delegation expresses gratitude to tourism minister for his support**

# Enticing the World to Source the Best Hospitality Products and Services



7th  
EDITION



INDIA INTERNATIONAL  
HOSPITALITY EXPO IHE 2024

INDIA EXPO CENTRE & MART  
AUGUST 3-6, 2024

CO-LOCATED EXHIBITION



## BOOK YOUR SPACE NOW!

Get in touch today

+91-971770049, +91-9717790584 [exhibition1@indiaexpocentre.com](mailto:exhibition1@indiaexpocentre.com) [exhibition2@indiaexpocentre.com](mailto:exhibition2@indiaexpocentre.com)

Follow us on



[www.ihexpo.com](http://www.ihexpo.com)



SCAN QR CODE TO  
BOOK YOUR SPACE



*Dear esteemed FHRAI Members,*

**T**he Union Budget 2024 saw the government underlining the importance of travel and tourism industry. The Union Finance Minister, **Nirmala Sitharaman**, in line with the consistent demands from FHRAI, highlighted the significance of tourism as a crucial driver of our economy, capable of spurring employment and GDP growth. The enhanced focus of the government for promotion of M!CE segment, religious tourism, iconic tourism centres and domestic tourism will lay the foundation of tourism development in the Amrit Kaal and equip the sector to achieve the ambitious target of welcoming 100 million tourists by 2047. Another highlight is the govt's decision to grant long-term financing to states for developing iconic tourism centres. The decision of tourism projects to be taken up at islands, including Lakshadweep, will unlock tremendous growth avenues for the hospitality sector, and will make Lakshadweep, a premier destination for discerning travellers.

However, we believe that the development of destinations can only be a win-win situation for all stakeholders, if infrastructure status is granted to the hospitality industry. This would result in facilitating long-term loans at affordable interest rates to accelerate growth in the sector. The Budget was anticipated to offer additional stimulus packages and incentives to enable the sector to reach the ambitious goal of attract-

ing 100 million international tourists by 2047. These measures include a favourable GST regime and initiatives such as ease of doing business in the hospitality sector.

As the apex association representing the hospitality sector, it is our responsibility to bring forth best practices from various parts of the country to help our members achieve success. With sustainability now becoming the most significant factor for the industry, FHRAI will be organising 'Travel for Life - Tourism Sustainability Summit 2024' on 8 March 2024 at New Delhi. The Tourism Sustainability Summit 2024 aims to address key aspects of tourism sustainability, particularly focussing on the Travel for LiFE programme. This programme emphasises responsible and sustainable tourism practices, aligning with global efforts for a greener and more eco-friendly travel industry. We are optimistic that a knowledge report, which will be presented by KPMG at the Summit on national and international best practices on sustainable tourism will herald a new paradigm shift in the tourism and hospitality in India.

I hope all FHRAI members will participate in the Summit in large numbers to ensure its success and to leverage the best sustainable practices to implement in their businesses.

Looking forward to see you all.

*With best regards,*  
**Pradeep Shetty**  
President, FHRAI



**Pradeep Shetty**  
President,  
FHRAI



**The enhanced focus of government for promotion of M!CE segment, religious tourism, iconic tourism centres and domestic tourism in Union Budget 2024 will lay foundation of tourism development in Amrit Kaal**





## THIS MONTH

- 03 **President's Message**
- 10 **FHRAI Desk**
- 78 **Movements**

## FEATURES

- 10 **Cheers to India's hospitality sector**  
FHRAI welcomes govt's focus on hospitality & tourism in Union Budget 2024, considering it gamechanger for economic growth, employment & GDP.
- 14 **FHRAI to organise Tourism Sustainability Summit on 8 March '24**  
Travel for Life - Tourism Sustainability Summit 2024, scheduled for 8 Mar 2024, will focus on mainstreaming sustainability into tourism industry.



SECRETARY GENERAL  
**Jaison Chacko** - [sg@fhrai.com](mailto:sg@fhrai.com)

PUBLISHER  
**Devika Jeet** - [devika@ddppl.com](mailto:devika@ddppl.com)

CHIEF EDITOR  
**Nisha Verma** - [nisha.verma@ddppl.com](mailto:nisha.verma@ddppl.com)

ASSOCIATE EDITOR  
**Lipla Negi** - [lipla.negi@ddppl.com](mailto:lipla.negi@ddppl.com)

DESK EDITOR  
**Punit Mishra** - [punit.mishra@ddppl.com](mailto:punit.mishra@ddppl.com)

CREATIVE DESIGNER  
**Subhash Chaudhary**

DESIGNERS ADVERTISEMENT  
**Nitin Kumar**  
**Aditya Pratap Singh**

PRODUCTION MANAGER  
**Anil Kharbanda**

MARKETING & SALES  
DELHI  
**Nikhil Jeet** - [Nikhil.jeet@ddppl.com](mailto:Nikhil.jeet@ddppl.com)  
Director Advertising (+91 9910031313)

MARKETING & SALES  
DELHI  
**Meetu Malhotra** - [meetu.malhotra@ddppl.com](mailto:meetu.malhotra@ddppl.com)  
Manager Marketing (+919650911399)

**Jaspreet Kaur** - [jaspreet.kaur@ddppl.com](mailto:jaspreet.kaur@ddppl.com)  
Marketing Manager (+919650196532)

MUMBAI  
**Harshal Ashar** - [harshal@ddppl.com](mailto:harshal@ddppl.com)  
General Manager (+919619499167)

**Samantha Pereira** - [Samantha.pereira@ddppl.com](mailto:Samantha.pereira@ddppl.com)  
(+919987550769)



**WASHING AND POLISHING  
IN JUST ONE MACHINE**



**WORLD INNOVATION**

See Live alongwith Hobart Smart Cooking Solutions at  
**AAHAR 2024 7-11 March , Hall 11 | Stall 11-24**



**SAVE**  
MONEY, TIME, SPACE!  
The New Genration  
Undercounter Glass Dishwasher



36

### Union Budget '24: Mixed bag for hospitality sector

Interim Union Budget '24 presents clear long-time vision such as improvement of port connectivity & infra development in key tourism areas.



44

### Touching a milestone

Fortune Hotels celebrates its 50th hotel opening with Fortune Park East Delhi. The brand plans to add 17 more hotels to its portfolio.



### Recognising brand preference in hospitality

Brand preference is crucial for a company's success. Hotels must focus on brand distinctiveness & improve guest experiences to stay relevant.

### Hotel investment gains momentum

Global hotel investment volume will accelerate in 2024, likely exceeding 2023 by 15 to 25%, highlights JLL's Global Hotel Investment Outlook 2024 report.



#### THE FEDERATION OF HOTEL & RESTAURANT ASSOCIATIONS OF INDIA

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

FHRAI Magazine is printed, published and edited by Devika Jeet on behalf of the Federation of Hotel and Restaurant Association of India and published by DDP Publications Pvt. Ltd. 72, Todarmal Road, New Delhi - 110 001 and printed at Modest Print Pack Pvt. Ltd., Okhla Industrial Area, New Delhi - 110020

All information in the FHRAI Magazine is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regrets that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly, opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by FHRAI Magazine or DDP Publications Pvt. Ltd. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances.

Contents of this publication are copyright.

No part of FHRAI Magazine or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in

any form without the permission of the publication in writing. The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in whole, without permission could face legal action. The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged.

This publication is not meant to be an endorsement of any specific product or services offered.

The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure of an advertisement to appear.

# EMPOWER YOUR KITCHEN WITH OUR COMMERCIAL EXCELLENCE.



## Sterling Solutions

A COMPLETE COMMERCIAL KITCHEN SOLUTION

### BRANDS



### STERLING SOLUTIONS

Unit No. 511-B, 5th Floor, Welldone Tech Park,  
Sector-48, Sohna Road, Gurgaon, Hr.-122002



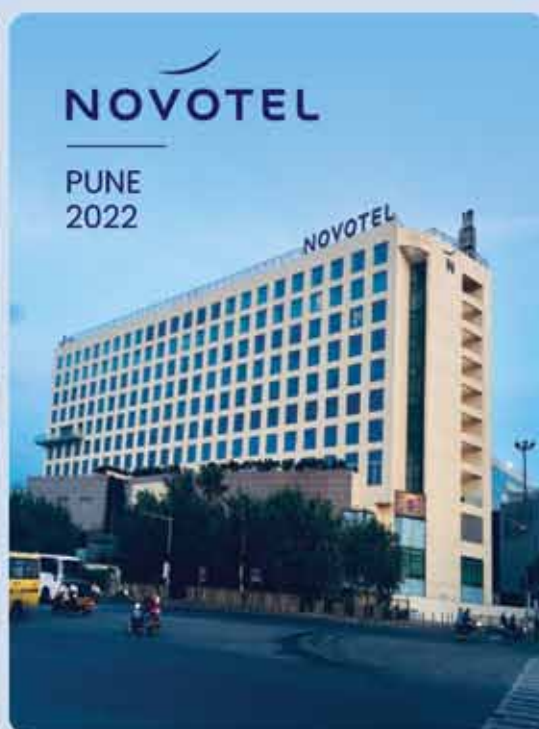
Please Scan for more information

Phone : +91 124 438 9020  
Mobile : +91 96540 25492  
E-mail : [info@sterlingsolutions.in](mailto:info@sterlingsolutions.in)  
Website : [www.sterlingsolutions.in](http://www.sterlingsolutions.in)



# Leading top hotel chains furnished by King Koil

in Year 2022 & 2023



King Koil, the globally preferred brand is catering to more than 100 countries with its premium mattresses and bedding products. With the expertise of over 125 years, King Koil is among the world's oldest premium mattress brands that bring technology-driven innovative products for a better sleep experience.



AVAILABLE IN  
MORE THAN  
**100**  
COUNTRIES  
WORLDWIDE







GURGAON  
2023

Radisson BLU

MAHIPALPUR  
2022



Radisson BLU

NAVSARI, GUJARAT  
2022



Holiday Inn Express

BANGALORE  
2023



Holiday Inn

JAIPUR  
2022



Howard Johnson  
BY WYNDHAM

UDAIPUR  
2023



RAMADA  
encore  
BY WYNDHAM

BAREILLY  
2022



# KING KOIL®

BETTER SLEEP THROUGH SCIENCE

World's top hospitality groups currently using King Koil bedding solutions



Real Innerspring Technologies Private Limited  
B-7, Sector-3, Noida - 201301, Uttar Pradesh.  
CRM Center: 9818071754  
West Zone: 9910084847, 9029373942  
E-mail: CRM.HOSPITALITY@KINGKOIL.IN  
[www.kingkoil.in/hospitality](http://www.kingkoil.in/hospitality)



Talk to our  
King Koil representative

[Download Brochure](#)





# CHEERS TO INDIA'S HOSPITALITY SECTOR

FHRAI welcomes govt's focus on hospitality & tourism in Union Budget 2024, considering it gamechanger for economic growth, employment and GDP.

FHRAI has welcomed the government's focus on the hospitality and tourism sectors in the recent Union Budget 2024, but also sought further reforms to unlock its full potential.

Hailing the Budget as a gamechanger, **Pradeep Shetty**, President, FHRAI & HRAWI, said, "It is highly encouraging to note that the Union Finance Minister, **Nirmala Sitharaman** has highlighted the significance of tourism as an important driver of our economy to spur employment and GDP. The enhanced focus of the government for promotion of MICE, religious tourism, tourism centres and domestic tourism will lay the foundation of tourism development in the Amrit Kal and equip the sector to achieve the ambitious target of welcoming 100 million tourists by 2047. The tourism and hospitality sectors are also delighted to hear about the government's vision to grant long-term financing to states for developing iconic tourism centres. The govt has also reinforced its commitment to the tourism sector through the announcement that tourism projects will be taken up at islands, including Lakshadweep."

He further added, "These strategic initiatives promise a seamless experience for



**Pradeep Shetty**  
President,  
FHRAI

**Initiatives announced in Union Budget '24 promise seamless experience for tourists & unlock huge growth avenues for hospitality sector**

tourists and unlock tremendous growth avenues for the hospitality sector. By enhancing infrastructure, it aligns with a mission to exceed evolving traveller expectations, making Lakshadweep, a premier destination for travellers. This visionary approach transforms the islands into a magnet for tourists, creating new opportu-

nities and propelling the hospitality sector into an era of unparalleled growth."

Earlier, FHRAI had proposed a set of pre-budget expectations to redefine the hospitality sector in India. Outlining the expectations, Shetty emphasised, "The hospitality industry is a vital contributor to India's economic growth. We believe that the proposed pre-budget reforms are pivotal in catering to the untapped potential of our diverse nation, propelling the hospitality sector towards unprecedented growth. FHRAI urges the government to consider these reforms seriously, recognising the crucial role of tourism and hospitality in shaping India's economic landscape."

One of the key proposals is to confer 'infrastructure status' universally to hotels with a project cost of ₹10 crores and above, irrespective of city population. The Federation contented that "this inclusive step would eliminate geographical biases, fostering growth and accessibility in the hotel industry on a national scale. Granting of 'infrastructure status' would be a gamechanger by facilitating long-term loans at affordable interest rates to accelerate growth in the sector". □



AUTOMATE  
YOUR LIGHTS  
**TO CREATE  
THE RIGHT  
AMBIANCE**





# INFRASTRUCTURE STATUS

## Key to hospitality growth

FHRAI urges infrastructure status for hospitality sector to boost its growth, emphasising it would enable affordable loans and other benefits.

In a significant move to propel the growth of the hospitality sector in India, FHRAI has written to Union Finance Minister **Nirmala Sitharaman** requesting conferment of infrastructure status to the sector.

Federation stated in the letter, “By 2047, India’s tourism sector aspires to transform into a powerhouse of the world with US \$3 trillion tourism economy. This vision hinges on welcoming 100 million foreign visitors, nurturing domestic travel through smart infrastructure and diverse circuits, and cultivating high-value experiences from varied niche tourism products. This ambitious journey presents challenges in balancing growth with cultural and environmental stewardship, but by prioritising inclusivity and responsible development. But to transform this vision into reality, India needs to make major structural changes in its tourism sectoral plan and approaches.”

It further added, “One among them is the long-pending issue of granting infrastructure status to hospitality sector, which will enable the sector to avail term loans with longer repayment period at affordable rates. This facility has the power to

**Infrastructure status should be granted for hotels across all categories built at project cost of ₹10 crore & above**

transform the entire tourism ecosystem in the country as the hospitality projects are highly capital intensive with long gestation periods and due to the present-day norms and policy bottlenecks, growth of the industry is crippled in the country.”

Advocating the urgency of the grant, the Federation pointed out in the letter, “It is highly imperative to note that except

a small percentage, hotel projects in India typically has project costs between ₹10 and 50 crores (excluding land cost). Equally important is the fact that the criteria of population of under one million is too restrictive for growth of tourism because as per the Census of 2011, only 53 cities are above the population limit of a million persons. Many historically important cities, heritage sites and newer locations in the country with extensive tourism potential are having population of less than one million only and therefore this clause is a big disadvantage for promotion of tourism in the country. Therefore, infrastructure status should be granted for hotels across all categories and convention centres built at a project cost of ₹10 crore and above to give fillip to budget segment in hotel industry and should be provided irrespective of the city’s population. By conferring infrastructure status, hotels and convention centers would gain access to various fiscal incentives and benefits” □



**VETRA™**  
Rediscover Comfort

**“DESIGN**

**that redefines outdoor luxury.”**



## CLIENTELE



### CORPORATE OFFICE / FACTORY



9810265873, 9599881171



91-120-4269324, 91-120-4269502



[www.vetrafurniture.com](http://www.vetrafurniture.com)



[info@vetrafurniture.com](mailto:info@vetrafurniture.com)



Vetra Furniture, A-10, Phase II, Gautam Buddha Nagar,  
Noida, UP (Pincode-201305)



# FHRAI to organise Tourism Sustainability Summit on 8 March '24

Travel for Life - Tourism Sustainability Summit 2024, scheduled for 8 Mar 2024, will focus on mainstreaming sustainability into tourism industry.

In collaboration with PHDCCI, the FHRAI and HAI are set to host the Travel for Life - Tourism Sustainability Summit 2024 on 8 March 2024 in New Delhi, bringing together stakeholders from government, industry, diplomatic fraternity, international agencies, practitioners, and media to discuss global tourism sustainability. The Summit will focus on mainstreaming sustainability into the tourism industry, promoting responsible and sustainable practices, and sharing best practices from around the world.

## Key focus areas

- **Mainstreaming the sustainability:** Discuss significance of sustainability in tourism and to mainstream sustainability into the tourism business, for creating a sustainable, responsible, and resilient tourism industry.

- **Sharing of best practices:** The Summit aims to showcase the best practices and case studies of sustainable tourism from across the globe. These experiences will serve as a valuable resource for the industry to emulate.

- **Propose frameworks for embedding sustainability in tourism business in India:** It aims to propose frameworks for developing sustainable tourism, in sync with the Goa Roadmap for Tourism, which is a blueprint for global sustainable tourism along with actions to implement this Roadmap effectively.

- **Technology & green investments:** The Summit will highlight the importance of technology and green investments for sustainability in the tourism sector.

## Summit outcomes

- To make sustainable tourism, a new agenda for the growth of the sector.
- To herald a new paradigm shift in the tourism and hospitality sector in India through an enhanced focus for adopting sustainable practices, including climate action, energy and appliances efficiency, plastic reduction, biodiversity, and, efficient consumption, among others.

## Summit aims to showcase the best practices and case studies of sustainable tourism from across the globe

- To enhance government-industry collaboration for progressive policies and implementations.
- To promote the priority areas outlined in the Goa Roadmap for Tourism for wider adoption by the industry.
- To bring a knowledge report on national and international best practices on sustainable tourism for strengthening the campaign among the key stakeholders in the government, industry, diplomatic fraternity and media.

The G20 New Delhi Leaders' Declaration (NDLD), while recommitting to achieving Sustainable Development Goals (SDGs), has highlighted the crucial role of tourism and culture as a means for sustainable socio-economic development and economic prosperity and noted the Goa Roadmap for Tourism as one of the vehicles for achieving the SDGs.

The Summit will deliberate crucial topics around the sustainable tourism. It will witness panel discussions such as Travel for LiFE: Repurposing tourism with sustainable goals, capitalising on 'sustainability practices & new growth potential' in Indian hospitality sector, international outreach for tourism sustainability and enablers of sustainable tourism for promising tomorrow: new technology, government-industry interface and socially responsible business practices.

**G Kishan Reddy**, Minister of Tourism, Culture and Development of North Eastern Region has consented to be the Chief Guest of the Summit whereas **Amitabh Kant**, India's G20 Sherpa and Former CEO, NITI Aayog will be the Guest of Honour.

**Pradeep Shetty**, President, FHRAI; **Yugal Joshi**, Mission Director, LiFE & Adviser, Water, Land Resources and Communication; **Rohit Khosla**, EVP Operations, North, IHCL; **H C Vinayaka**, Vice President, Technical, EHS & Sustainability, ITC Hotels; **Philip Halanen**, Head of Sourcing and Sustainability, EMEA, Wyndham Hotels & Resorts; **H.E. Amb Dr Shankar Prasad Sharma**, Ambassador of Nepal to India; and **Glenn Mandziuk**, CEO, Sustainable Hospitality Alliance, UK are some of the eminent speakers and panellists that will take part in the discussions at the Summit. 





38<sup>th</sup>

# AAHAR

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

March 7-11 2024

Bharat Mandapam  
Pragati Maidan, New Delhi

Discover Nestin's  
Treasures at

Booth No:

H14F-17-A

## DUNI

Supreme Quality, Design, and  
Elegant colors for all seasons

*Sustainable  
Goodfoodmood*



Certifications:



Finest Quality  
Cutlery &  
Bar Accessories



## Nestlux

Premium Quality Bed Linen  
and Bath Linen Products

We believe in giving the best to our clients.

NESTIN VENTURE aims to introduce **Premium and Suitable Concepts.**



**Chakradhar Rao**  
CEO, Nestin

Some of our Esteemed Partners



NOVOTEL

MERIDIEN



VIVANTA



AVASA



MARIGOLD

W



# Nestin

**Nestin Ventures LLP**

+91 99630 54830 | sales@mynestin.in

www.mynestin.in | www.lavitalife.in | www.nestinlife.com

# Relief for Goa hotels

FHRAI's persistent efforts led to revised circular from Goa SPCB, stating that retrofitting is not required for DG sets adhering to CPCB 4 plus norms.

In response to FHRAI's continuous efforts on RECDs mandated on DG sets in Goa, Goa State Pollution Control Board (SPCB) has issued a revised circular saying retrofitting is not applicable to DG sets that comply with CPCB 4 plus norms. According to the circular, the enforcement is limited to users and establishments within the jurisdiction of the State of Goa operating DG sets of 125 KVA and above for more than 500 hours per year.

A delegation of FHRAI comprising **Pradeep Shetty**, President, FHRAI & HRAWI; **Chetan Mehta**, EC Member, FHRAI; **Garish Oberoi**, President, HRANI; **Vinay Albuquerque**, EC Member, HRAWI; and **Jaison Chacko**, Secretary General, FHRAI had held a

meeting with **Dr. Prashant Gargava**, Director, C P Division, Ministry of Environment, Forest & Climate Change (MoEF&CC), Government of India on 24 November 2023. During the meeting, Shetty provided a comprehensive

**FHRAI has pointed out various limitations of RECDs such as limited number of manufacturers or suppliers & exorbitant costs, among others**

overview of the challenges faced by the hospitality industry in Goa, highlighting the impracticality of implementing RECDs in a region characterised

as non-polluting. It was pointed out that while the Goa State circular claims the mandate for RECD is based on the NGT order, the actual NGT order does not include Goa as one of the non-attainment cities.

The Federation had also flagged this concern to **Leena Nandan**, Secretary, MoEFCC in a letter. Federation stated in the letter, "There are anomalies in the order issued by the Goa SPCB mandating retrofitting all operational DG sets with Emission Control Devices (ECDs), without considering the fact of no non-attainment cities in the state of Goa."

In the letter, FHRAI had pointed out various limitations of RECDs such as limited number of manufacturers or suppliers, exorbitant costs, performance, non-compliance with CPCB 4 plus norms, large space required, unstable technology, usage of DG sets in standby mode, and CPCB 4 plus norms. □





# Audio-Visual & Lighting Systems Design & Integration



**Hi Tech AV Systems** offers innovative solutions, in association with major technologies providers, to provide audio-visual and lighting design & systems integration requirements.

We provide specialised services from technical consultation and systems design, to installation and programming. Hi Tech AV Systems has the resources and technical expertise to support projects of any scale and complexity. We serve clients across the country. We understand the importance of delivering project on time, within budget, and in operational state.

To help ensure your success, we offer outstanding customer care by providing one-stop shop experience with broad base of product lines and strong integration with top technology manufacturers. Our reputation has been built on providing honest, accurate and detailed proposals for audio visual & lighting equipment and integrations, backed by a proven track record of completing projects within their original scope.

Our experience ensures that we consistently deliver operational systems to our customers, through dedicated project management team. To provide complete satisfaction to our customers we offer comprehensive after sales services and spares, ensuring hassle free operations.



## HI TECH AV SYSTEMS

### Head Office Address:

208, 2nd Floor, 13/9 Buddhiraja Building,  
Opp. McDonalds, Karol Bagh, New Delhi-110005.

### Showroom Address:

SCO No. 35 & 36, Highway Park, Eldeco County, Sector-19,  
Main G.T. Karnal Road, Opposite Jurassic Park,  
Sonipat-131001, Haryana

Phone: 011-47595580, Mobile: +91-9873585800 | +91-9711585800

Email: sales@avjunction.in | hitechavsystems@gmail.com

www.avjunction.in

### Few of our Prestigious Clients:

Hotel The Triple Crown Bettiah Bihar • Avinash Realities Hotel Resort Jagdalpur • Hotel Taj Bhopal • Radisson Blu Hotel Paschim Vihar Delhi • Lemon Tree Jhansi • Radisson Bareilly • Sarovar Sonipat Haryana • Sandoz. Restaurant Bars Chain Delhi NCR • Ramada Amritsar • Revanta Resorts & Spa Dharamshala • Amrik Sukhdev Murthal Haryana • Jurasik Park Sonipat • 42 Milestone Hotel Sonipat Haryana • Shawn Elizey Resort (M.P)

### Our Associates



## URGES STREAMLINED NOC PROCESS IN HARYANA

Delegation from HRANI raises concerns to Gurugram Police Commissioner about discontinuation of NOC issuance, which poses challenges in meeting star ratings norms.

A delegation from the Hotel and Restaurant Association of India (HRANI) led by **Garish Oberoi**, President, HRANI, along with other members of the association **Renu Thapliyal**, Secretary General, HRANI; **Roop Sodhi**, Executive Director, Best Western Resort Country Club; **Anuj Sooin**, General Manager, Radisson Hotel; and **Ganesh Mishra**, HR Manager, Country Inn & Suites by Radisson recently met with **Vikas Arora**, Police Commissioner, Gurugram. The agenda of the meeting centred on the issuance of NOCs to hotel units.

Expressing appreciation for the efforts of the police in maintaining law and order in Haryana, the delegation highlighted concerns raised by members in Gurugram and Manesar regarding

the discontinuation of NOC issuance. "This discontinuation poses challenges in meeting classification norms for star ratings outlined by the Ministry of Tourism, Government of India," the delegation pointed out.

**HRANI emphasised importance of NOCs in fulfilling classification criteria, which ultimately enhances Haryana's tourist-friendly reputation**

The delegation urged for a formal order or advisory to streamline the NOC process. They emphasised the importance of NOCs in fulfilling classification criteria, which ultimately enhances Haryana's reputation as a tourist-friendly destination.

The Commissioner gave a patient and positive hearing to the delegation.


### Exclusive webinar

In a groundbreaking initiative, HRANI teams up with the Open Network for Digital Commerce (ONDC) to host an exclusive webinar on 20 February 2024. This webinar revo-

lutionises the hospitality landscape by leveraging the power of digital commerce.

Titled Transform Bookings, Maximize Profits through ONDC Network, the webinar equips HRANI members with invaluable insights to enhance their business strategies. Participants learn how to expand their customer reach and embrace the future of e-commerce through the ONDC network.

Key benefits highlighted include increased visibility, greater flexibility in digital commerce, reduced commissions on bookings and delivery, and decreased dependency on third-party platforms.

This collaboration underscores HRANI's commitment to empowering its members with innovative solutions for sustainable growth in the ever-evolving hospitality industry. 



(L-R) **Roop Sodhi**, Executive Director, Best Western Resort Country Club; **Ganesh Mishra**, HR Manager, Country Inn & Suites by Radisson Gurugram; **Anuj Sooin**, General Manager, Radisson Hotel, Gurugram; **Renu Thapliyal**, Secretary General, HRANI; **Garish Oberoi**, President, HRANI; and **Vikas Arora**, Police Commissioner, Gurugram.







## Bulk dishwashing solutions for total peace of mind COMMERCIAL DISHWASHING SOLUTIONS



- Impeccable hygiene
- Water savings
- Manpower savings
- Quick turnaround
- Virtually zero breakages



### Commercial Laundry range



Tufftec Washer Extractor



Tufftec Tumble Dryer

### Commercial Dishwashing range



Undercounter Glass Washer



Undercounter Dishwasher

### 24x7 Service across India



### Commercial essentials



Flat Work Ironer



Tufftec Cross Q Matic



Floor Type Dishwasher



Rack Conveyor Dishwasher



# GOA EMBRACES regenerative tourism

HRAWI lauds Goa's regenerative tourism, a circuit of eleven places of worship, as a significant step in diversifying tourism beyond beaches.

**H**RAWI has praised the Goa government for introducing Regenerative Tourism, a parallel circuit of eleven places of worship. Hailing the initiative as a significant leap forward, the association believes it holds immense potential to bring about transformative benefits for the State, its residents, and the local economy.

The association has applauded the initiative's potential to attract tourists intrigued by offbeat destinations and cultural heritage, opening avenues for sustainable pilgrimage tourism. This, in turn, contributes significantly to the preservation and promotion of Goa's rich cultural tapestry.

"Regenerative tourism, as unveiled by the Goa Tourism Ministry, is a commendable step towards diversifying tourism beyond the beaches, showcasing the state's lesser-known places, cultural heritage and history. It has the power to attract a new breed of travellers who are keen on immersing themselves in the authentic



**Nirav Gandhi**  
Senior Vice President,  
HRAWI

**"Hospitality industry in Goa  
has the potential to embrace  
a sustainable and  
eco-conscious ethos**

essence of a destination. This move aligns with the values of responsible tourism, offering Goa, the opportunity to showcase its hidden gems while benefitting all stakeholders in the tourism industry. We

appreciate the Tourism Minister's foresight in creating a parallel tourism circuit that caters to the growing interests of tourists seeking unique experiences," stated **Pradeep Shetty**, President, HRAWI.

As hospitality establishments in Goa increasingly adopt eco-friendly and green initiatives, HRAWI sees regenerative tourism as a catalyst for the evolution of a new generation of hotels and restaurants.

**Nirav Gandhi**, Senior Vice President, HRAWI, emphasised Goa's hospitality industry's potential to embrace a sustainable and eco-conscious ethos, contributing to the preservation of delicate ecosystems. "This aligns with global trends in responsible hospitality and positions Goa as a frontrunner in this paradigm shift," Gandhi pointed out.

Gandhi observed that regenerative tourism will not only boost tourism but also promote sustainable economic growth, cultural preservation, and environmental conservation in the state. ■





SPECIALLY CRAFTED FOR  
Hotels, Restaurants, Cafes & Catering



## Bespoke Tableware

Customise it your way.

[claycraftindia.com](http://claycraftindia.com) | [sales@claycraftindia.com](mailto:sales@claycraftindia.com)

# Boosting tourism in scenic Vidarbha

HRAWI praises Maharashtra Government's ₹350 crore plan for Vidarbha, including forest & water tourism and Ambhora Bridge development.

**H**RAWI has applauded the Maharashtra Government for its forward-thinking ₹350 crore plan dedicated to propelling tourism in Vidarbha to new heights.

Under the plan, a tourism circuit encompassing forest and water tourism is being charted out, with the construction of the Ambhora Bridge serving as a key component. The project would provide tourists with a panoramic view of the region. Additionally, the introduction of a light and sound show is expected to attract a greater number of visitors, contributing to the region's economic growth.

"We extend our appreciation to **Devendra Fadnavis**, Deputy CM, Maharashtra for his proactive approach

**Tourism circuit encompassing forest & water tourism is being charted out, with construction of Ambhora Bridge serving as key component**

to boost tourism in Vidarbha. Such initiatives not only showcase the natu-

ral beauty of the region but also create immense potential for growth in the hospitality sector. The Ambhora Bridge development, coupled with the introduction of innovative attractions such as light and sound show, aligns perfectly with our vision for Maharashtra as a nature-focussed, holistic tourism destination," said **Pradeep Shetty**, President, HRAWI. □



## Forging significant tech alliance

Marking significant stride towards technological excellence, HRAWI ties up with Ingram Micro, leveraging new-age tech solutions and expertise.

**I**n a pioneering move towards technological innovation, HRAWI has inked a MoU with Ingram Micro India, aiming for cutting-edge advancements in technology and business practices.

Ingram Micro, with its expansive range of advanced and speciality solutions such as cloud services, mobility solutions and IT Asset Disposal capabilities, is expected to contribute significantly to the digital transformation of the hospitality industry.

The strategic partnership encompasses several key areas designed to propel HRAWI into a tech-driven future:

- Co-creating and leading technology seminars for the hospitality industry.
- Creating awareness amongst hospitality members regarding data privacy issues, responsible disposal of e-waste and

migration to cloud-based technologies, among others.

- Providing and implementing a complete technology landscape for HRAWI members.
- Help members with due diligence and procurement of technology licences.

**Strategic partnership encompasses several key areas designed to propel HRAWI into tech-driven future**

- Offer cost-effective technology solutions specifically for the members to get cost and timeline advantages.
- Provide friendly financing and leasing options for technology purchase and deployment to the members from time to time.

"The collaboration with Ingram Micro is a testament to HRAWI's commitment to harnessing new-age tech solutions and expertise for the betterment of our members. Through this partnership, our objective is to collaboratively design and spearhead technology seminars. These seminars are intended to empower our members by providing them with the most recent global advancements in the sector. It also aligns with our commitment to creating a global circular economy through responsible disposal and reverse logistics," emphasised **Pradeep Shetty**, President, HRAWI. □





# WE TAKE CARE OF YOUR DISHWASHING

Your Dishwashing Specialist.

Commercial dishwasher for perfect cleanliness & hygiene.



The new C50. A modular system for high capacity and hygiene

- Effective Filtration
- High Performance
- Saves Water
- User Friendly
- Saves Time
- High washing Capacity

## Commercial Dishwasher Range:



Under Counter Dishwasher



Hood Type Dishwasher



Rack Conveyor Dishwasher



Multi-tank Rack Conveyor Dishwasher

## Detergents Range:



**PAN India Service Support & AMC Service**  
**Toll Free Help Line No.**

**1800 1035 913\***

(Mon to Fri, 9:30 AM to 5:30 PM,  
Saturday, Sunday & Public holiday- Closed)

### Head Office :

Winterhalter India Pvt Limited

Plot no 269, Sector 7, IMT Manesar - 122050, Haryana

www.winterhalter.in | email: info@winterhalter.in



# HRAWI praises upcoming tourism policy

Association zealously engages in business conclave addressing challenges in hospitality and tourism sectors, featuring insights from notable figures.

**H**RAWI actively participated in a business conclave focussed on the challenges and prospects of the hospitality and tourism sectors. The event titled 'Hospitality/Tourism Sector - Challenges and Way Ahead' witnessed the presence of **Nitin Gadkari**, Union Minister, MoRTH, **Girish Mahajan**, Minister for Tourism, Maharashtra, **Devendra Fadnavis**, Deputy Chief Minister, Maharashtra, along with **Pradeep Shetty**, President, FHRAI & HRAWI and **Tejinder Singh Renu**, President, Nagpur Residential Hotels Association, among other attendees.

In the conclave, govt officials along with the HRAWI delegates deliberated on the challenges encountered by the hospitality and tourism sectors in Vidarbha, examining strategies to improve the industry in the region and within the state. After the conclave, HRAWI submitted recommendations to the government requesting the implementation of Ease of Doing Business (EoDB) initiative to cater to the unique needs and challenges faced by the industry.

"HRAWI extends gratitude to Gadkari, Fadnavis and Mahajan for acknowledging the challenges faced by hospitality and tourism sectors. We are motivated by the announcement from the tourism ministry to unveil the new tourism policy next month. The tourism minister has stated that tourism can no longer be considered a mere travel sector; it is an industry that has a multiplier effect on the economy and creates employment for all sections of the society and therefore, industry status must be implemented. The enactment

**In conclave, govt officials along with HRAWI delegates deliberated on challenges encountered by hospitality & tourism sectors in Vidarbha**

of industry status will offer waivers and reliefs which are critical for the growth of hospitality. We anticipate the forthcoming policy will promote the growth of tourism in Vidarbha and Maharashtra at large," said Shetty.

Echoing similar sentiments, **Jasbir Singh Arora**, Convenor, Hotel Centre Point, Nagpur, stated, "The initiative by the tourism ministry to develop a forward-looking and dynamic policy, focussing on greenfield and brownfield tourism projects and incentivising the establishment of hotels and related infrastructure, is a commendable decision, and the industry welcomes it."

Emphasising the industry's crucial role in realising Prime Minister Modi's vision of attracting 100 million tourists by 2047, HRAWI stressed the need for sustained attention on the hospitality sector.

"We urge the government to implement the current policy through a streamlined one-window system while awaiting the new tourism policy. Additionally, we advocate for the declaration of a specific timeframe for the disbursement of incentives, enabling entrepreneurs and hoteliers to make informed investments in building hotels and expanding existing projects," highlighted **Tejinder Singh Renu**, President, Nagpur Residential Hotels Association. □





# Eagle Forgings

(HOTEL & RESTAURANT SUPPLIES DIVISION)

★ over ★  
**30**

*Years of successfully  
supplying equipment to  
the hospitality industry*

## BEDROOM EQUIPMENT



## BATHROOM EQUIPMENT



## ACCESSORIES



## OUR PARTNERS

**DOMETIC**  
MINIBARS

**bittel**  
HOTEL TELEPHONES

**Slumberland**  
MATTRESSES / DIVANS  
ROLL-AWAY BEDS

**FORBES**  
Industries

**HUETI**  
HIGH PERFORMANCE BLENDED

**OSVI**  
LED LIGHT

**Royal Porcelain**

**Royal Bone China**

**ASSA ABLOY**  
LOCKS

**ALISEO**  
GERMANY

**NORTHFACE**  
Defining great experience - Since 1942

### CONTACT US:

Mr. Vikas: +91 9810302264, Mr. Madan: +91 9818076669, Mr. Dharmendra: +91 9891845460

Ph. no. +91 11 4091000 / 41679640

Email ID: [ajay@eagle-grp.com](mailto:ajay@eagle-grp.com) / [ajaykhannadelhi@hotmail.com](mailto:ajaykhannadelhi@hotmail.com)

Website: [www.eagleforgings.com](http://www.eagleforgings.com)

C-71, Okhla Industrial Area, Phase 1, New Delhi - 110020, India



## FOCUS ON GROWTH OPPORTUNITIES

SIHRA's 2024 annual convention in Visakhapatnam brought together officials, industry leaders & hotel owners to discuss tourism growth & skill advancement.



**Nisha Verma**

The annual convention of South India Hotels & Restaurants Association (SIHRA) was held from 19-21 January 2024 at the Novotel Visakhapatnam Varun Beach, with the theme 'India Growth Story'. This was the first time the convention came to Visakhapatnam and had in attendance senior government officials, decision makers from the hospitality industry and owners from several homegrown hotel chains from South India as well as members of the association. The convention recorded more than 400 delegates in three days full of in-depth discussions on various significant issues pertaining to the industry. At the inauguration, **GVL Narasimha Rao**, Member, Rajya Sabha, addressed the gathering and asserted that there is a need for development of tourism in many Tier-II & III destinations across the Southern region. Citing Ayodhya as a recent example, he said that destinations such as Lepakshi in Andhra Pradesh can be developed for tourism and hotels and resorts can eventually come up at these locations.



**K Syama Raju**  
President,  
SIHRA

**Vizag is a beautiful city having number of beaches & people can invest money in this destination & build hotels**

**Venkatesan Dhattareyan**, Regional Director, South, West & Central, Ministry of Tourism, Government of India, claimed that the convention is a knowledge sharing platform. "With five states and two union

territories, the South India region exhibits significant diversity and variation across its many locales. Skilled manpower remains a big concern for hoteliers in both big and small cities. Therefore, capacity building, skilling, and training are currently very important."

Speaking about the response of the 2024 convention, **K Syama Raju**, President, SIHRA, said that their idea was to make the convention better than the last one held in Bengaluru in 2023. "Vizag is a beautiful city having number of beaches and people can invest money in this destination and build hotels, which would help the domestic as well as inbound tourism sector," he commented.

Regarding SIHRA's endeavours, he mentioned, "We are promoting a lot of tourism activities and liaising with the government for conferment of industry status to hospitality sector, which we have achieved in Karnataka. Apart from that we are aggressively setting up laboratories for food safety in all the metro cities." □



# IMPACTFUL CONVERGENCE

SIHRA's 2024 convention hosted over 400 delegates & featured comprehensive discussions on various hospitality industry-related issues.







**"Where Fragrance  
Shapes Experiences,  
Aerocide Herbal  
Unveils Your Scented  
Story"**

**Best Quality Ingredients:** We meticulously select premium flowers and ingredients, utilizing traditional extraction methods to ensure the integrity and therapeutic quality of our aromas.

**Unmatched Scent Diffusion Technology:** Through our Gralit Scent Detoxification System, powered by Cold Pressure diffusion technology, we ensure a consistent and luxurious scent delivery, enriching your brand's ambiance.

**Fragrances For Everyone:** Tailoring products to meet specific client needs and budgets, we not only create customized scent solutions but also educate on the benefits of scenting and aromatherapy, offering a range of scented products.



**Achievements:  
Recognition & Awards**



Introducing Aerocide Herbal, a pioneering scent marketing agency headquartered in Noida, India. We pride ourselves on crafting captivating olfactory experiences for diverse industries, elevating brands through the art of scent.

At Aerocide Herbal, our forte lies in curating and delivering bespoke scenting solutions that leave a lasting impression on your customers. We blend the finest fragrances, harnessing the power of scent to evoke emotions and forge indelible memories, all while enhancing your brand's unique identity.

**Why choose Aerocide?** With over a decade of expertise in crafting scents for luxury brands worldwide, our technology, fragrances, and services stand unparalleled. We specialize in:

**Customized Scent Development:** Collaborating closely with our clients, we craft signature scents that resonate with their brand's essence and personality.

**Herbal & Non-toxic Scents:** Our commitment to purity ensures that all our scents are derived from natural sources, free from harmful additives, delivering a non-toxic aromatic experience.



Our process begins with understanding our clients' vision, needs, and budget, enabling us to deliver tailored scent solutions through a variety of delivery systems, catering to both basic features and high-end automated machines. At Aerocide Herbal, scenting is for everyone, and we take pride in making it accessible to all.

Embracing the essence of AyurAromatherapy, we harness the inherent positivity and wellness benefits of aromatherapy. By creating comforting environments and uplifting spirits, our practices aid in boosting positivity levels, combating depression, and strengthening the immune system, fostering holistic well-being.

At Aerocide Herbal, we don't just craft scents; we create experiences that linger in memory and emotion, leaving an aromatic trail of brand distinction and sensory delight. Join us on this aromatic journey and discover the transformative power of scent marketing for your business.







# Breath Easy

Fill your Life with natural Fragrance



SCENTING  
MACHINE



CARPET  
POWDER



SCENT DELIVERY  
SYSTEM



AUTOMATIC SCENT  
DELIVERY SYSTEM

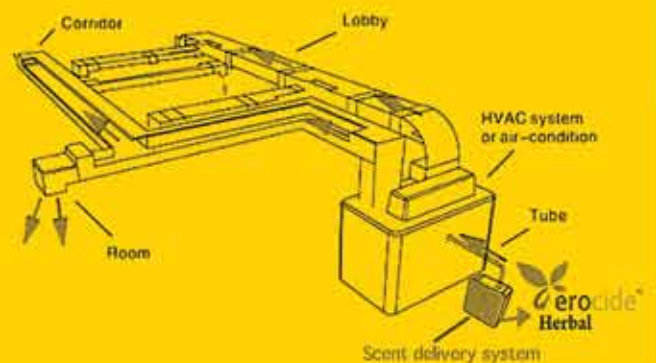


SCENT  
SYSTEM



ANTI-SMOKE ODOUR  
NEUTRALIZER

Install diagram and accessory



Application Area:

Hotels | Corporates | Hospitals | Airports | Restaurants | Luxury showroom | Club

**Gralit India Biotech Pvt Ltd**

B-112, GF, Sector -64, National Capital Region, Noida (Uttar Pradesh) 201301

M: +91-9999177236, +91-9910732237 | Email: [info@aerocide.in](mailto:info@aerocide.in)

[www.aerocide.in](http://www.aerocide.in)





# HARNESSING GROWTH IN TIER II & III CITIES

In infrastructure advancement, hospitality emerges as crucial element, requiring extended loan terms & favourable interest rates, says **Pradeep Shetty**.

 **Nisha Verma**

The recent convention hosted by the South India Hotel and Restaurant Association of India (SIHRA) emerged as a pivotal forum, bringing together hoteliers from across the region to deliberate on the trajectory of the hospitality industry. **Pradeep Shetty**, President, FHRAI & HRAWI, emphasised the significance of hosting the event in Visakhapatnam for the first time, citing its potential to spotlight tourism development in the region.


“The convention stressed the importance of collaboration between state and central governments to address key issues such as financial assistance for tourism projects, infrastructure development, and coordination in promoting tourism destinations,” Shetty pointed out.

## Focus on Tier II & III cities

“The convention highlighted the significant growth in Tier II & III cities in the Southern region, emphasising the need for infrastructure development and skill enhancement. These efforts are essential for fully leveraging the burgeoning potential of domestic tourism,” Shetty pointed out.




**Pradeep Shetty**  
President,  
FHRAI & HRAWI

 **We will focus on various challenges that plague hotel industry. One of them is copyright issue**

He further emphasised, “There has been a lot of growth in the Tier II & III cities, which is evident for a couple of years now. Having said that, this is a crucial juncture. There needs to be a specific emphasis on the development of tourism in these cities, as many of them possess potential but lack infrastructure. However, there has been a renewed focus

by the central government on the development of Tier II & III cities. We see this as an opportunity and thus, we are highlighting the issue of financial availability or credit assistance, as well as advocating for the recognition of the industry as a core infrastructure element. Within the broader context of infrastructure development, hospitality should be considered a significant component, necessitating long-term lending with favourable interest rates. However, these resources remain elusive to hospitality industry. Therefore, we aim to lower the threshold from ₹100 crore to ₹10 crores for tourism projects to qualify as infrastructure projects. Addressing these concerns would facilitate the development of more Tier II cities as tourist destinations.”

## Challenges before FHRAI

Encapsulating major issues for FHRAI this year, he informed, “We will focus on various challenges that plague the industry. One of them is the copyright issue, where there are certain irritants about multiple societies claiming money. There is also an issue about guests being made to pay royalties for weddings that happen in hotels, which are fully exempt. We are presently working with the government, and the consultation process is underway.” 



ORGANISED BY

SUPPORTED BY



# TRAVEL FOR LIFE: TOURISM SUSTAINABILITY SUMMIT 2024

*Repurposing Tourism with Sustainable Goals*

8 March 2024, Sovereign Hall, Hotel Le-Meridien, New Delhi

INAUGURAL SESSION ( 10:00 AM TO 11:50 AM)



Chief Guest  
**Mr. G. Kishan Reddy**  
Hon'ble Minister of Tourism  
Culture & DoNER, Govt of India



Guest of Honour  
**Mr. Amitabh Kant**  
India's G20 Sherpa and  
Former CEO, Niti Aayog



Distinguished Guest  
**Ms. V. Vidyavathi\***  
Secretary  
Ministry of Tourism, Govt of India



Distinguished Guest  
**Ms. Manisha Saxena**  
Director General  
Ministry of Tourism, Govt of India



Special Guest  
**Mr. Yugal Joshi**  
Mission Director  
LiFE & Adviser, NITI Aayog



Welcome Address  
**Mr. Sanjeev Agrawal**  
President, PHDCCI



Theme Address  
**Mr. Pradeep Shetty**  
President, FHRAI



Knowledge Report Presentation  
**Mr. Aalap Bansal**  
Partner, KPMG



Industry Perspectives  
**Mr. Anil Chadha**  
EC Member, HAI



Concluding Remarks & Vote of Thanks  
**Mr. Nirav Gandhi**  
Honorary Secretary, FHRAI

PANEL DISCUSSION-I ( 11:55 AM TO 1:30 PM)

Capitalising on 'Sustainability Practices & New Growth Potential' in Indian Hospitality Sector

Moderator



**Mr. Mohit Bhasin**  
Partner: Global Co-Lead & National Lead  
KPMG in India

Panelists



**Mr. H.C. Vinayaka**  
Vice-President-Technical  
EHS & Sustainability  
ITC Hotels



**Mr. Rohit Khosla**  
EVP Operations (North)  
IHCL



**Mr. Sachin Mylavarapu**  
Senior Area Director, Operations-South Asia  
Marriott International Inc.



**Mr. Philip Halanen**  
Head of Sourcing and Sustainability  
EMEA, Wyndham Hotels & Resorts



**Mr. Harish Chandra**  
Managing Director  
Hotelkey



**Ms. Aradhana Lal**  
Senior Vice President  
(Sustainability & ESG)  
Lemon Tree Hotels Ltd.



**Ms. Akanksha Singh**  
Global Sustainability Manager  
Radisson Hotel Group

PANEL DISCUSSION - II (2:30 PM - 3:30 PM)

International Outreach for Tourism Sustainability

Moderator



**Amb Mr. Manjeev Singh Puri**  
India's Former Ambassador to Nepal &  
Chair, India-Nepal Centre, PHDCCI

Panelists



**H.E. Amb Major General Vetsop Namgyel**  
Ambassador of Bhutan to India



**H.E. Amb Dr. Shankar Prasad Sharma**  
Ambassador of Nepal to India



**H.E. Mr. Dato' Muzafar Shah Mustafa**  
High Commissioner of Malaysia to India



**Mr. Glenn Mandziuk**  
CEO  
Sustainable Hospitality Alliance, U.K.



**Mr. Nikhil Sharma**  
Market Managing Director Eurasia  
Wyndham Hotels & Resorts

PANEL DISCUSSION -III (3:30 PM- 4:30 PM)

Enablers of Sustainable Tourism for Promising Tomorrow:

New Technology, Government-Industry Interface & Socially Responsible Business Practices

Moderator



**Mr. Atul K Thakur**  
Secretary, State Development Council &  
India-Nepal Centre, PHDCCI

Panelists



**Mr. Gurmit Singh Arora**  
National Chairman  
Indian Green Building Council



**Ms. Neha Dhingra**  
Senior Manager  
CLASP (India Program)



**Mr. Krishna Sai**  
CEO and Co-founder  
Urzza Charge Tech

Hospitality Partner



Prior registration is mandatory. Link for registration: <https://rb.gy/lker0h>

\* To be confirmed

# 57 destinations set for tourism makeover

MoT announces development of 57 destinations under Swadesh Darshan 2.0 initiative, aiming to create sustainable & responsible tourism destinations across nation.



The Ministry of Tourism (MoT), Government of India has notified 57 destinations in the country for development under Swadesh Darshan 2.0. MoT launched the Swadesh Darshan Scheme for development of theme-based tourist circuits. A total of 76 projects have been sanctioned. MoT has revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourism destinations, following a destination and tourism-centric approach. In line with the scheme guidelines, the respective state/UT prepares state perspective plan and MoT selects destination for development accordingly.

The 57 destinations which have been identified are as follows: Gandikota, Arakku-Lambasingi, Andhra Pradesh; Nacho, Mechuka, Arunachal Pradesh; Jorhat, Kokrajhar, Assam; Gaya, Nalanda, Bihar; Bilaspur, Jagdalpur, Chhattisgarh; Porvorim, Colva, Goa; Dholavira, Dwarka, Gujarat; Panchkula (Morni), Haryana;

**MoT has revamped Swadesh Darshan Scheme as Swadesh Darshan 2.0 with objective to develop sustainable and responsible tourism destinations**

Pong Dam, Himachal Pradesh; Basholi, Jammu & Kashmir; Chandil, Jharkhand; Hampi, Mysuru, Karnataka; Kumarakom, Kozhikode (Beypore), Kerala; Gwalior, Chitrakoot, Madhya Pradesh; Sindhudurg, Ajanta-Ellora, Maharashtra; Moirang (Bishnupur), Manipur; Shillong, Sohra, Meghalaya; Aizawl, Champhai, Mizoram; Niuland, Chumukedima, Nagaland; Koraput, Debrigarh along with special attraction of Khinda Village, Odisha; Amritsar, Kapurthala, Punjab; Bundi (Keshoraipatan), Jodhpur, Rajasthan; Gangtok, Gyalshing, Sikkim; Mamallapuram, The Nilgiris, Tamil Nadu; Bhongir, Ananthagiri, Telangana; Agartala, Unakoti, Tripura; Prayagraj, Naimisharanya, Uttar Pradesh; Pittoragarh, Champavat, Uttarakhand; Chandigarh; Lakshadweep; Puducherry, Karaikal; and Leh, Kargil, Ladakh.

The circuit wise list of projects under Swadesh Darshan Scheme from FY 2014-15 till 21 Jan 2024 are: Buddhist Circuit – 5, Coastal Circuit – 10, Desert Circuit – 1, Eco Circuit – 6, Heritage Circuit – 10, Himalayan Circuit – 7, Krishna Circuit – 2, North-East Circuit – 10, Ramayana Circuit – 2, Rural Circuit – 2, Spiritual Circuit – 13, Tirthankar Circuit – 1, Tribal Circuit – 4, Wildlife Circuit – 2 and Wayside – 1. ■





Be sure. **testo**

## Food quality, Human health, saved cost... All at once!



### Best Suitable for:

- QA-Food Engineers • Chefs
- Kitchen Supervisor • Lab in-charge



07-11 March | Stall No. H11-02-B  
Venue: Pragati Maidan, New Delhi



**This festive season ensure tasty and healthy food with  
food safety instruments from testo.**



**%TPM & °C**



Frying oil  
quality testing



**°C/°F**



Right temperature  
while preparation



**pH & °C**



Food quality & pH  
monitoring



**°C/°F**



Monitoring of  
incoming goods



**°C/°F & %rH**



Data monitoring  
at cold storage

- Testo 270 for cooking oil quality monitoring for safe fried foods.
- Testo food thermometers for checking surface and core temperature of food.
- Testo pH meter for right quality of liquids and semi-solid food products.
- Accurate measurements prevent harmful microbial growth in food.
- Testo data loggers for consistent monitoring & safety during transit & storage.



Scan the  
QR code to  
know more

Testo India Pvt Ltd



+91 20 2592 0000



info@testo.in



Designed in  
GERMANY

www.testo.com



# Forging closer ties with travel industry

Maharashtra Tourism collaborates with nationwide travel agents & tour operators to attract more inbound tourists to the state.



Hazel Jain

Maharashtra Tourism is enthusiastic about collaborating more closely with the travel industry, both within the state and throughout India. **Shraddha Joshi Sharma**, Managing Director, Maharashtra Tourism Development Corporation (MTDC), said, "MTDC has resorts in various locations of Maharashtra, which showcases the state's potential. This is being promoted with the help of local stakeholders such as tour operators and travel agents from across India. We have beach resorts, wildlife resorts, heritage resorts in locations such as Tadoba, near the Ajanta & Ellora caves, and other interesting tourist spots. Not only resorts, but we also now offer tour packages. So, not just stay options, but we offer a holistic package for tourists, including end-to-end pick-up and drop service, which we have just started under the 'Dekho Apna Maharashtra' programme."

"We are also focussing on sustainability. I believe it is a must for the tourism



**Shraddha Joshi Sharma**  
MD, MTDC

**Not only resorts, but we also now offer tour packages with end-to-end pick-up & drop service, providing holistic experiences for tourists**

sector, and at MTDC we endorse this concept. Just last year, we launched responsible tourism programme. We follow this at all our restaurants, where we avoid use of

artificial colours and encourage employment to local people. In short, we encourage a responsible traveller approach," she explained. MTDC will also be launching a convention centre in Nashik soon called Grape Park Resort Convention Centre.

## Magic of 10

"We consider travel trade as an investment partner," said **BN Patil**, Director, Directorate of Tourism, Maharashtra. "The tourism sector contributes about 9.5 per cent to the state's GDP and our target is to increase inbound tourists, increase their stay and spend in the state. I believe in the magic of 10. What does this mean? If the tour operators create 10 tour packages for Maharashtra, each accommodating 10 tourists, resulting in a tourism expenditure of approximately 10,000 per tourist, this will work wonders for the state," explained Patil.

The Maharashtra DoT has created an annual calendar featuring 14 tourism events, highlighting heritage, landscapes, forts, coastline, and mountains.





*Your Ultimate Partner in*  
**CLEANING**



*More than **25** models with capacity ranging  
from **300 to 8000** plates per hour*

**17+ years**  
*of excellence*

**Solar-Powered**  
*Manufacturing*

Undercounter Glass/ Dishwashers | Hood Type Dishwashers | Rack Conveyor Type Dishwashers | Flight Type Dishwashers  
Utensil Washer/ De-Waterer | Vegetable Washers & Crate/ Tray Washers | Polycord Conveyor System | Sterilizers | Accessories



**Washmatic India Pvt Ltd**

A-2, 3rd Floor, Shopping Centre,  
Naraina Industrial area Phase-2  
New Delhi-110028, India



**[www.washmaticindia.com](http://www.washmaticindia.com)**

[sales@washmaticindia.com](mailto:sales@washmaticindia.com) | +91 88006 23044



# UNION BUDGET '24

## Mixed bag for hospitality sector

Interim Union Budget '24 presents clear long-time vision such as improvement of port connectivity & infra development in key tourism areas.

### Long-term vision for Spiritual Tourism: HRAEI

The demands of the hospitality industry were not adequately addressed in the interim Union Budget 2024. The industry, however, expects the full-fledged Budget will feature the concerns, including the long-standing demand of granting industry status to the sector employing lakhs of professionals.

#### The key encouraging steps are:

- The development of iconic tourist centres by states with long-term interest-free loans.
- Improving port connectivity and tourism infrastructure in island destinations such as Lakshadweep.
- Continued development of key tourism infrastructure such as railways, transport, airports and domestic airways connecting to smaller cities in India's hinterland.

#### Concerns that were overlooked:

- The sector still hopes to be granted



**Sudesh Poddar**

President,  
HRAEI

**Hospitality sector still awaiting industry status for better development and employment opportunities**

industry status for better development and employment opportunities.

- A more lenient tax structure to make hospitality services more accessible to tourists.

- A single window mechanism for approval of new hospitality properties for fast implementation.

Despite the hits and misses, it is clear that the government has a clear vision for the hospitality sector. The Budget's emphasis on Spiritual Tourism, with Ayodhya emerging as a key destination, reflects the government's long-term foresight to nurture citizens' deep cultural and spiritual experiences in our country. This reinstates the government's two earlier slogans: Dekho Apna Desh and Atmanirbhar Bharat in Amrit Kaal.







# The Bell Match

## Safety Match Boxes with your Individual Personal Brand

Your customers become your Brand Ambassadors.

The Hotel Guests carry home Safety Matches with your Branding.

Advertising on Match Boxes is very cost Effective,

As compared to Advertising on Social Media.

It has a Vast Outreach. Advertise on Match Boxes and see for yourself.

Best Way to Advertise. Cost Effective Advertising.



## Food Packaging Division:

- Fast Food Restaurants Service Trays, Boxes and Disposables
- Bakery – Cake Boxes, Pastry and Cake Bases
- Specialised Window Boxes
- Paper Bags

Food Compliant and Environmentally Friendly / FSC / Compostable.

Customised Orders can be undertaken  
Design and Branding Assistance.



## The Bell Match Company

(100% Export Oriented Unit)

Regd. Off.: B4, Railway Feeder Road, Sivakasi - 626123, Tamilnadu, INDIA.

Admin. Off. & Factory: 2/180, T. Managasser (Po.) - 626141, Malli (Via), Srivilliputtur (Tk.), Virudhunagar (Dt.)



Group Companies

The Bell

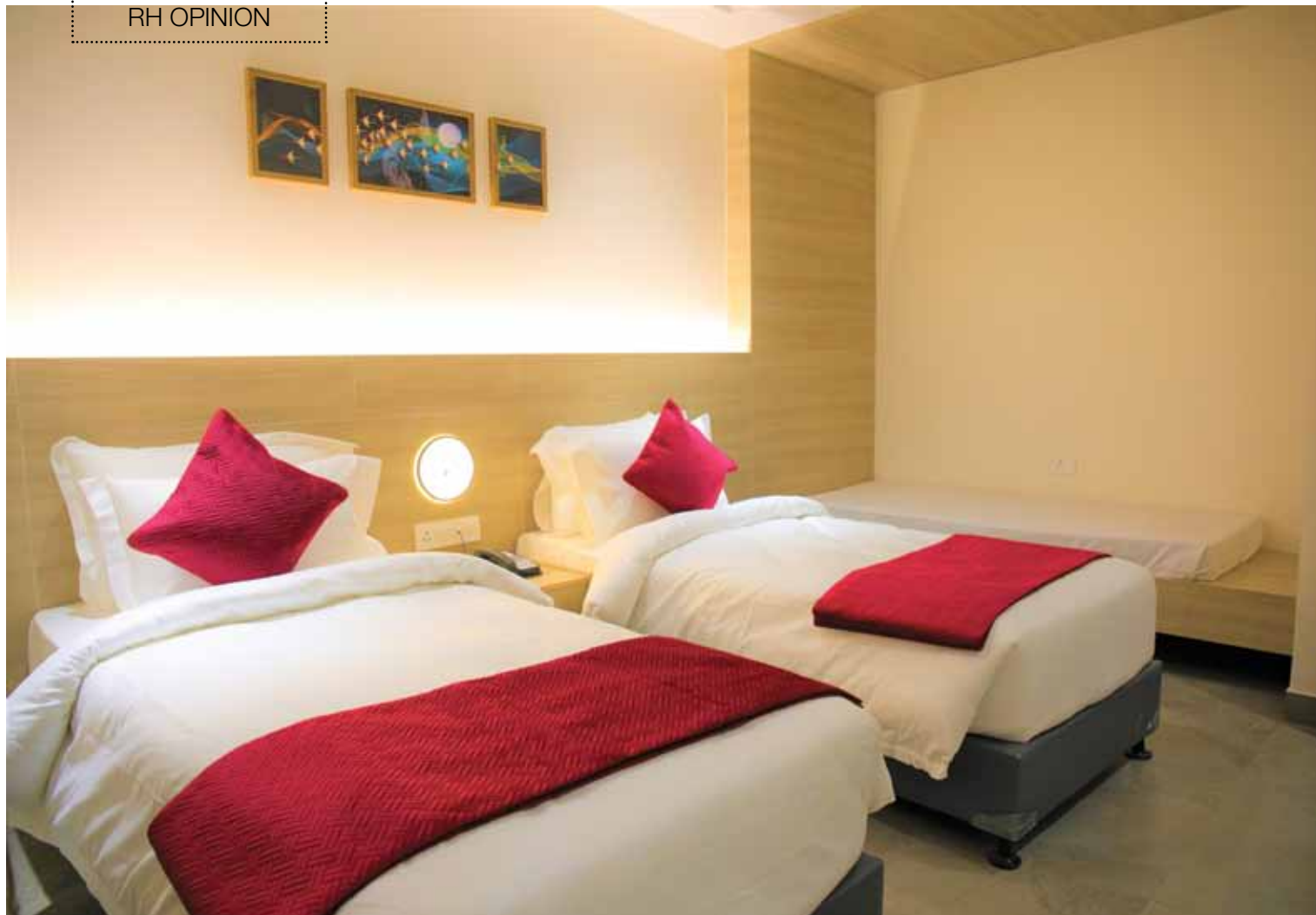


sales@bellmatch.com

+91-78459 65010

Match Company





### Boost for tourism & hospitality sectors: HRAWI

The recent interim Budget highlights the importance of tourism for economic growth, with a focus on M!CE, spiritual tourism, iconic tourism centres, and domestic tourism. The hospitality sector is optimistic about sustained growth in 2024 owing to government support. The Ram Temple in Ayodhya is expected to bring significant momentum to spiritual tourism, with approximately 70 per cent of India's tourism being focussed on spiritual and religious destinations. Madhya Pradesh is working to enhance religious tourism, while Goa has introduced Regenerative Tourism, featuring eleven places of worship in a parallel circuit.

The F&B sector is also showing promise, with intimate dining experiences, onsite dining resurgence, and experience dining symbolising a new era of resilience. The surge in plant-based and Millets-based cuisines reflects customers' growing preference for healthy and innovative food choices. The industry is working towards talent acquisition and skill shortages by



**Pradeep Shetty**

President,  
FHRAI & HRAWI

**Hospitality sector anticipates sustained growth in 2024, with significant momentum from spiritual tourism, M!CE sector & domestic tourism**

focussing on skill development and training initiatives.

India's hospitality industry advocates for infrastructure status, especially for hotels with project costs of ₹10 crore and above,

to enable long-term loans at affordable interest rates. The industry calls for more stimulus packages and incentives to achieve the target of welcoming 100 million tourists by 2047. Industry status to hospitality sector in Maharashtra offers benefits such as reduced electricity duty, lower tariffs, property tax rates, and GST rebates. These incentives are crucial for expanding hotel infrastructure, meeting the escalating demand for accommodation.

However, the sector faces challenges such as fraudulent online hotel bookings and concerns about social media influencers damaging brand reputations. The industry is working with govt authorities to address these issues and seek a unified single-window system or a single copyright society to streamline licencing practices and prevent unnecessary complications.

Another concern involves pending payments owed to industry members who protested against OYO. The industry aims to resolve the issue through legal recourse or mutual dialogue, focussing on ensuring a fair playing field between online travel agencies and hotels.





Experience precision heating and reliable performance with our advanced induction warmers

**RATED  
POWER 500W**

### MAIN FEATURES :

- Designed for Drop-in type with fully powder coated metal body.
- Equipsol 5mm indigenous Induction Glass is 10 times stronger than other imported inductions' glass.
- Pre Programmed 9 temperatures' control level & Timer.
- Automatic Switch-off Features if Pan not placed.
- Dual IGBT Based, Specially designed for 24X7 Use.
- Designed with Dual Fan, This combination helps machine to work in any environment.
- Errors Display for quick support.



Model	Power	Watt	Dimensions	Remote	Cutout Size	Remote Size	Weight
INS101D	230V / 50Hz	500	340x340x100mm	External	314x314mm	144x50mm	5.2Kg
INS62D	230V / 50Hz	500	380x380x100mm	External	360x360mm	97x100mm	6.2Kg
INSP20D	230V / 50Hz	500	296x370x75mm	Inbuilt	275x350mm	Inbuilt	4.5Kg

### EQUIPSOL INNOVATIONS

Unit No. 511-B, 5th Floor, Welldone Tech Park, Sector-48, Sohna Road, Gurgaon, Hr.-122002



8178279276, 9625143423



support@equipsolinnovations.com



www.equipsolinnovations.com



## Budgetary allocation for tourism sector rises significantly: HRANI

HRANI acknowledges the pivotal role of government initiatives in shaping the landscape of hospitality in the recent interim Union Budget 2024 and foresees a transformative era ahead.

The association welcomes the introduction of interest-free loans and quality ratings, foreseeing a reshaped tourism landscape. The government's commitment to connectivity development creates positive impact on economic growth and job creation. The interim budget's focus on the MICE sector, religious tourism, iconic centres, and domestic tourism aligns with hospitality industry goals.

HRANI appreciates the boost in the budgetary allocation for the tourism ministry to ₹2,450 crore in the fiscal year 2024-25, marking a significant rise of 44.7 per cent compared to the revised figure for the current financial year at ₹1,692 crore. We are optimistic that the full-fledged Budget will address concerns such as the rationalisation of GST, granting infrastructure status, central clearance for hotel projects and streamlining of regulatory processes for unprecedented sector growth.

Amidst the ongoing journey of 2024, the hospitality industry finds itself at a pivotal juncture. Challenges and opportunities intersect, shaping the trajectory for businesses and travellers alike.



**Garish Oberoi**  
President,  
HRANI

**We are optimistic that full-fledged Budget will address concerns such as the rationalisation of GST & granting infrastructure status, among others**

Navigating into 2024, the pillars of experiential travel, a thriving domestic market, and the resurgence of corporate travel propel the industry forward, reflecting changing guest preferences and laying the foundation for sustained prosperity.

Nevertheless, challenges persist. From online booking fraud to high GST and the imperative need for sustainable practices, the hospitality industry faces a critical juncture demanding adaptation and

innovation. Sustainability, wellness, and authenticity are now strategic imperatives, guiding brands through the evolving landscape.

Guest expectations evolve, emphasising personalised experiences driven by data-driven profiling. Chatbots, 24x7 concierges, and AR/VR redefine guest experiences, offering immersive adventures within their rooms. The rise of bleisure travel blending business and leisure, gains momentum. Hotels adapt with dedicated workspaces, flexible meeting options, high-speed internet and sustainability, which become fundamental requirements, while authenticity reigns supreme.

As we progress through 2024, our expectations from the budget echo the industry's collective voice. Central single-window clearance for hotel projects streamlines processes, fostering growth. GST rationalisation and conferment of infrastructure status have financial advantages, elevating competitiveness and attracting investments.

Increased infrastructure spending enhances connectivity and elevates guest experiences, aligning with the commitment to experiential travel. Advocating for industry status by state governments ensures coherence and standardisation, fosters growth, and makes the industry more attractive to investors and consumers. ■



**HOMESCAPES®**  
LUXURY LINEN & BEDDING

*world class*

*Hospitality Linen & Sleep Solutions*

\*ROOM AND BATH LINEN  
\*F & B AND BANQUET LINEN  
\*SOFT FURNISHINGS, SOFT BEDDING  
INCLUDING DOWN AND FEATHER  
PILLOWS AND DUVETS

**TAJ**  
Hotels Resorts  
and Palaces

**IHG**  
InterContinental Hotels Group

**CROWNE PLAZA**  
HOTELS & RESORTS

**park inn**  
by Radisson

**Radisson**  
HOTELS & RESORTS

**THE Lalit**  
HOTELS & RESORTS

**HYATT**  
HOTELS & RESORTS

**Marriott**  
HOTELS - RESORTS - SUITES

**COUNTRY INN & SUITES**  
by Radisson

**VOCO**  
an IHG hotel

**Clarion**  
Inn

**H**  
Holiday Inn Express

**H**  
Holiday Inn

**SHANGRI-LA**  
HOTELS & RESORTS

**WESTIN**  
HOTELS & RESORTS

**FOUR POINTS**  
BY SHERATON

**ROSEATE**

**Golden Tulip**  
HOTELS & RESORTS

**DOUBLETREE**  
by Hilton

**STAYBRIDGE**  
SUITES

**ASCOTT**

**Kempinski**

**lemon tree**  
HOTELS

**SAROVAR**  
HOTELS & RESORTS

**THE LEELA**

**Oakwood**

**MAURYA**  
HOTELS

**KESRI TRANSCONTINENTAL SINCE 1986**

ISO 9001:2015 Certified ISO 14001:2015 Certified

Marketing Office : G-20, Ring Road Mall, Sector-3, Rohini New Delhi- 110085

☎ 011-45093987 ✉ corporate@homescapesindia.com

Works : Plot No. 345, HSIIDC Industrial Estate, Refinery Road, Panipat- 132140, Haryana (India)

Amitabh Awasthy, CEO & MD  
+ 919050009486

Mala Awasthy, Director  
+ 919050009427

Arjun Awasthy, Vice President  
+919813056184





# BRIDGING DEMAND-SUPPLY GAP

Sarovar Hotels & Resorts introduces an Affiliate model, expanding its portfolio & helping owners establish their own brand name & value.

 **Lipla Negi**

With the launch of its latest business model—A Sarovar Affiliate—the Sarovar Hotels & Resorts eyes bringing a large number of hotels into its existing portfolio within the mid-market and premium categories across India. Taking us through the core thought behind this idea, **Ajay K Bakaya**, Managing Director, Sarovar Hotels & Resorts and Director, Louvre Hotels India said, “There are a lot of owners in this country who wish to develop multiple hotels or a very large hotel in a city. But they wish to develop their own brand. Even while looking for potential partnerships or associations, they wish to add value to their own brand name. Such hotels often do not have the advantage of technology or the reservation and distribution system. So, we thought there is a large segment here where we can offer owners that choice where we help the owner build his own brand for a period. That was the core thought—to add a new dimension to this whole business of either management or franchise.” The first agreement in this direction has been signed with Bengaluru-



**Ajay K Bakaya**  
MD, Sarovar Hotels & Resorts and Director,  
Louvre Hotels India

**“While new hotels are being created, ‘industry status’ is imperative to improve supply**

based Grand Continent Hotels to manage its upcoming hotels across key metropolitan and secondary cities pan India. With this development, Sarovar will add over 10 hotels in the next five years to its proliferating portfolio. The recently opened hotels include a 45-room hotel Grand

Continent Hosur, Tamil Nadu, and a 48-room hotel Grand Continent Hebbal, Bengaluru. Talking about potential associates, Bakaya said, “My requirement is a minimum of four hotels or minimum of 200 rooms. This is either for Sarovar Premier or Sarovar Portico—mid scale to upper scale. We are offering our reservation system, management know-how and technology.”

While new hotels are being created, Bakaya feels that ‘industry status’ is imperative to improve supply. Supply and demand will grow because the country’s growth trajectory is strong. However, if we want to bolster supply, the Centre and state governments must move faster in terms of permission. The industry status will make capital investment available at lower cost. He further highlights that the rapid infrastructure development in the country is a boost for hospitality business as people are favouring more frequent travel. “In the coming months, we will see more outbound travel than we saw in the past 2-3 years. However, inbound business is expected to improve only by October-November,” he anticipated. □





Mockup Room (Punjab)

## Complete Turnkey Interior Solution



Mandapam (Ashoka Hotel)



Banquet (Panipat)



Rooftop Bar (Dhanbad)



Rooftop Bar (Bathinda)

On-Time Delivery	Turnkey : Residential, Commercial, & Hospitality	Tech-Based Monitoring
No Hidden Charges	2000+ Pan India Projects	Renovation & Makeover

## UPCOMING PROJECTS

Visakhapatnam | Himachal Pradesh | Jharkhand | Rajasthan

## We're Exhibiting at Aahar

Hall No. 14 Stall No. F02A

## OUR CLIENTS



"WE PROVIDE TURNKEY INTERIOR SERVICES ALL OVER INDIA & CAN WORK FOR ARCHITECTS AND INTERIOR DESIGNERS ON MUTUAL UNDERSTANDING."

### Contact

+91 9717097418, +91 9810004777  
+91 9958888966, +91 8178626479



Scan Me

### E-mail

hsaaco@gmail.com,  
Studiohsaa@gmail.com

1/116, Satguru Ram Singh Marg, Subhash Sadan, W.H.S Block, Kirti Nagar, Adjacent to Nawab Furniture\*  
New Delhi- 110015



# TOUCHING A MILESTONE



Fortune Hotels celebrates its 50<sup>th</sup> hotel opening with Fortune Park East Delhi. The brand plans to add 17 more hotels to its portfolio.



**Lipla Negi**

The 50th property of mid-to-upscale brand Fortune Hotels opens its door in the Delhi-NCR region. Branded as Fortune Park East Delhi, it is perfectly suited to the modern-day traveller seeking a well-connected locale with hassle-free access to key hubs and vantage points of the capital city. Featuring contemporary and well-appointed rooms and premium amenities, the hotel also offers an eclectic array of F&B outlets, including Zodiac—the all-day dining restaurant, Neptune Bar—the trendy bar and lounge Nakshatra, the soon-to-open sky dining restaurant on the rooftop and La Cafe—a trendy outlet that is sure to take coffee and conversations to an all-new high.

## Expansion beyond metros

Sharing the brand's growth plans, **Samir MC**, Managing Director, Fortune Hotels, said, "Fortune Park East Delhi is a significant value-add to our ongoing, long-term growth trajectory being our fifth operating hotel in Delhi NCR. Our latest addition embraces the true spirit of Delhi—blending in the commercial vibrancies and traditional and modern socio-cultural influences that come with it."

He further added, "We have signed 10 hotels so far and opened seven, including Fortune Park East Delhi. We have



**Samir MC**  
Managing Director,  
Fortune Hotels

**Fortune Park East Delhi marks our fifth hotel in Delhi NCR, adding significant value to our long-term growth trajectory**

17 properties in the pipeline, which we aim to open in the next couple of years." However, it is not just the numbers that the brand intends to put in focus. Forging quality relationships with the hotel owners as well as

delivering quality experiences continue to be the brand's focus.

## Spiritual journeys on rise

Calling 'pilgrimage tourism' as the next big thing under domestic tourism, Samir pointed out, "We operate in many pilgrimage destinations such as Madurai, Tirupati, Amritsar and Katra. We have some more projects in the pipeline in cities such as Ajmer and Shirdi, among others. We are in active discussion with some investors to have our brand presence in Ayodhya too."

Calling pricing a topic of regular discussion, he pointed out, "Your pricing must come with value. If we look from a micro perspective and compare it to many more travel destinations around the world, we are probably one of the lower priced destinations." □





# Modern Impression



Delivering Perfection Since 1999

Bed Sheets, Pillows, Pillow Covers, Duvets, Duvet Covers,  
Cushions, Mattress Protectors, Bath Robes, Bath Towels,  
Hand Towels, Face Towels, Bath Mats, Pool Towels and more

**PUSHKAL**  
TEXTILES



B-15, L.G.F., DDA Shopping Complex,  
New Rajender Nagar, New Delhi 110060

Tel : +91 9811549008, 9811169567

Email : pushkaltex@gmail.com

Website : www.pushkaltextiles.com

Some of our esteemed clients:





# VIBING IN



As Marriott's Moxy debuts in India, **Anuradha Venkatachalam** describes it as lifestyle destination that strives to keep evolving with changing guests' preferences.



**Lipla Negi**

**I**t feels like coming home, says **Anuradha Venkatachalam**, Hotel Manager, Moxy Bengaluru Airport Prestige Tech Cloud. She is talking about returning to home ground, almost after two decades to be part of Marriott's economy lifestyle brand Moxy. Moxy Bengaluru Airport Prestige Tech Cloud marks the 17th brand to join the Marriott Bonvoy portfolio in South Asia. With a focus on style, playfulness and affordability, the brand takes pride in its refreshing approach to hospitality. To stay relevant to the ever-increasing tribe of millennials and Gen Z travellers, is its perennial endeavour.

## A fresh take

Venkatachalam joined the hotel as pre-opening Hotel Captain, describing it as a 'thrilling ride'. "From pre-opening to assembling a vibrant crew, we have injected heart and soul into every detail. Moxy Bengaluru proudly stands as a gem in Marriott Bonvoy's collection. Our concept,





blending fun, style, and comfort, brings a fresh vibe to Indian hospitality. From cleverly designed rooms to lively spaces such as Bar Moxy, we are crafting a unique experience. Namaslay, indeed,” she shared.

She feels that her global experiences, from professional to leisure, have not only prepared her for this return but also groomed her as a leader, fostering a culture of learning and growth. “Bengaluru’s global status ensures a seamless connection with its diverse population. My time in Singapore enriched me with insights on innovation, sustainability, and timely decision-making. Leading a diverse team, particularly with millennials and Gen Z travellers, was a valuable experience,” she said.

### New gen travellers

According to her, besides Bengaluru, Moxy’s vibrant vibe finds a perfect match in cities such as Mumbai, Delhi, Goa, and Pune, known for their dynamic spirit and youthful energy. She explained, “These cosmopolitan hubs, attracting new-gen frequent travellers, set the stage for the Moxy experience. Crafted for Gen Z travellers’ instant and result-oriented nature, our services prioritise efficiency and spontaneity. From seamless check-ins to quick access to information, we cater to the need for instant gratification. Bar Moxy and Layover Pool Bar serve as lively hubs, fostering swift, delightful experiences. Our commitment to staying on-trend ensures that Moxy continues to be the exciting choice for the dynamic Gen Z traveller demographic. We are not just a hotel; we are a lifestyle destination evolving with our guests’ changing desires.” Matching the vibe with Gen Z traveller on the sustainability front, she throws light on the

brand’s sustainability efforts, “Innovatively, we have introduced EV cars for guest use, e-registration cards, facilitated mobile check-ins, implemented e-billing practices, and developed electronic and visual factsheets for our sales team. By embracing diversity, promoting gender-neutrality, prioritising sustainability, and incorporating innovative technologies, Moxy Bengaluru is not just a place to stay; it is a platform for positive change.”



**A Venkatachalam**  
Hotel Manager,  
Moxy Bengaluru Airport  
Prestige Tech Cloud

**“With flexible configurations for diverse events, we adapt to formal boardroom setups, collaborative workshops, or casual lounge-style meetings**

### One for fun seekers

Catering to business travellers, leisure seekers, and locals, the hotel offers a unique blend of style, comfort, and social engagement. Clearly, the growing tribe of millennials and Gen Z travellers with an insatiable appetite for travel is its target clients. “We focus on creating a dynamic

and vibrant experience for a diverse audience. Our target encompasses the young and young at heart, appreciating a playful atmosphere. Beyond stylish rooms, our emphasis extends to F&B experiences, ensuring guests indulge in a culinary journey mirroring the eclectic spirit of Moxy. Well-equipped for MICE events and celebrations, the hotel is a go-to destination for memorable experiences,” she pointed out.

### Reimagining corporate experience

The greatest advantage of being in the tech capital of the country is the opportunity a brand gets to reimagine and elevate the conventional closed door corporate offsite or meeting. She agreed, “Our meeting spaces go beyond rooms; they are tech-integrated hubs designed for seamless presentations, virtual collaborations, and dynamic discussions. Enhanced by high-speed Wi-Fi, cutting-edge audio-visual setups, and pre-installed LED screens, our spaces cater to modern tech needs.”

Highlighting the significance of personalisation, she further added, “With flexible configurations for diverse events, we adapt to formal boardroom setups, collaborative workshops, or casual lounge-style meetings. Our commitment to personalisation extends to themed events and tech-centric decor. We embrace innovation in team building with tech-driven activities that foster collaboration and creativity.” For added fun, the outdoor sports arena sets the stage for team activities. “All meeting spaces, bathed in natural daylight, contribute to a vibrant atmosphere. Moxy Bengaluru is not just a destination; it is the tech-forward and adaptable choice for corporate gatherings in the heart of the tech capital,” she said. □



# AAHAR '24

## Thinking future forward

Integrating smart tech with sustainability goals, the premium line-up of exhibitors at annual expo ensures quality solutions for food & hospitality industry.

 **Amita Pandey**

We have been participating in the AAHAR exposition for the last 35 years, successfully showcasing kitchen equipment for hotels and other institutions. This year, we are once again prepared to exhibit a wide range of imported products, including ice-cube machines, Italian coffee machines, and Ovens, among others. We are equipped to offer economically priced products tailored to the Indian market. Our USP lies in providing products that align with the evolving needs of the Indian market

**“This year, we are once again prepared to exhibit a wide range of imported products, including ice-cube machines**



**Rajendra Mittal**  
Founder & Director,  
Mittal International

and importing advanced equipment from international manufacturers accordingly. Furthermore, it is important to note that in addition to our widespread ownership of numerous service centres spanning across India, we have established branches in key cities such as Mumbai, Chennai, and Okhla, all with the overarching goal of efficiently catering to the needs of the industry on a national scale.



**Chakradhar Rao**  
CEO,  
Nestin Ventures

This year, our stall at AAHAR will be themed ‘Sustainable Goodfoodmood’. We aim to demonstrate that sustainability can go hand-in-hand with sophistication and luxury. Key features of our stall would include showcasing latest designs and interactive sessions, where clients can experience the softness and quality of our eco-friendly materials. Our stall will be a testament to how our product, Duni, is



# Scotsman®

Ice Systems

# ICS IS US

**WHAT'S  
YOUR ICE  
TYPE?**



## MITTAL INTERNATIONAL

HEAD OFFICE : 7, Netaji Subhash Marg, Darya Ganj, New Delhi – 110002,

Ph. : 011-23242500/01/02/03, 35008051/52 E-mail : sales@mitalin.com

EXPERIENCE CENTER : D-75, 1st Floor, Sector-6, Noida Uttar Pradesh

**BRANCH OFFICE :**

**MUMBAI OFFICE**

Unit No. 1/D, 1st Floor, 32 Corporate Avenue, Near Paper Box, Off. Mahakali Caves Road, Andheri East, Mumbai – 400093

Ph. : 022-026861938, 26863195 Email : mitalmumbai@gmail.com

**CHENNAI OFFICE**

E.W.S. No. 1729, 1st Main Road, Vasantha Colony, Off. 18th Main Road, Anna Nagar West, Chennai – 600040

Ph. : 044-43831150 E-mail : chennaioffice@mitalin.com



[www.mitalin.com](http://www.mitalin.com)

All India Service Call Center: 9811272605

redefining eco-luxury in the hospitality sector. Our latest range of premium napkins, the Bio Dunisoft napkins, stands out through a unique combination of innovation and design excellence. They are made from fossil-free, fully renewable materials and are home compostable. Our R&D

This year we are very excited about the theme at AAHAR 2024, which will be more on the visual and live experience of the products. The stalls will be designed so that visitors get a clear idea of smooth billing and how a display of products, videos and images influences customer purchases.

Our latest product includes a self-checkout point-of-sale (PoS) kiosk, which serves as a lifeline for QSRs by reducing counter billing queues during rush hours. Not only we are focussing on new products, but also upgrading existing PoS products to the latest configuration. Their

**Our latest range of premium napkins, Bio Dunisoft napkins, stands out through unique combination of innovation & design excellence**

**Our latest product includes a self-checkout PoS kiosk, which serves as a lifeline for QSRs by reducing counter billing queues during rush hours**

sleek new design enhances the visualisation of the billing counter. The dual-display PoS can be stationed on the counter or mounted on a pole. The touch-based customer displays enable customers to provide feedback in the system.



**Mohit Sharma**  
CEO,  
Romio Technologies

Ozone's strength has always been its vast portfolio and variety of products across categories. We will be showcasing new systems and products at AAHAR 2024. For instance, we have a new stainless steel premium range in the Shower Enclosure category. The Stealth Series is another new product that has captured the attention of architects and interior designers alike. It assists in creating a modern look with a clear seamless view. Along with this, we also have slim profile doors, a new safes and locks range, Kube Line, and more product development in the wardrobe category as well. Our products are innovative. They appeal to customers not just in India but

**We will be showcasing new products such as new stainless steel premium range in Shower Enclosure category at AAHAR 2024**

across the world. We take pride in being an environmentally friendly company. A prime example of this is our new Ghiloth factory in Rajasthan. In this production unit, we ensure high-quality products are manufactured in compliance with international standards and with sustainable practices laid out by the government.



**Veena Arora**  
Vice President,  
Product Procurement,  
Ozone

Participation in exhibitions serves as a platform for showcasing products and engaging with potential clients. King Metal Works will promote new products and brands while educating clients on the right products to use at AAHAR 2024. The company will maintain a white and blue colour theme for the stalls aligning with the brand logo's colours.

Our newest offerings stand out from competitors due to their suitability for clientele in the hospitality sector. They are unique and do not face immediate competition. King Metal Works' primary focus is on the introduction of new prod-

**King Metal Works will promote new products & brands while educating clients on right products to use at AAHAR 2024**

ucts for meeting the hospitality clients' needs, as they are always seeking new tabletop products to enhance their offerings and attract customers. Functionality, durability, aesthetics, uniformity, and user engagement are all carefully considered during the product's creation at King Metal Works. □



**Ramesh Shah**  
President,  
King Metal Works



# THE BEST MADE POSSIBLE FROM THE AMERICA'S MOST TRUSTED BRAND

**RESTONIC**

HOT MOT

AMERICAS FAVOURITE  
MATTRESS SINCE 1938,  
NOW AVAILABLE IN INDIA.



A mattress designed for those who strive to deliver only the best experience for their customers. Right from the materials used, detailed quality checks & thoughtful improvements, quality is at the core of everything we do, making us America's favorite mattress.

★ ★ ★ FR stripe Knitted Fabric or Woven fabric ★ ★ ★



Flame  
Resistant



Approved  
by SGS



Available wire type:  
Border wire or Box type



Customization is  
provided on request

Designs available



BONNEL  
INNER SPRING



POCKETED  
INNER SPRING

Available thickness of the mattress:  
6, 8, 10, 12 inches

## Hotels that vouch for our Brand



## Awards and Recognition



Women's  
Choice Award



Peps is a  
Member of  
ISPA



7 Times  
Consumers  
Best Buy  
Award



Top Seller  
in Tier-II  
Cities



Brand  
Leadership  
Award 2018



Indian Retail  
Award 2018

For trade enquires contact : +91 99101 12959 | [f](#) [@](#) [v](#) [o](#) [p](#) [e](#) [p](#) [s](#) [i](#) [n](#) [d](#) [i](#) [a](#) [c](#) [o](#) [m](#)





# SUSTAINABLE SOLUTIONS IN HIGH DEMAND

Industry professionals emphasise AAHAR's unique role in facilitating face-to-face interactions that build trust, embodying essence of hospitality industry.



**Ananya Kukreja**

In an age dominated by the digital realm, the relevance of an international food and hospitality fair such as AAHAR may raise eyebrows. However, step into the bustling world of AAHAR, and one will discover an irreplaceable facet: the power of personal connection.

Industry professionals echo a unanimous sentiment—AAHAR thrives on the power of personal connections, providing a unique space for face-to-face interactions that foster trust. As **Sunil Khera**, General Manager, Hometel Chandigarh, puts it, “The ideal essence of the hospitality industry lies in the deep emphasis on personal touch.”

The exhibition has become an indispensable one-stop shop for companies and brands in the hospitality sector, providing a dynamic platform for the introduction of new product lines, deals, and innovations.

## Sustainable solutions

Hotel brands are on a quest for environmentally friendly solutions, driven by an



**Sunil Khera**  
General Manager,  
Hometel Chandigarh

expanding commitment to green practices. With the discerning modern customer expecting environmental responsibility, the hospitality sector is embracing innovative upgrades and technological enhancements, particularly in F&B and décor.

“Even though sustainable solutions cost more upfront, but we save money over time after using these solutions,” explained Khera.

According to the professionals, plant-based green meat is gaining traction, surprising and delighting guests

in hotels, restaurants, and standalone establishments.

Beyond sustainability, the crucial realm of security and prevention, biometrics, secure cloud storage, and disaster management kits is also garnering attention from the industry.

**“Ideal essence of the hospitality industry lies in the deep emphasis on personal touch”**

“This year, I am looking forward to exploring a diverse array of products specifically associated with the realm of Glamping,” shared **Sanjay Sharma**, Co-founder & CEO, Organic Hideaways.

Amidst the evolution of AAHAR, there remains an enduring demand for a broad spectrum of hotel operations equipment, from crockery and cutlery to furniture and linen. Despite advancements in technology and changes in consumer preferences, these fundamental elements remain essential for the smooth functioning of hotels. □



# Digital Led Standee

- Display images and video content
- Easy plug and play
- Multiple Region Displays
- Available in various screen sizes
- Metal body, Elegant looks



Visit us at  
Hall No. 10,  
Booth No.  
H10-02-BC

## 36 Support Center pan India

### Touch based POS

- Attachable Dual Screen
- MSR Card Reader Compatible
- Smooth Touch
- Light in Weight
- Compatible with all Software



### Digital Kiosks

Customised  
billing solution

with **3 years**  
Warranty



Touch POS



Dual Screen



Printer



MSR Card Reader



Handheld Device



Wall Mounted



Digital LED display



LED Menu Boards

### OUR CLIENTS



+91 85888 86973



inforomio@romiotech.com



www.romiotech.com



# TRENDSETTING TASTES IN 2024

Culinary trends that are creating ripples in India's culinary scene, capturing imaginations & palates of food enthusiasts.

In the dynamic world of gastronomy, India's culinary landscape is continually evolving, reflecting a fusion of tradition and innovation. Here are some of the food trends that are making waves in 2024 among the gourmands.

## Regional comfort foods

Hospitality professionals are embracing a return to regional comfort foods, celebrating the diverse culinary heritage of India. Traditional recipes, passed down through generations, are finding their way back onto menus. Chefs are experimenting with heirloom grains, authentic spice blends, and age-old cooking techniques to recreate nostalgic dishes with a modern twist. Grandma's recipes are being revamped for the contemporary palate, creating a delightful journey through the rich tapestry of Indian flavours.

## Artisanal fermentation

Fermented foods have surged in popularity, offering a symphony of complex flavours and gut-friendly benefits. Chefs are exploring the world of artisanal fermentation, experimenting with pickles, kimchi, and kombucha. Incorporating fermented elements into dishes not only adds a depth of taste but also aligns with



**Chef Gaurav Anand**

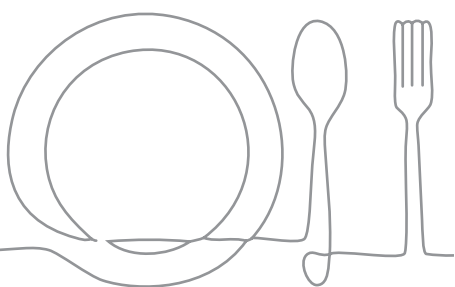
Director, Culinary, Hilton & Hilton  
Garden Inn Bengaluru Embassy  
Manyata Business Park

**Fermented foods have surged in popularity, offering a symphony of complex flavours and gut-friendly benefits**

the growing awareness of the importance of gut health.

## Dessert hybrids

The dessert landscape is witnessing a delightful transformation with the rise of innovative dessert hybrids. Chefs are







## COMMERCIAL KITCHEN HOODS

Makeup Hood

UV Hood

Mist Hood

Vapour Hood

Water Wash Hood

Front Cooking Station



  
**Chefmate®**  
... Ensuring chefs don't get cooked!!!

83, Padmanagar Phase II, Chintal, Hyderabad, Telangana - 500 054.  
+91 92463 77652 | [revacsystems@gmail.com](mailto:revacsystems@gmail.com) | [www.revacsystems.com](http://www.revacsystems.com)





pushing the boundaries by combining traditional Indian sweets with global dessert trends. Picture a Gulab Jamun Cheesecake or a Cardamom-infused Chocolate Tiramisu. These creative fusions not only tantalise the taste buds but also showcase the versatility of Indian desserts, making them the perfect grand finale for any dining experience.

### Hyper-local sourcing

With an increasing emphasis on sustainability and supporting local communities, chefs are prioritising local and hyper-local ingredient sourcing. This trend extends beyond showcasing regional specialties to embracing the unique flavours of specific micro-regions. Farmers' markets and direct collaborations with local producers are becoming integral to restaurant supply chains, ensuring a fresh and

unique culinary experience for diners. A farm-to-table approach not only reduces the carbon footprint but also champions the diversity of India's agriculture.

### Nostalgic snacking

Street food and nostalgic snacks are being reimagined with a contemporary twist, appealing to both the young and the young at heart. Chefs are reinventing classic street food favourites, such as Pani Puri with molecular gastronomy or gourmet versions of childhood treats such as Aam Panna popsicles. This trend speaks to the emotional connection people have with their favourite snacks while offering a novel and upscale experience that transcends traditional street-side indulgences.

### Mocktails

As the demand for non-alcoholic options continues to rise, mixologists are embracing heritage-inspired mocktails that capture the essence of Indian flavours. One refreshing trend is the Aam Panna Spritzer—a delightful blend of raw mango, mint, and sparkling water. This not only caters to the growing health-conscious demographic but also introduces an element of nostalgia, providing guests with a familiar yet innovative beverage experience.

### Sparkling waters

As a healthier alternative to sugary sodas, fruit-infused sparkling waters




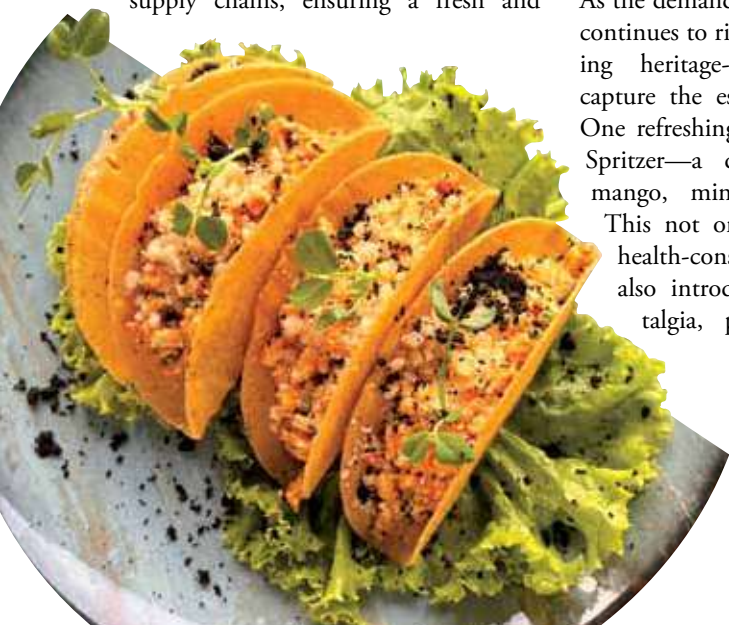
**Mixologists are embracing heritage-inspired mocktails that capture essence of Indian flavours. One refreshing trend is Aam Panna Spritzer**

are gaining traction. Fresh fruit slices and herbal accents transform plain sparkling water into a fizzy, guilt-free delight, offering a perfect balance of hydration and flavour.

### Evolving cocktails

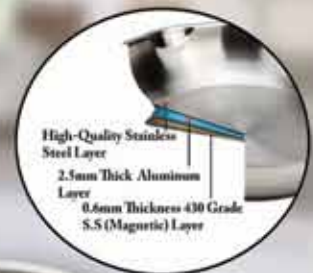
Forget the tired red-versus-white debate, wine is blossoming with an explosion of exciting variations! Just like Scotch brands are trying to woo younger drinkers with cocktails like smoky Penicillin, wines are shedding their colour labels and embracing a dazzling spectrum of possibilities.

*(The views expressed are solely of the author. The publication may or may not subscribe to the same)* 





# The Quality Solution for Every Kitchen Essentials.



**KING METAL WORKS** is established since 1970 its success is attributed to **TRUST, QUALITY** and **CUSTOMER ORIENTED APPROACH**. More than 180 satisfied customers in more than 70 countries worldwide. We are able to ship a large variety of products in quantities ranging from **Few 100 pieces to Hundred Thousand Pieces Giving Flexibilities** to our Customers.

**FOR THE PROFESSIONALS, BY THE PROFESSIONALS**  
 (Govt. Recognized Two Star Export House).



Tongs & Ladle



Conical Strainers



Dredgers



Milk Frother



Mini Serving Set  
5 Pc



Risers



Cigarette Bud  
Collector



Bar Ware Set



Ice Bucket Hammered  
W/lid



Wine/Champagne  
Buckets



Pizza Ware Set



Bake Ware

**Corporate Office:** Unit No. 5, Steelmade Industrail Estate, Agnishamandal Marg, Marol, Andheri (E), Mumbai - 400059, India.

**T:** (+91) 99306 75752, (022) 40275711 / 759 (30 Lines) **E:** [sales@kingmetal.com](mailto:sales@kingmetal.com) / [contactus@kingmetal.com](mailto:contactus@kingmetal.com)

**Website:** [www.kingmetal.com](http://www.kingmetal.com)

**Manufacturing Unit:** Andheri (Mumbai) & Vasai (Palghar)

**Follow Us On:**   

**Available On:**  

# RECOGNISING BRAND PREFERENCE IN HOSPITALITY

Brand preference is crucial for a company's success. Hotels must focus on brand distinctiveness & improve guest experiences to stay relevant.



**Charmaine Fernz**

Everyone possesses their unique preferences, whether it is related to clothing, vehicles, dining venues, residences, or recreational activities. Consequently, hospitality chains are introducing new hotel brands tailored to these preferences. This brings to mind the words of **Seth Godin**, a prominent figure in the fields of marketing and leadership, who stated that “a brand is the set of expectations, memories, stories and relationships that taken together, account for a consumer’s decision to choose one product or service over another.” The following discussion explores the significance of brand preference in the hospitality sector. While some hospitality chains maintain a traditional one-property concept, most international brands have diversified their offerings with several sub-brands that cater

to the ever-evolving needs of global travellers. These sub-brands are designed to cater to the preferences of diverse types of travellers. Hence, it can be observed that the hospitality industry acknowledges the importance of customisation and specialisation in meeting travellers’ requirements.

## Brand building

The foundation of any organisation is built on its brand. Effective branding is undoubtedly the most critical factor in determining a company’s success. This applies to any industry, including hospitality. As **Warren Buffet** once said, “It takes 20 years to develop a reputation and only five minutes to trash one.” This underscores the critical significance of upholding a favorable reputation, underscoring its pivotal role in ensuring the long-term viability and success of any enterprise.



**Dr Vikram Kamat**

Founder & CMD,  
The Vitskamat Group

**Larger hotel corporations need to invest in assessments, focus groups & surveys, among others to gain clarity on brand elements**





**Dr Vikram Kamat**, Founder & CMD, The Vitskamat Group explains that brands are launched when the existing market is saturated, and a new brand is needed to cater to it. Alternatively, in new markets, where the existing brand lacks an audience, new brands are required to connect and meet specific needs. For smaller brands closely connected to the market, everyday interactions serve as a market assessment, allowing an intuitive understanding of requirements over time. Larger corporations need to invest in assessments, focus groups and surveys, among others to gain clarity on brand elements. Contrary to the misconception that a brand is just a fancy logo and colour scheme, a brand is a living personality.

Elaborating further from a new brand perspective, **Antony Thomas**, Managing

Director, Luxeglamp Eco Resort, says, hotels must concentrate on brand distinctiveness and improving guest experiences in the competitive hotel market. To remain relevant and satisfy the changing needs of the target audience, hotel groups must consistently update their brand and refresh their offerings.

**Vishal Lonkar**, General Manager, Business Development, Renest Hotels & Resorts, states that hotel innovation and technology integration are critical for any hotel group to stay current. Properties frequently execute targeted marketing initiatives to re-engage existing customers and attract new ones. The campaigns' purpose is to rekindle interest in the hotel. By presenting the hotel from different angles, influencer marketing may introduce the hotel to new demographics, stimulate excitement, and combat brand fatigue.



**Vishal Lonkar**  
General Manager, Business  
Development,  
Renest Hotels & Resorts

**Hotels may create a sense of authenticity and boost brand advocacy by sharing guest stories, reviews, and images**



Highlighting changing customer preference, **Kadambini Mittal**, Regional VP, Commercial, India and Southwest Asia, Hyatt India Consultancy says India has always been a preferred destination for leisure and cultural travel. Now, there is an increasing desire from travellers to explore new destinations and gain distinct experiences within the country. Some guests prioritise luxury and premium amenities, while others seek immersive experiences that enable an authentic connection with the local culture of the destinations that they are visiting.

### Changing perceptions

India is rapidly becoming a top destination for luxury and ultra-luxury hotel companies, according to a recent report by Jones Lang Lasalle (JLL). This is fuelled by a surge in domestic travel and the growing affluence of the Indian middle and upper classes. With rising disposable incomes, more people within the country are spending money on travel. Before COVID, foreign travellers comprised the majority of ultra-luxury travellers in India. However, there has been a significant change, with domestic travellers now accounting for up to 70 per cent of travellers. This shift has resulted in higher average room rates of up to 30 per cent in luxury and upper upscale segments across India's top 12 markets, and up to 40 per cent in key leisure markets, as per JLL data.

Kamat sheds light saying there is a brand preference for guests. Depending on pricing and personality, people prefer different brands. Drawing an analogy to cars, sportier ones such as Audi may appeal to some, while business-oriented individuals may prefer brands such as Mercedes. Giving a Hyatt perspective, Mittal says the hotel brand is following a strategy rooted in the principles of LLLLW—Loyalty, Luxury, Leisure, Lifestyle, and Wellness, which aligns with the evolving demands of the target audience. With initiatives such as Hyatt Dining Club, which offers a range of value-added curated offerings across all Hyatt hotels and restaurants in India, and Perfectly Yours—the bespoke wedding offering in India, Hyatt is constantly striving to exceed guests' expectations. The global brand is also opening new properties in some of the most sought-after existing and emerging destinations and introducing new brands to meet the diverse hospitality needs of the guests.



**Kadambini Mittal**

Regional VP, Commercial, India and Southwest Asia, Hyatt India Consultancy

Lonkar highlights numerous unique practices across different hotel brands such as installing energy-efficient systems, eliminating waste, buying locally and organically, and promoting responsible tourism. Finally, widespread usage of social media platforms and encouragement of user-generated content. Hotels may create a sense of authenticity and boost brand advocacy by sharing guest stories, reviews, and images.

Thomas feels that hospitality chains adopt different tactics to understand cus-

tomers preference and in turn, diversify into new brands. "Hotels can leverage data analytics and guest preferences to tailor their services and communication specifically to individual guests. This personalised approach makes guests feel valued and appreciated, strengthening their connection with the brand," Thomas elaborated.

**Some guests prioritise luxury and premium amenities, while others seek immersive experiences that enable an authentic connection**

### Strong brand essentials

Every brand tells a story to its guests—be it through its design, conceptualisation, cuisine, or even overall offerings. A brand is a connection which caters to an individual's emotions and feelings. Thus, when launching a new brand, hotels need to define the audience very clearly. Kamat shares his views, stating that properly defining what the brand stands for, emphasising





repetition for awareness, and ensuring consistency are crucial to avoid confusion. A brand should not present conflicting messages, preventing consumers from saying, 'Last time it was different'. The most impactful way is through brand usage. The experience guests have with the brand, including design, concept, and visual identity, conveys a powerful message.

Mittal further elaborates saying as a hospitality brand, it is crucial to listen to and understand the guests' needs to be able to effectively respond to their changing preferences. Moreover, having a clear brand positioning, and maintaining consistent messaging across all touchpoints, coupled with distinctive customer experience are must for fostering guest loyalty.

In conclusion, Thomas talks about new-age branding saying, that new-age branding is a concept that encompasses the modern approach to building and managing a brand in today's digital age. It goes beyond traditional marketing strategies and focusses on creating a strong and authentic brand identity in the digital world. It involves leveraging social media,

influencer marketing, user-generated content, and other innovative techniques to connect with target audiences and build meaningful relationships.

**New-age branding embraces personalisation and customisation. It understands that consumers are seeking unique experiences and tailored solutions**

Furthermore, new-age branding embraces personalisation and customisation. It understands that consumers are seeking unique experiences and tailored solutions. By utilising data-driven insights, brands can deliver personalised messages, products, and services that resonate with their customers on an individual level. Brands are now expected to tell compelling stories that evoke emotions and create a sense of connection with their audience. This involves crafting narratives that reflect the brand's values, purpose, and mission while being relatable to consumers' lives. □

NEW  
INDIA



Electric/Manual Fondant - Dough Sheeter  
Available in 6", 7", 8", 9", 10.5" & 21"



### Marga Mulino

To prepare flakes and flour from grains, dry fruits and spices in just a few minutes, can also process various dry ingredients into finely ground or powdered form for cooking, baking, or other culinary purposes



**AAHAR**  
THE INTERNATIONAL FOOD & HOMEWARES FAIR

Visit our stall in AAHAR  
Hall 12 Stall 12-04-A

THE NEW INDIA ELECTRIC & TRADING CO. (Est. 1946)

Hamam House, 38 Ambalal Doshi Marg,  
Nr. BSE, Mumbai - 400 023

Tel: 022 - 22651177 / 22651597  
Mobile: 9833411770  
nietco@hotmail.com  
www.pastamachine.in

# EXPLORING NEW FRONTIERS

**Pratima Badhwar** highlights 2023 as pivotal for Accor in Indian market, emphasising performance, growth mindset and other key factors.



DDP Bureau

2023 was a great year for the Indian market, claims **Pratima Badhwar**, Head, Commercial, India & South Asia, Accor. “We have had a strong standing in this market and every year we try and deepen that standing. 2023 has been a testimony to that as well,” she added.

## Year that was

In 2023, Accor’s focus was on driving performance for the hotels across the portfolio. “This has been the foremost parameter for our future growth plans to drive more investment or working with new owners. It was our best year. COVID has taught us a big lesson—you cannot ignore the Indian market. Thus, as an international hotel operating company, we have changed gears in the last couple of years and made Indian market into our success story,” Badhwar explained.

## Future forward approach

Saying that the brand has developed a growth mindset in all aspects of their



**Pratima Badhwar**  
Head, Commercial,  
India & South Asia, Accor

**“From signing or developing new hotels across India, we are only looking forward into the future**

businesses, Badhwar highlighted, “From signing or developing new hotels across the country, performance, talent management to sustainability measures, we are only looking forward into the future. We

have 61 operating hotels and we opened six new hotels in 2023 across all segments. We have also signed eight new deals for the year.”

## Global outlook

Badhwar revealed that they have 6,500 plus hotels across the globe. “Indian travel industry is growing, along with its MICE segment. Our travellers are willing to explore new locations and destinations. Our continuous effort will be into developing more brands, bringing in more brands into the country and signing more deals to get more hotels into our network,” she pointed out. Talking about rate parity, she added, “We are partners for travel trade and want to drive rate parity across all our channels. For the travel trade exclusively, we run limited time programme. For instance, for series we can have special rates quoted out or if there are certain FIT groups, we can have special rates offered for inbound especially. For domestic business, if there is a need for certain hotels, we curate offers accordingly. Else, we try and keep our discounting or structures consistent.”







**JCPL<sup>®</sup>**

FINE PORCELAIN  
•INDIA•

collection  
**GROUND**

**THE FUTURE IS HERE**

India's First **Digitally Printed** porcelain tableware collection





# How not to lose your talent

Hospitality industry's key challenge is retaining skilled talent, vital for its success. Leaders must prioritise 3Es: Empathy, Empowerment & Engagement.

In the service industry, where the human touch is a defining factor, the challenge is not just about sustaining the business or managing the supply chain. The impending hurdle lies in the scarcity of skilled manpower. Talented individuals are the lifeblood of the industry, and their retention is non-negotiable. As leaders, addressing the aspirations of these talented professionals is not just a responsibility but a strategic imperative.

The essence of talent retention lies in the harmonious orchestration of the 3Es—Empathy, Empowerment, and Engagement. This trifecta, when blended seamlessly, fosters a profound connection between the talent pool and the brand, leadership, and business.

Empathy, the first pillar, is the cornerstone of understanding and acknowledging the individual needs and aspirations of each team member. A leadership team that genuinely cares about the well-being and development of its talent creates an environment where individuals feel seen, heard, and valued. This emotional con-



**Suman Gahlawat**  
GM,  
Le Meridian Gurgaon


**Talented individuals are the lifeblood of the hospitality industry, and their retention is non-negotiable**

nection forms the bedrock of a workplace where talent not only thrives but also remains deeply invested.

Empowerment, the second element, is the catalyst that transforms talented

individuals into empowered contributors. Empowerment is not just about delegating tasks but about fostering a culture where each team member is an active participant in the company's journey. Marriott focusses on growing and retaining talent within the brand by introducing initiatives such as 'Put People First', 'Take Care', and the culture of training and development.

Engagement, the third and final component, is the glue that binds the talent to the organisation. It extends beyond traditional employee engagement programmes and encompasses a genuine connection with the brand and its values. People do not just leave organisations; they leave for managers. Leaders should strive to create an environment where the organisation's values align with the personal values of the talent. This alignment ensures a sense of belonging and purpose, making it less likely for talented individuals to seek opportunities elsewhere.

*(The views expressed are solely of the author. The publication may or may not subscribe to the same)* 



# ATMOSPHERECORE

A HOSPITALITY COMPANY

*Our Award Winning Brands coming to India*

THE  
**OZEN**  
COLLECTION

[THEOZENCOLLECTION.COM](http://THEOZENCOLLECTION.COM)



**ATMOSPHERE**  
HOTELS & RESORTS

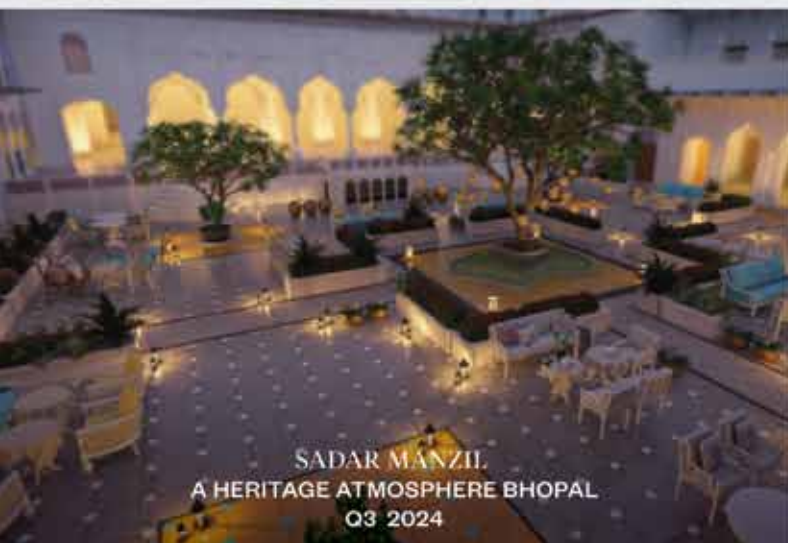
[ATMOSPHEREHOTELSANDRESORTS.COM](http://ATMOSPHEREHOTELSANDRESORTS.COM)

COLOURS OF  
**OBLU**

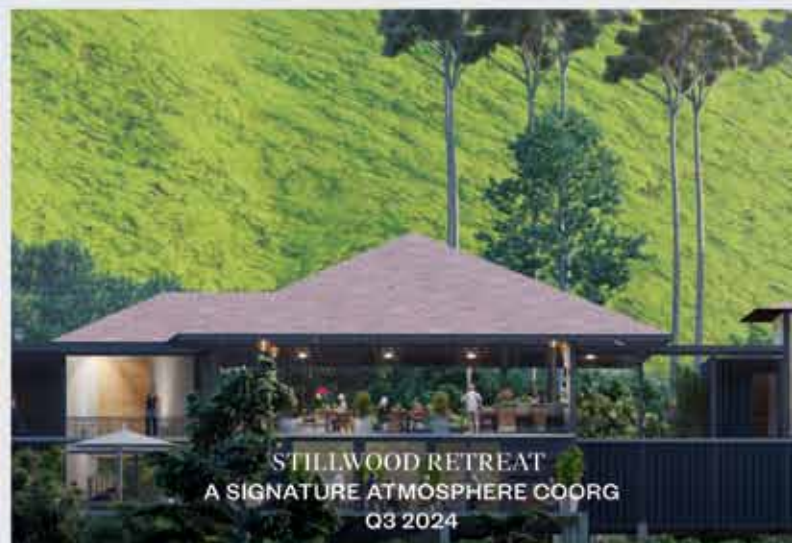
[COLOURSOFOBLU.COM](http://COLOURSOFOBLU.COM)



**OZEN MANSION KOLKATA**  
Q3 2024



**SADAR MANZIL**  
A HERITAGE ATMOSPHERE BHOPAL  
Q3 2024



**STILLWOOD RETREAT**  
A SIGNATURE ATMOSPHERE COORG  
Q3 2024

**PARTNER WITH US**

✉ [partner@atmospherecore.com](mailto:partner@atmospherecore.com)  
☎ +919818450999

[www.atmospherecore.com](http://www.atmospherecore.com)



# A GASTRONOMIC JOURNEY IN TIME

Known for legendary dishes such as Dal Bukhara, Peshawri opens its 10<sup>th</sup> dining establishment at ITC Kohenur, Hyderabad.



**Lipla Negi**

The art of tandoor cooking is unlike any other cooking technique. It involves marinating and slow-cooking meat in tandoors. This meticulous process ensures the true essence of each ingredient is preserved to bring out remarkable flavours. Preserving and presenting this heritage culinary technique, Peshawri brings the rich, robust and traditional flavours of the North-West Frontier region to 'city of pearls' with the launch of its 10th restaurant at ITC Kohenur, Hyderabad.

"The brand stands apart in the way that it relies more on perfecting the age-old recipes and techniques rather than bringing in innovation to its cuisine," said **Shivneet Pohoja**, Executive Chef, ITC Kohenur. Interestingly, the menu has remained unchanged for over three decades and yet the number of guests seeking to have dining experiences at



**Harsh Shenoy**  
Manager, F&B,  
ITC Kohenur



**Shivneet Pohoja**  
Executive Chef,  
ITC Kohenur

**Peshawri has mastered robust cooking techniques, crafting dishes that have become synonymous with rustic, authentic flavours**

this iconic establishment has only seen an uprise.

The essence of Peshawri's enduring allure lies in its unwavering commitment to authenticity. "Rooted in the rich traditions of the North-West Frontier region, it has mastered robust cooking techniques, crafting dishes that have become synonymous with rustic, authentic flavours," said **Harsh Shenoy**, Manager, Food & Beverage, ITC Kohenur. The restaurant at ITC Kohenur features a seating capacity of 84 covers.

**The brand relies more on perfecting the age-old recipes and techniques rather than bringing in innovation to its cuisine**

Peshawri is known for spotlighting North-West frontier cuisine which relies on cooking food in the Tandoor over charcoal embers. "Peshawri food is similar to Hyderabadi food in a way that both cuisines are steeped in tradition and are based on the interplay of Indian spices with the main ingredients in a precise manner, which result in exceptionally flavourful dishes," explained Chef Pohoja and feels that "this similarity will add a sense of comfort to the palette of the Hyderabadi gourmet but at the same time the stark distinction in methods of cooking and predominance of certain ingredients in each cuisine will provide for a differentiated experience." The menu features signature dishes such as Dal Bukhara, the Sikandari Raan, and Kadak Seekh. Complimenting the flavours is a unique cocktail menu, named Tamba, offering signature cocktails. □







Experience us at Aahar  
07 – 11 Mar 2024



Don't burn all your money – Now India produces the best for you

Energy in Excellence  
**CORNELL®**

India's No.1 FoH Equipment

CORNELL INDIA | 82 96 22 33 77 | reachus@cornellindia.in | www.cornellindia.in

# EXPERIENTIAL MAKEOVER



Travellers are increasingly favouring lavish accommodations that effortlessly combine luxury and comfort, moving away from budget-friendly lodging options.

Last festive season, room rates in numerous hotels soared past the six-figure mark, making it challenging to secure a booking. Properties such as The Leela Palace Udaipur and Six Senses Fort Barwara commanded prices exceeding ₹1,00,000 per room per night during Christmas, yet reported full occupancy. The inclination of discerning guests towards ultra-luxurious stays extends beyond festive seasons and specific hotels. Fuelled by increasing wealth, Indians are opting for more expensive rooms and seeking unique experiences.

Guest preferences are shifting from budget-friendly lodging to luxurious accommodations that seamlessly blend opulence and comfort. This shift is evident in the remarkable performance of major hotel chains. For instance, in the first half of FY24, IHCL reported a net profit of ₹415 crore, a 34 per cent increase from the previous year. Similarly, ITC Hotels, the second-largest hotel chain in the country, reported a 50 per cent jump in operating profit in the second quarter of FY24. This surge in growth can be partially attributed to a 'You Only Live Once' (YOLO) mindset fuelled by COVID, sparking a craving for distinctive, once-in-a-lifetime travel experiences. Modern travellers are increasingly drawn to luxurious suites and lush rooms, signalling a notable departure



**Navneet Nagpal**  
Principal Consultant,  
Spectra Hospitality Services

**Modern travellers are increasingly drawn to luxurious suites and lush rooms, signalling a notable departure from past trends**

from past trends and heralding a new era in the Indian hospitality sector where indulgence is now the expectation. Data from MakeMyTrip underscores this shift, revealing a nearly 150 per cent surge in bookings for super-luxury and premium hotels compared to pre-COVID levels. This trend signifies a growing appetite among Indian travellers for elite travel experiences. Interestingly, demand for luxury stays witnessed a 90 per cent increase after the first

COVID wave and a 40 per cent increase following the second wave.

In tandem with the thriving hospitality sector, India's luxury real estate market is experiencing a boom, propelled by young professionals and HNIs. Despite price hikes of 30–40 per cent, there is a robust demand for properties priced above ₹4 crore. This inclination towards high-end property investments aligns with the desire for luxury and comfort observed in the hotel industry, highlighting a comprehensive shift in the lifestyle and investment preferences of India's affluent class.

The hospitality industry in India is undergoing a significant transformation, with middle-class families increasingly opting for experiential stays, departing from conventional lodging preferences. This shift underscores a growing desire for unique and memorable accommodation experiences, prompting travellers to invest more in their lodging rather than traditional sightseeing. Acknowledging this trend, leading hotel chains such as Taj Hotels, IHCL, and Radisson Hotels are adapting by introducing luxury boutique offerings centred around experiential travel.

*(The views expressed are solely of the author. The publication may or may not subscribe to the same)* □



# Leading way with digital printing

Clay Craft India pioneers digital printing in ceramic tableware, revolutionising hospitality industry.



Introducing a groundbreaking achievement, Clay Craft India emerges as the forerunner in India's ceramic tableware manufacturing industry with the introduction of digital printing technology. This technological leap promises to revolutionise the landscape of ceramic tableware, showcasing a blend of innovation and craftsmanship at its finest. The state-of-the-art printer, sourced from KeraJet, heralds a new era of possibilities for Clay Craft and the industry at large.

**Bharat Agarwal**, Director, Clay Craft India, expressed his enthusiasm for this

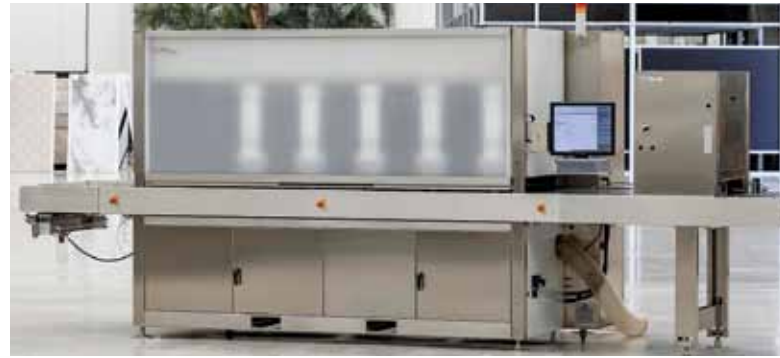


**Bharat Agarwal**  
Director,  
Clay Craft India

industry-first initiative, stating, "While digital printing on ceramics has been prevalent in the ceramic tiles sector since 1998, we are

thrilled to extend its application to ceramic tableware with KeraJet. Digital printing on ceramics is a well-established trend in the West and Clay Craft is proud to be at the forefront of introducing this technology in India, thereby raising global standards within the country's ceramic industry."

In alignment with India's commitment to sustainable practices, digital printing drastically reduces water usage and optimises ink and material consumption, reflecting the global shift towards environmentally conscious production. Digital printing eliminates the need for minimum orders, allowing cost-effective production for a single piece.



**So Sweet® Stevia**  
100% Natural, 0% Calories Sweetener

Zero side effect, Zero calories sweetener

**World's top hotels using our Stevia Sweetener**

- PULLMAN • NOVOTEL • IBIS • CROWNE PLAZA
- HOLIDAY INN • FAIRMONT • THE LEELA AMBIENCE
- GRAND MERCURE • HOTEL MOURYA
- HOTEL ANDAZ & HYATT • DLF EMPORIO • ESPIRE RESORTS
- ROYAL CALCUTTA GOLF CLUB • AHANA RESORT

**How about offering a 2 Calories welcome drink to your prestigious clients**

**2 Calories Lemon Drink Mix 2 Calories Orange Drink Mix 0 Calories Sweetener**  
Enquiries solicited from hotels (cont no.: +91 98112 74853, 91 96506 64242)

Webside : [www.sosweet.co.in](http://www.sosweet.co.in) E-mail : [shankar@herbovedaIndia.com](mailto:shankar@herbovedaIndia.com)  
Phone : +91 98112 74853, 96506 64242

# ENHANCING GUEST EXPERIENCE



**Ajay Khanna** discusses providing cutting-edge room division products for luxury hotel rooms for over three decades.



In this age of ‘experience economy’, it is impossible to imagine a hotel room without a premium line of products that hold the power to make or break guest experience. “Premium quality and long-lasting products are the top priority of hotels today. For instance, if the TV, mini-bars and lock, among others are not working, it is not possible to sell the room. This leads to a huge loss of revenue. Therefore, hotels demand reliable and long-lasting products,” said **Ajay Khanna**, Partner & CEO, Eagle Forgings.

## Eco-friendly: way forward

Cutting edge technology and sustainability are the hallmark of the brand. “Our partners are the leaders in their field and strictly comply with all necessary compliances, especially with the extremely strict European rules. If you look at any of our catalogues, you will find that we print all the certifications. Even though compliances and eco-friendliness add a little to the cost, we feel that it is the correct way forward. Sustainable luxury is the keyword when manufacturing our products,” he shared.

## Manufacturing excellence

The brand’s growth strategy is firmly rooted in good quality, sustainable solution, excel-



**Ajay Khanna**  
Partner & CEO,  
Eagle Forgings

**“Our partners are leaders in their field and strictly comply with all necessary compliances, especially with extremely strict European rules**

lent after sales service and spare parts support. “Most of the products that we offer are European products designed by leading European companies,

and even the products made in Asia are designed, developed and certified by our leading European partners. We specialise in rooms division products. Our product line features bed mattresses, mini bars, hairdryers, mirrors, kettle-tray sets, telephones, multimedia products, hangers and luggage racks, among others,” Khanna explained.

## Quality is supreme

The brand has a robust quality compliance policy. “The market is flooded with Chinese products. It has been my experience that the moment there is a breakdown in relations with these Chinese vendor factories, future spare parts and service support comes to an end. Hence, the most important thing is to buy products from manufacturers who make their own products rather than buying and rebranding them,” he pointed out. □





# Himachal Pradesh India's hospitality hotspot

Booking.com identifies Himachal Pradesh, Goa & Kerala as top three most welcoming regions in India, based on extensive traveller reviews.



DDP Bureau

Booking.com has revealed the Most Welcoming Regions in India, based on over 309 million verified reviews from real travellers. Himachal Pradesh, Goa, and Kerala were ranked as the most welcoming regions, followed by Rajasthan and Uttarakhand. **Santosh Kumar**, Country Manager, India, Sri Lanka, Maldives and Indonesia, Booking.com, said, "Hospitality is an integral part of India's rich culture and heritage. We are known for our warm and welcom-

ing people who make guests feel at home. Embodying this spirit are our accommodation partners whose excellent hospitality and service transform guest journeys into memories and elevate travel from ordinary to exceptional each and everyday."

The list of the Most Welcoming Places in India showcases a vast range of destinations from scenic backwaters to historical marvels, pristine beaches, and mountain escapes. Mararikulam, known for its scenic backwaters, lush countryside, and peaceful beaches, was named the Most Welcoming

**Mararikulam, known for its scenic backwaters, lush countryside & peaceful beaches, was named Most Welcoming city in India**

city in India. Jaisalmer, known for its rich heritage, and Bir, known for ecotourism, spiritual studies, and meditation, took second and third spots. The most-awarded property type in India is hotels, followed by homestays and apartments.

**DESIGNER  
RESORT UNIFORMS**

**DEZENZIA**  
Art you can wear  
*by Zubin Mehta*

Website: [www.dezenzia.com](http://www.dezenzia.com) Email: [dezenzia@uuindia.com](mailto:dezenzia@uuindia.com)  
Zubin Mehta: +91- 9820236276 Sunny: +91- 9619526964  
Soniya: +91- 7045877488

A Brand of  
**Uniforms Unlimited**



# Hotel investment gains momentum

Global hotel investment volume will accelerate in 2024, likely exceeding 2023 by 15 to 25%, highlights JLL's Global Hotel Investment Outlook 2024 report.



According to the recently released Global Hotel Investment Outlook 2024 report by JLL, the hotel sector exhibited resilience in 2023, surpassing the overall economic trends, and experienced a significant increase in global revenue per available room (RevPAR), marking a complete recovery. The industry is anticipated to gain even more momentum in the year 2024.

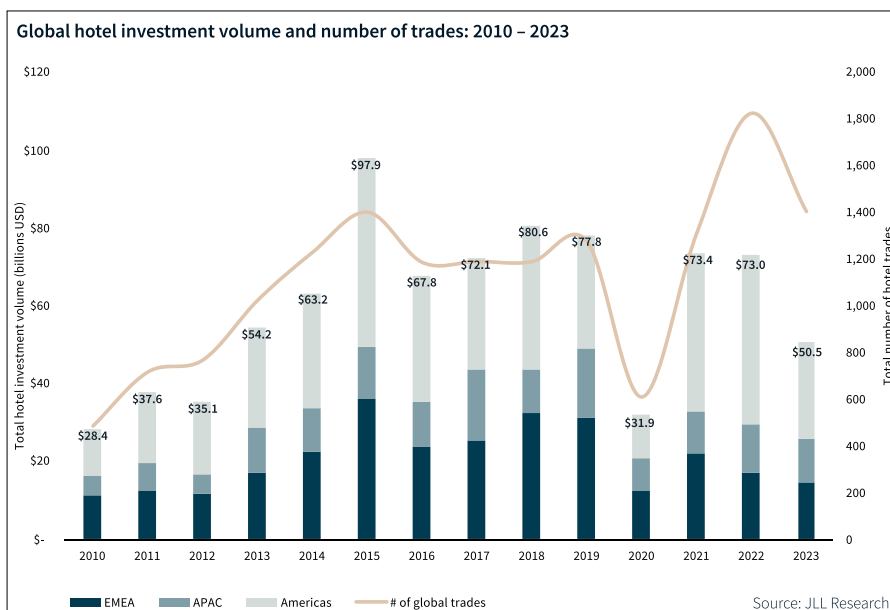
“After COVID, urban hotels experienced a decline in RevPAR, but since then, performance has soared due to international border reopening and business demand. London, New York, and Tokyo are highly sought-after markets for investors, with RevPAR expected to rise further in 2024. Global urban markets will be attractive for hotel investment due to accelerated performance and asset pricing,” the report stated.

## Hotel investment

The report expects global hotel investment volume to accelerate in 2024, likely

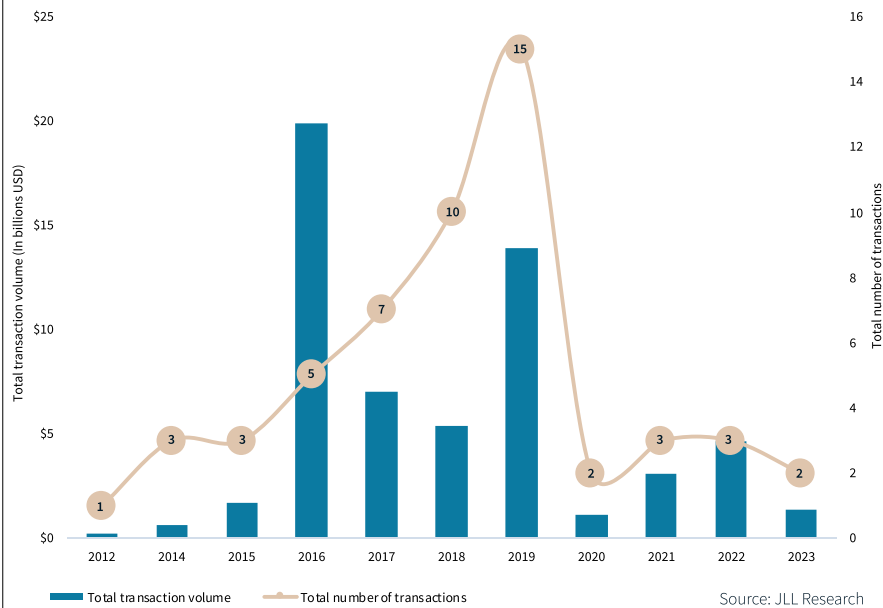
**In 2024, parent company acquisitions will be major driver, with global M&A hotel brand transactions exceeding US \$10 bn since COVID**

exceeding 2023 by 15 to 25 per cent. “In 2023, global hotel investment volume fell to US \$50.5 billion, its lowest since 2012, due to capital market dislocation and low portfolio transactions. Despite robust activity, average deal size dropped to US \$36.0 million, with single-asset





Brand/Parent company M&A transactions involving publicly-traded and/or large global hotel companies, 2012 - 2023



trades accounting for 79 per cent of volume. Private equity remains the largest acquirer, with 19 per cent of investment volume generated by first-time buyers,” the report emphasised.

It further noted, “The Americas will see the largest growth, followed by EMEA and APAC regions. Robust fundamentals, impending loan maturities, deferred capex, and a high volume of private equity funds reaching the exit stage of their lifespan should catalyse hotel transactions. Hotels in top urban markets such as London, Los Angeles, Paris, New York, Sydney, and Tokyo will garner the most investor interest. Luxury assets and select-service and extended-stay sectors will remain the most favoured in 2024, driven by global wealth growth and the blurring of lines between living and travelling. Institutional capital and foreign investment should also accelerate, with Middle Eastern and Asian investors acquiring quality assets across Europe and select US markets.”

### Emerging trends

The report listed out three key emerging trends to watch out for in 2024: resurgence of urban market performance and renewed investor interest, evolution and power of hotel brands for consumers and investors, and rise in sustainable hotel investment and regenerative tourism.

“International travel is expected to boost urban hotel performance and

drive cross-border hotel investment. From 2010–19, foreign hotel investment accounted for 22 per cent of global hotel investment volume. However, this has decreased to 12 per cent over the past three years due to geopolitical instability and recession fears. Cash-rich, low-leverage investors, such as sovereign wealth funds, HNWIs, and family offices, are expected to drive cross-border capital. Middle Eastern and Asian investors are expected to be the most aggressive, with urban markets in Europe and select US cities being the largest beneficiaries,” it explained.

**Hotels in top urban markets such as London, Los Angeles, Paris, New York, Sydney & Tokyo will garner most investor interest**

Explaining further, the report stated, “Hotel brands are becoming key drivers of customer loyalty, with growth primarily coming from conversions or parent company acquisitions. In 2024, parent company acquisitions will be a major driver, with global M&A hotel brand transactions exceeding US \$10 billion since COVID. However, brand proliferation comes with risks, such as poor execution and denigration. Hotel owners are expected to refine brand promises and partner together, leveraging expertise to create shared customer equity.” □

**LINCON**  
“Quality Since 1946”



Pulveriser



Heavy Duty Mixer Grinder



Mixer Grinder



Hard Fruit Juicer



Citrus Juicer SS



Vegetable Cutting Machine



Visit our stall in AAHAR  
Hall 12 Stall 12-04-A



**NEW INDIA TRADING CO.**

Hamam House, 38 Ambalal Doshi Marg,  
Nr. BSE, Mumbai - 400001  
Tel: 022-22651177/22651597  
Mobile: 9833411770  
nietco@hotmail.com  
www.pastamachine.in

# Products & Services

## Luxurious lounging

Vetra Furniture has launched Lounge Chair Set, where the combination of sumptuous wood and chic straps redefines relaxation. Each chair is a sculpted sanctuary, cradling you in a cocoon of opulence, while the Centre table stands as a testament to sophistication, inviting shared moments of leisure. This ensemble is not merely furniture; it is a symphony of design, seamlessly blending natural elements with contemporary flair. It has also launched 4-Seater Dining Table. Crafted with precision and adorned with the warmth of natural textures, this dining centerpiece transports you to a realm of refined dining.



## Redefining functionality in kitchen

Blum's REVEGO—the new pocket system, provides a seamless solution for large cabinet fronts, concealed kitchen units, and complete living areas as per customer's needs. This innovative design not only offers versatile options but also ensures easy planning and assembly, enhancing overall usability. What makes the pocket systems so innovative? The unique one-touch door system for single and double-door applications is impressive, thanks to its fully integrated technology and ease of integration into the kitchen layout or furniture units. This brings completely new design possibilities for rooms, both big and small.

## Dive into opulence

Designers Resource has introduced exquisite range of fabrics delicately infused with the enchanting allure of Pantone's 2024 colour of the year—a soft peach palette, resonating with the essence of love, especially during Valentine's Week. This collection boasts sumptuous textures and embraces the latest design trends, offering an unparalleled sense of opulence. Serving as a vibrant departure from conventional pastels, these peach-toned fabrics evoke an atmosphere of warmth and romance, effortlessly complementing neutrals for a subtle touch or harmonising with greens, purples, and blues for striking contrast.



## Elevating interior aesthetics

Memuraa has announced its exquisite presence in the world of interior aesthetics. Born from a fervent desire to bring the most vivid imaginations and designs to life on the canvas of walls, Memuraa stands as a testament to the marriage of art, innovation, and customisation. With a belief that walls are not merely partitions, they are the silent storytellers of our lives and aim to give walls a voice, a personality. The culmination of this artistic odyssey is further heightened by the unique distinction of being waterproof.





## Paying attention to history

GRAFF has launched Duxbury and Conical Collections—a seamless fusion of heritage and modern design, elevating the excellence of kitchen faucets. The Conical Collection pays homage to the captivating architecture of the National Palace of Sintra, Portugal. Its striking modern silhouette artfully reinterprets the iconic conical chimneys, reminiscent of the grandeur found in kitchens where elaborate royal banquets were once prepared. The Conical and Duxbury Collections draw inspiration from the state-of-the-art performance features, high-quality materials, and precision engineering of Portugal and the sailing vessels of Duxbury, showcasing exquisite craftsmanship and construction.

## Durability & elegance



Kohler has unveiled Cairn Kitchen Sinks in India. This strategic move marks Kohler's entry into the Indian kitchen sinks market, reinforcing its commitment to innovation and excellence in both bathspace and kitchen solutions. The sinks offers a harmonious blend

of unmatched beauty with rock-solid durability. Each sink comes with an included sink rack, providing an added layer of protection and helps the sink look newer for an extended period, enhancing both functionality and aesthetics. The Cairn range is crafted from Neoroc's proprietary matt composite sink material.

## Exquisite design

The Great Eastern Home has revealed a stunning range of arm-chairs, each a catalyst for transforming home interiors embodiment of a unique individual style. Designed to reimagine spaces, these chairs function as focal points or enhancements, elevating any room with a touch of sophistication. The allure of The Great Eastern Home's armchair collection lies in its remarkable diversity, showcasing styles that traverse cultures. From the regal charm of colonial designs to the intricate elegance inspired by the Orient, and the sleek lines of contemporary aesthetics, each piece bears a unique signature. ❑











**Pastalinda**  
SINCE 1950




Ravioli Mould

Corzetti Stamp




Ravioli Stamp

Ravioli Stamp



**Visit our stall in AAHAR  
Hall 12 Stall 12-04-A**

THE NEW INDIA ELECTRIC & TRADING CO. (Est. 1946)

Hamam House, 38 Ambalal Doshi Marg,  
Nr. BSE, Mumbai - 400 023  
Tel: 022 - 22651177 / 22651597  
Mobile: 9833411770  
nietco@hotmail.com  
www.pastamachine.in

# Hotelivate sets foot in Dubai & Bangkok

Hotelivate's move to open offices in Dubai & Bangkok demonstrates its strategic commitment to growth in Middle East & Southeast Asia regions.



DDP Bureau

Introducing a new phase of growth and expansion, Hotelivate has announced the launch of two new offices in Dubai and Bangkok. These locations will serve as pivotal hubs for Hotelivate's operations, allowing them to elevate the level of service they provide to their clients in the Middle East and Southeast Asia. The Dubai office is poised to meet the ever-evolving demands of the thriving market in the Middle East, including a few unexplored markets in regions such as Oman, Saudi Arabia, Qatar, and Africa. Similarly, the Bangkok office will provide clients with a comprehensive range of services, driving growth and fostering innovation.

**Manav Thadani**, Founder Chairman, Hotelivate, said that the



**Manav Thadani**  
Founder Chairman,  
Hotelivate

**Expansion into Middle East with office in Dubai & into Southeast Asia with Bangkok office is strategic move for company**

expansion into the Middle East with an office in Dubai and into Southeast Asia with a Bangkok office is a strategic move for the company. "We during the past six years have done work in UAE, Oman and Africa and similarly in Southeast Asia in Indonesia, Singapore, Philippines and Vietnam without having real boots on the ground. With this recent move we are doubling down on our efforts in both regions," Thadani pointed out.



**Najmul Khan**  
MD, Middle East,  
Hotelivate

**I am excited to be servicing markets around Middle East that stand as beacon of innovation, diversity & economic growth**

He expressed confidence that **Najmul Khan**, Managing Director, Middle East, Hotelivate and **Sanaya Jijina**, Managing Director, Thailand, Hotelivate will ensure that Hotelivate's presence in these markets grows stronger.

Commenting on his role, Khan said, "I am excited to be servicing the mar-

kets around the Middle East region that stand as a beacon of innovation, diversity, and economic growth. I look



**Sanaya Jijina**  
MD, Thailand,  
Hotelivate

**We had existing client base in Southeast Asia & this office here will allow us to serve our clients better**

forward to contributing to and thriving within this dynamic community as I work towards expanding Hotelivate's reach in this region."

Jijina commented, "We had an existing client base in Southeast Asia region and this office here will allow us to serve our clients better by being nearer to them and meeting their needs with enhanced efficiency and expertise."

Khan has over 27 years of hospitality experience in Corporate Asset Management and Revenue Distribution and Sales, among others while Jijina has over nine years of experience in Strategic Advisory. □



# Classifieds

 **Bingoforge**  
Your Hotel Sales CRM Partner

The monthly cost of  
**myhotelCRM** is  
cheaper than losing a Sales  
Opportunity



 +91 88503 97914  [bingoforge.com](http://bingoforge.com)

**Hotels, Resorts, Restaurant & Commercial Spaces**

**BUYING, SELLING &  
LEASING WITH AARK**

(Right price **for your Property. Property for you at the** Right price)

• MERGERS & ACQUISITION • HOTEL CONSULTING • HOTEL PLACEMENTS • PRIVATE PROJECT FUNDING • MYSTERY AUDITS

 **AARK  
GROUP**

• AARK Reality LLP • AARK Hotel & Resorts

**7893849994 / 7893803131 / 7893803232**  
Email: [aarkreality@gmail.com](mailto:aarkreality@gmail.com), [aarkhotels@gmail.com](mailto:aarkhotels@gmail.com)

**ENJOY BALI WITH CROSS HOTELS & RESORTS**



 **buzz travel marketing**  
marketing your destination through digital marketing

[sandeep.raghav@crosshotelsandresorts.in](mailto:sandeep.raghav@crosshotelsandresorts.in), +91 9599076699

 **CROSS  
HOTELS & RESORTS**

# MOVEMENTS



**ADHIRATH BANERJEE**  
**Director, Sales & Marketing,**  
**Novotel Guwahati**  
**GS Road**

★ Adhirath Banerjee has joined Novotel Guwahati GS Road as Director, Sales & Marketing. In his previous role, Banerjee served as Director, Sales & Marketing at Radisson Blu, Ranchi, where he played a pivotal role in driving increased revenue growth. He has done B.Sc. in Hospitality Administration and Management from IHM Kolkata and possesses a strong understanding of the hospitality landscape, with a proven track record in developing and implementing strategic sales and marketing initiatives.



**ENA ROY**  
**Director, Operations, Sheraton**  
**Grand Bengaluru Whitefield Hotel**  
**& Convention Center**

★ Ena Roy has been appointed as the Director, Operations at Sheraton Grand Bengaluru Whitefield Hotel & Convention Center. With over 21 years of experience in hospitality brands such as ITC Hotels and Hyatt Hotels, Roy is a seasoned professional known for her expertise in managing hotel room operations. Her appointment strengthens the hotel's leadership team, highlighting its commitment to providing exceptional guest experiences. Roy commenced her career at Oberoi's Amarvillas in the housekeeping department.



**NAVEEN VAISHNAV**  
**General Manager,**  
**MYSA Zinc Journey**  
**by The Fern**

★ Naveen Vaishnav, with over two decades of extensive experience in the hospitality industry, has recently embarked on a new professional chapter as the General Manager of the MYSA Zinc Journey by The Fern. Vaishnav's cross-functional expertise within establishments such as Taj Lake Palace, Oberoi Udaivilas, and The Leela Palace aligns seamlessly with organisational excellence. His problem-solving approach and commitment towards achieving excellence aligns seamlessly with organisational goals.



**SUSHMA KHICHAR**  
**General Manager,**  
**Sheraton Grand Bangalore Hotel**  
**at Brigade Gateway**

★ Sheraton Grand Bangalore Hotel at Brigade Gateway has announced the appointment of Sushma Khichar as the General Manager. With over 18 years of professional experience in the service industry, Khichar brings a wealth of expertise and leadership to her role. Khichar has been a key contributor to driving revenues, enhancing guest service. Her journey with Marriott International began in 2006, and since then, she has consistently demonstrated exemplary decision-making skills in senior management roles.



**DEEP PREET BINDRA**  
**General Manager,**  
**The Westin Hyderabad**  
**Mindspace**

★ The Westin Hyderabad Mindspace has appointed Deep Preet Bindra as its new General Manager. With an impressive career spanning over two decades with esteemed hotel companies, Bindra's professional journey commenced as a Management Trainee at the American Express. In 2008, he made transition to the hospitality sector, where he made significant contributions to The Oberoi Hotels and Resorts. His diverse roles have included key positions at brands such as JW Marriott Aerocity and Marriott Whitefield.



**RIDHIMA NAGPAL**  
**Manager,**  
**Marketing & Communications,**  
**Hyatt Centric, MG Road Bangalore**

★ Hyatt Centric, MG Road Bangalore has announced the appointment of Ridhima Nagpal as the new Marketing and Communications Manager. As the newly appointed Marketing and Communications Manager, Nagpal brings an exceptional skill set in ideating and implementing innovative ideas, operational policies, and quality standards. She started her journey in hospitality with Hyatt Regency Pune. Prior to that, she has been a part of advertising, marketing, and social media agencies and brands.



# Purity

## The common ingredient in all our products

To give people pure products is our fundamental philosophy at Hamdard. We consider it as our service to humankind. We make our products with pure intentions and the purest of ingredients to give you the best offering possible. No wonder, brand Hamdard has become a name synonymous with trust and finds a pride of place in every household.



INVOCAN-005/24-A

**Hamdard Khaalis Spices**  
Range of other variants available



Hamdard Laboratories India (Food Division) | Toll Free Number : 1800 1800 600 | [www.hamdard.com](http://www.hamdard.com)



Scan Here

For trade queries contact: [javed.ansari@hamdard.com](mailto:javed.ansari@hamdard.com) (+91-9953040862), [dushyant.upadhyaya@hamdard.com](mailto:dushyant.upadhyaya@hamdard.com) (+91-9873636007)





# 19<sup>TH</sup> HOTEL INVESTMENT CONFERENCE SOUTH ASIA

JW MARRIOTT BENGALURU PRESTIGE GOLFSHIRE RESORT & SPA

2-4  
APRIL

SAVOURING SOUTH ASIA:  
INNOVATION IN FOOD, TECH AND DESIGN



## 2024 AWARDS

Presented By make my trip

**HICSA HOTELS  
OF THE YEAR**

make my trip

**GENERAL MANAGER  
OF THE YEAR**

## NOTABLE SPEAKERS

**Amith Khanna**, Head Franchise - IMEA, IHG  
**Amit Nayak**, Vice President and Executive Board Member, HAMA MEA  
**Aniruddh Kumar**, Vice President Development India & South Asia, Accor  
**Chander K Baljee**, Chairman and MD, Royal Orchid Hotels  
**Clarence Tan**, Senior VP Development - Asia Pacific, Hilton  
**David Vely**, Vice President Development & Asset Middle East and Africa, Club Med  
**Dimitris Manikis**, President and MD, EMEA, Wyndham Hotels & Resorts  
**Gaurav Bhushan**, Co-CEO, Ennismore  
**Harshavardhan Neotia**, Chairman, Ambuja Neotia Group  
**Jitu Virwani**, Chairman and MD, Embassy Reit  
**Lada Shelkovnikova**, Partner Hotels & Hospitality, Watson Farley & Williams

**Lakshyaraj Singh Mewar**, Executive Director, Historic Resort Hotels (HRH)  
**Mark Hoplamazian**, President and CEO, Hyatt Hotels Corporation  
**Patu Keswani**, Chairman and MD, Lemon Tree Hotels  
**Penny Trinh**, Senior Director - Mixed Use Development, APEC, Marriott International  
**Sanjay Sethi**, Managing Director and CEO, Chalet Hotels  
**Santosh Kumar**, Country Manager - India, Sri Lanka, Maldives and Indonesia, Booking.com  
**Suma Venkatesh**, Executive Vice President - Real Estate and Development, IHCL  
**Sunjae Sharma**, Managing Director, India & Southwest Asia, Hyatt  
**Sébastien Bazin**, Chairman and CEO, Accor  
**Vineet Verma**, MRICS, Director - Brigade Hospitality, Brigade Group  
**Zubin Saxena**, Senior Vice President & Country Head - India, Hilton

## OUR PARTNERS

— HOSTED BY —



— HOST HOTEL —



### DIAMOND PARTNERS



FITNESS PARTNER



### PLATINUM PARTNERS



### GOLD PARTNERS



For more information, please visit [www.hicsaconference.com](http://www.hicsaconference.com)