

HOTELS & RESTAURANTS INDIA fhrai magazine

JANUARY 2018

Vol 18 Issue 1 Pages 72 ₹50

A MONTHLY ON HOSPITALITY TRADE
By DDP Publications



FHRAI HONOURS SRI YOGI ADITYANATH

Kurl-on®

India's Largest Selling Mattress

Since 1962



MATTRESSES
CRAFTED
TO PERFECTION

Kurlon's range of mattress are specially crafted, keeping in mind the exclusive need of Hospitality Sector, while maintaining global manufacturing standards and processes. The range comprises of Pocket Spring Mattress, Bonnell Spring Mattress, Rubberised Coir Mattress and Foam Mattress which is optimal comprehensive product combination any Hotel can look for.

For product line details and queries E-mail : manishlalwani@kurlon.org | Mob. : +91 90716 37965

[f](#) [v](#) [t](#) www.kurlon.com



Garish Oberoi
President, FHRAI

Dear fellow members,

We are working hard to make the 53rd FHRAI convention a grand success. With regard to the same, I recently had the privilege to meet **Sri Yogi Adityanath ji**, Hon'ble Chief Minister, Government of Uttar Pradesh, in Lucknow. We were also able to meet **Rita Bahuguna Joshi**, Hon'ble Minister of Tourism, Government of Uttar Pradesh. The FHRAI convention will be held in Lucknow, tentatively towards the end of September.

UP is home to two of the greatest rivers in the Indian subcontinent, the Ganga and the Yamuna. The greatness of Uttar Pradesh lies not only in their confluence, but also in the emergence of cultural and religious traditions along them. The theme of the convention this year will be based around spiritual and wellness tourism. We are hopeful of attendance by spiritual gurus of national and international repute, as well as politicians, policymakers, senior bureaucrats, and other dignitaries.

The efforts of the federation to allow hotels to sell packaged products above the MRP has paid off. The government, in its affidavit against FHRAI, had said that charging more than the MRP for pre-packaged products in hotels and restaurants was an offence under the Legal Metrology Act. The Supreme Court of India has now allowed hotels and restaurants to sell bottled water and other packaged products above the maximum retail price, saying they are rendering a service and cannot be governed by the Legal Metrology Act. There are a whole lot of other services that go with being served in hotels and restaurants, and prosecution under the said Act for alleged breach of MRP

cannot be launched. The authorities, under the erstwhile Standards of Weights and Measures Act, had threatened to prosecute hotels and restaurants, saying they should charge only the MRP on products such as bottled mineral water. FHRAI filed a writ petition in Delhi High Court, challenging notices issued to them. A single-judge bench of the court held in March, 2007, that charging in excess of the MRP printed on the bottles of mineral water while serving customers in hotels and restaurants does not violate any provision of the Standards of Weights and Measures Act. I am glad our efforts have borne fruit.

In our cover story on decoding design, we talk about design and how if imbedded with latest technologies, it can help maximise nature's goodness, helping save on water and energy consumption. Architects and designers share latest trends, building costs, and more.

In another feature article, hoteliers talk about expectations from 2018, revenue strategies to boost bottom lines, capitalising on long-weekend travellers, and capturing last-minute, real-time bookings.

I deeply condole with the victims of the tragic incident at Kamla Mills in Mumbai. It remains paramount to accord safety to patrons and observe all fire safety norms. I would urge all member hotels to stringently follow safety guidelines.

With warm regards,
Garish Oberoi
President, FHRAI

“Our effort to allow hotels to sell packaged products above MRP has paid off. The Supreme Court has allowed hotels and restaurants to sell packaged products above the MRP”

Elevate your guests' Sleep Experience



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

STARWOOD

IHG
InterContinental Hotels Group

Marriott
HOTELS & RESORTS

HYATT

HILTON
WORLDWIDE

CARLSON
REZIDOR
HOTEL GROUP

Best
Western

WYNDHAM
HOTEL GROUP



THEY WILL COME BACK SOONER; *in hotel, in room!*

King Koil, a brand catering more than 100 countries with its premium mattresses and bedding products, is known for its proven quality, comfort and craftsmanship. With expertise of over 115 years, King Koil is among the world's oldest premium mattress brand that brings technology driven innovative products for better sleep experience.

WORLD  LUXURY
KING KOIL.



A globally acclaimed specially crafted flagship mattress from King Koil. The most luxurious combination of memory foam and latex foam with technologically superior HD pocketed springs as the core that gives ultra luxurious feel.

KING  KOIL®
PREMIUM GLOBAL MATTRESS BRAND

Real Innerspring Technologies Pvt. Ltd.
B-7, Sector-3, Noida-201301, Tel.: 120-4737700
Contact: Sunil Dutta +91 9999222559
E-mail: mail@kingkoil.in, Web: www.kingkoil.in

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

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

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

Works IV: Plot No. 35, Shamrajpura Layout,
1st Main Road, 1st Cross, Vidyanarayapura Post,
Bangalore-560097 (Karnataka)

JANUARY 2018

COVER STORY

26

LED BY DESIGN

A medley of ideas by designers and architects on how space and resources can be utilised best to achieve maximum benefit at minimal cost



26 COVER STORY

10 FHRAI DESK



42 OPINION

CONTENTS

THIS MONTH

PRESIDENT'S MESSAGE	03
SECRETARY'S MESSAGE	08
FHRAI DESK	10
NEWS	22
PRODUCTS & SERVICES	62
EVENTS	64
APPOINTMENTS	68

FEATURES

FHRAI DESK	14
REVENUE GROWTH TO IMPROVE: LALL	

Rahul Lall, Secretary General, FHRAI, on his vision for the association and concerns he wishes to present to the government to ensure a good year for the industry

SECRETARY GENERAL

Rahul Lall - sg@fhrai.com

PUBLISHER

Gunjan Sabikhi - gunjan@ddppl.com

MANAGING EDITOR

Peden Doma Bhutia - peden@ddppl.com

ASSOCIATE EDITOR

Kanchan Nath - kanchan.nath@ddppl.com

ASSISTANT EDITOR

Tripti Mehta - tripti.mehta@ddppl.com

CREATIVE DESIGN

Raashi Ajmani Girdhar

MARKETING & SALES - DELHI

Mayank Jain - mayank.jain@ddppl.com
Manager Advertising (+919650399928)

Dinesh Sharma

Business Associate (+919810264368)

Jaspreet Kaur - jaspreet.kaur@ddppl.com

Sales Coordinator (+919650196532)

MUMBAI

Harshal Ashar - harshal@ddppl.com

General Manager (+919619499167)

Priyanshu Wankhade - priyanshu@ddppl.com

Manager Advertising (+919619499170)

SOUTH

Shradha Kapoor - shradha.kapoor@ddppl.com
Assistant Manager (+918179792492)

FHRAI - MARKETING

S.P. Joshi

PRODUCTION MANAGER

Anil Kharbanda

ADVERTISEMENT DESIGNERS

Vikas Mandotia

Nitin Kumar

FEATURES

OPINION 42 THE FUNDAMENTALS OF FOOD

Senior members of FHRAI talk about trends in food that have sprouted in their respective regions and effective marketing strategies that are being employed to attract customers

TOURISM 44 HOTELS: PULSE OF TOURISM

A look at how marketing of a hotel proves to be marketing for the destination as well, inspiring travellers to visit the region and influence their decisions

STRATEGY 48 GROWTH STRATEGY 2018

Hoteliers throw light on their expectations from 2018 and revenue-generating strategies they wish to employ to ensure a favourable year for business

EDUCATION 66 LAYING A FOUNDATION FOR EDUCATION

Dilip Puri, Founder & CEO, Indian School of Hospitality, tells us about this exciting new venture that can change the way hospitality education is viewed in India

INTERVIEW 70 REDEFINING SERVICES

Ramendra Pratap Singh, General Manager, Radisson Noida, on the hotel's strategy for the year and how they wish to woo travellers during the year's many long weekends



48 STRATEGY



60 AWARDS



62 PRODUCTS & SERVICES

56 GUEST COLUMN

FHRAI

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

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

Email: fhraimag@ddppl.com
Tel : 91-11-23344179

This issue of FHRAI Magazine contains 68+4 pages cover

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. 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.



Surendra Kumar Jaiswal

Hony. Secretary
FHRAI



We are plagued with a huge shortage of hotel rooms and instead of building new ones, Department of Tourism is trying to encourage homestays, which may be detrimental in maintaining quality and security for tourists



Dear fellow members,

My recent meeting with **Sri Yogi Adityanath ji**, Hon'ble Chief Minister, Government of Uttar Pradesh and **Rita Bahuguna Joshi**, Hon'ble Minister of Tourism, Government of Uttar Pradesh, to discuss this year's convention in Lucknow was a fruitful experience.

I wish to announce that the 53rd FHRAI convention will be held in Lucknow, the bustling capital of Uttar Pradesh that lies in the middle of the Heritage Arc. The Heritage Arc signifies heritage in terms of cultural, historical, and natural aspects. The arc takes travellers through Agra, Lucknow, and Varanasi, with several exciting destinations along the way.

Lucknow is known for its air of finesse and amazing food, and is a unique mix of the ancient and the modern. It is also home to extraordinary monuments depicting a fascinating blend of ancient, colonial, and oriental architecture. The Heritage Arc is a veritable treasure trove of sights and experiences, and provides a close look at the celebration of life in this vast state, besides being vested with spiritual tourism.

Food business across India, from roadside eateries to restaurants, will have to comply with a wide set of food safety rules, norms and procedures, and obtain Food Business Operator (FBO) licences.

In their ongoing effort to align systems with that of the Food Safety and Standards Authority of India (FSSAI), member associations of FHRAI have been organising training and certification sessions aimed at

readying members for becoming FSSAI-compliant even before this becomes a mandate.

While the tourism sector in India has gained impetus in recent times, the lack of infrastructure to support the surge in tourism has now caught the eye of the sector. India had a shortage of nearly two lakh hotel rooms and is struggling to manage the acceleration in tourist arrivals.

We are plagued with a huge shortage of hotel rooms and instead of building new ones, Department of Tourism is trying to encourage homestays, which may be detrimental in maintaining quality and security for tourists.

Very few new hotels are coming up because of hurdles in getting various clearances, such as environmental clearances, which take a lot of time even when there is no requirement for it. Most of the good hotels are now eco-friendly and Green.

Effort is being made to grant infrastructure status to our industry. All these issues are being looked at by FHRAI and we hope some result will come out on our representation to the government.

Let us hope for more business and growth in 2018!

With kind regards,
Surendra Kumar Jaiswal
Honorary Secretary, FHRAI

www.essemmindia.com



EssEmm Corporation™

TRANSFORMING COMMERCIAL KITCHENS



NO MAGIC!

ONE THOUSAND CHEFS AT YOUR DOORSTEP!

cosmos®

Hi-tech kitchen machines

ENHANCE THE EXPERTISE SMARTLY.
RELIABILITY COUNTS ON EVERYTHING.

Our mission is to provide state-of-the-art-equipment to help transform, automate and modernize commercial kitchens and thereby enable our customers to maintain best standards and practices



COSMOS CUG
MULTI - UTILITY
GRINDER

COSMOS TWING
TILTING
WET MASALA
GRINDER

COSMOS CS
COCONUT
SCRAPPER

COSMOS CP
POTATO PEELER

COSMOS IMG
INSTANT MASALA
GRINDER

COSMOS ZETA AG
MULTIFUNCTIONAL
VEG-CUTTER

COSMOS cook wok
COOKING MIXER



EssEmm Corporation™

TRANSFORMING COMMERCIAL KITCHENS

#270 | GKS Nagar | Sathy Road
Saravanampatti | Coimbatore - 641 035
Tel : 0422 4243800 | Fax : 04224243850
Email : enquiry@essemmindia.com

COIMBATORE | CHENNAI | BANGALORE | HYDERABAD | COCHIN | MUMBAI | DELHI

Experience **cosmos**.. Experience Quality



“

Spiritual and religious tourism is our forte; eco-tourism as well

”

TOURISM, a spinner for ECONOMIC DEVELOPMENT

With the 53rd FHRAI convention slated to take place in Lucknow, **Rita Bahuguna Joshi**, Minister of Tourism, Government of Uttar Pradesh, talks about initiatives and plans to grow tourism in the state.

This year, the annual convention of the Federation of Hotel and Restaurant Associations of India is to be held in Lucknow, the capital city of Uttar Pradesh. The state is teeming with tourism potential that can take the industry here to its zenith. With an aim to further tourist arrivals to one of India's largest states, the ministry here is taking up initiatives and framing policies that will benefit the sector.

Stating plans to augment tourism in the state, **Joshi** says, "My government and the Chief Minister of Uttar Pradesh, **Yogi Adityanath ji**, want investment coming into the state, especially in the area of tourism because tourism is one big spinner for economic development as well as for giving employment. We have such beautiful places in every sector that we want to really promote them and become number one in India.

Spiritual and religious tourism is our forte because it is the land of Krishna, Rama, and also that of the Buddha. We would develop on these in a big way. Besides that, we also have beautiful flora and fauna, so we will be concentrating on eco-tourism as well. Adding to that, we have a lot of heritage in Agra, among other regions of the state. Bundelkhand is a bit neglected, and so we want to develop it as a heritage and historical tourist spot."

Uttar Pradesh has been working on the draft tourism policy for 2017. Giving details on the same, Joshi says, "We are working on several factors to increase tourism. The government of India is supporting us well with the Swadesh Darshan and PRASAD schemes. The state government is also supporting and developing smaller places. In the next three years, we have plans to take tourism way ahead. In this, we are revising our tourism policy in consonance with the industrial policy and very soon it will be out. Once the policy receives the cabinet's approval, it will be released. The industrial policy of the state is in place and under Tourism Policy 2017, a lot of incentives have been provided to private players and investors. We have made a very convenient, good-for-all policy."

A first of its kind, the International Conclave is going to be held in Lucknow from February 20-22, 2018. The conclave's aim is to develop the state and promote the avenues of Uttar Pradesh on the global map. Elaborating on this, Joshi says, "The investment meet is an ambitious plan of our Chief Minister. We have all been working very hard to make it successful.

Big industrialists as well as the youth are keen to come and invest in the state. For their benefit, we have recently taken out the new industrial policy. We will be giving them a lot of benefits where we will be creating land banks, single-window clearance, and will also be providing relief in taxes, electricity, etc., to attract them. The hints that are emerging suggest that this will be a very successful event. To provide protection, UP COCA (Uttar Pradesh Control of Organised Crime) Bill 2017 has also been introduced by the Chief Minister in the Assembly. Through this, we will ensure that no corrupt practices take place and there will be no forceful pressure on them; they will be provided protection."

The state's renowned religious gathering of a massive scale, the Kumbh Mela has been made part of UNESCO's list of Intangible Cultural Heritage. Joshi adds, "We want to project the Kumbh Mela as a major event in the state. It is going to be a great event; it was an international event even previously.

The government of Uttar Pradesh has launched a logo for the 2019 edition of the event, and the Chief Minister will be monitoring every activity. He has already held about a dozen meetings. We have started our preparations a year in advance and Kumbh Mela 2019 is going to be like it has never been before."

Uttar Pradesh is also working on strengthening its hospitality sector, for which the state tourism department plans on offering various incentives and subsidies to the private players of the sector.



(L to R): Awanish Kumar Awasthi, Rita Bahuguna Joshi, SK Jaiswal, and Garish Oberoi

Meeting in GLIMPSES

Garish Oberoi, President, FHRAI; SK Jaiswal, Hony. Secretary, FHRAI and Rahul Lall, Secretary General, FHRAI, meet Rita Bahuguna Joshi, Minister of Tourism, Govt. of UP and Awanish K Awasthi, Principal Secretary and Director General, Dept. of Tourism, Govt. of UP, to discuss the FHRAI convention at Lucknow.





Introducing
MOSAIC
Fine Dine Collection



Clay Craft (India) Pvt. Ltd.

F-766 A, Road No.: 1-D, V.K.I. Area, Jaipur-302013 (INDIA)

Ph.: +91-141-2261002, 7073011168, Fax: 2331734

website: www.claycraftindia.com

e-mail: sales@claycraftindia.com

[f/claycraftindia](#) [B/claycraftindia](#)

REVENUE growth to IMPROVE: Lall

Rahul Lall, Secretary General, Federation of Hotel and Restaurant Associations of India (FHRAI), talks about his new role, the responsibilities it would entail, and his vision for the association for a promising 2018.



Rahul Lall

KINDLY TELL US A BIT ABOUT YOUR BACKGROUND.

I completed my Post Graduate Diploma in Hotel Management from The Oberoi School of Hotel Management, New Delhi, and am from the Management Trainee batch of 1985-87. Prior to this, I did my Bachelor of Commerce (Honours) from Delhi University and am an alumnus of St. Xavier's Collegiate School, Kolkata and Don Bosco School, Chennai. As a professional hotelier, I have worked with The Oberoi Group of Hotels for 15 years and thereafter with Sarovar Hotels, in various capacities as General Manager and Area Director. Prior to joining FHRAI, I was the Vice President - Operations for Dangayach Group of Hotels.

AS THE SECRETARY GENERAL, WHAT ARE YOUR RESPONSIBILITIES AND VISION FOR FHRAI?

It is my privilege to be the Secretary General of FHRAI. Besides the day-to-day administration of the association, I am involved in liaising with the government and various government agencies for co-ordination on industry-related issues. To provide encompassing solutions to our members through representation, tourism growth initiatives, and awareness campaigns promoting and protecting the hotel industry ensuring that FHRAI is the leading voice of the industry will entail my duties as Secretary General.

A large number of factors have contributed towards the growth of the hospitality industry, with technology playing a significant role. It is time that this was deployed effectively to enhance awareness of our role and activities, which in turn will enhance our membership base and overall productivity. It is suggested that the various business verticals be fine-tuned and certain new ones added. Some of

these verticals are revenue producing, non-revenue producing, accounts and administration, public relations and media management (including social media websites), and research and advisory services.

HOW WAS 2017 FOR HOSPITALITY AND WHAT ARE YOUR MAIN EXPECTATIONS FROM 2018?

With continuous positive support from the government, hospitality is slated to grow, and we see this sector providing those much-needed job opportunities for the youth of the nation. We also expect revenue growth for the Indian hotel industry to improve by around 7 per cent in FY 2018.

The implementation of GST has brought in a positive change to the sector by reducing costs for customers, harmonising taxes, and reducing business transaction costs. We are expecting a healthier growth in the coming years and better movements in various market segments.

WHAT ARE THE MAIN CHALLENGES IN HOSPITALITY THAT FHRAI WILL BE TAKING UP WITH THE GOVERNMENT?

We recently submitted our presentation to the Ministry of Finance regarding our suggestions for Budget 2018-19 for both direct and indirect taxes. We have raised the following issues in our presentation:

- All foreign exchange earnings should be treated as exports or deemed exports. If the same would qualify as export/deemed export of services, the credit balance would be available for adjusting GST liability on domestic taxable supplies
- Declared tariff should not be basis for rate categorisation. Rate categorisation should be on the basis of transaction value
- It is recommended that restaurants be given the credit for input services. Credit on inputs and capital items may be kept restricted
- It is recommended that 'Infrastructure' status to hospitality industry for projects of ₹25 crore and more be given

“

The implementation of GST has brought in a positive change to the sector by reducing costs for customers”

**KING
METAL
WORKS**



Since 1970

“For the Professionals,
by the Professionals.”

Jugesh Arora

President - South India Chef Association



Visit www.kingmetal.com to see our complete range of 3500+ products.

Cooking is an art that attains perfection when you are equipped with the best of utensils.

Going by Chef Jugesh Arora's opinion, King Metal Works has the finest range of Professional steel Utensils.

The utensils are strong, durable and customised that takes the experience of cooking to a whole new level.

OUR RANGE

Kitchenwares | Tableware | Barwares | Buffet Ware,
Bakeware | Pizza Supplies | Café Supplies

Corporate Office :
Unit No.5, Steelmade Industrial Estate,
Agnishamandal Marg, Andheri (East),
Mumbai - 400 059, India.

T : (91-22)) 4027 5751 / 52
M : (+91) 99306 75752
E : marketing@kingmetal.com
E : sales@kingmetal.com

Manufacturing Unit : Marol (Mumbai), Kashmirira & Vasai (Dist. Thane).



King Metal Works

Infinites Possibilities

HRANI & FHRAI DELEGATION MEETS JP NADDA

Sanjay Sood, President, HRANI, along with **Garish Oberoi**, President, FHRAI; **Rahul Lall**, Secretary General, FHRAI and **Renu Thapliyal**, Secretary General, HRANI, met **JP Nadda**, Union Minister of Health and Family Welfare, Government of India. The initiatives of Food Safety and Standards Authority of India related to food safety awareness and the vision of the association were discussed during the meeting.

Hotel and Restaurant Association of Northern India has conducted multiple sessions for spreading food safety awareness among its member states. The sessions were conducted in line with the guidelines set by FSSAI.



HRANI CONTINUES TO SPREAD FOOD SAFETY AWARENESS



In its ongoing effort to align its systems with that of the Food Safety and Standards Authority of India (FSSAI), Hotel and Restaurant Association of Northern India (HRANI) recently organised a training and certification session in Dehradun, Uttarakhand. Based on Food Safety Training & Certification (FoSTaC) programme developed by FSSAI, HRANI conducted the session for those interested in getting certified in the advanced level of catering. The Food Safety Supervisor Training in Advance Catering Programme was meant for catering establishments to institute a supervisor who would effectively cascade communication to the grass-roots level in the establishment in order to uniformly implement the processes as required by FSSAI.

GC Kandwal, Designated Officer, Food Safety, Dehradun and **PC Joshi**, Food Safety Officer, were also present. The session witnessed the presence of **Sanjay Sood**, President, HRANI; **Garish Oberoi**, Treasurer, HRANI; **Parveen Sharma**, MC Member from Uttarakhand; **Renu Thapliyal**, Secretary General, HRANI and other senior members of the managing committee of HRANI.



Food handlers were trained by eminent speaker **Vivekanand Chandrasekaran**, Operations Head, Parikshan Mumbai. The session was held with the support of **SP Kochhar**, Chairman & Managing Director, Madhuban Hotels. The session organised at Hotel Madhuban, Dehradun, was attended by a large number of hoteliers and restaurateurs. The association also organised seven similar programmes in the month of November 2017 in various cities of North India to familiarise hoteliers and restaurateurs with the finer nuances of food safety and hygiene.



Profitable Hospitality Businesses have one thing in common...

PANASONIC BIG CAPACITY COOKERS



CONSISTENTLY GOOD PERFORMANCE



NO SHOCKS IN YOUR KITCHEN



NO SUPERVISION. NO MESS



OPEN UP ANYTIME



IDEAL FOR COUNTERS



SR-932D

COOKS UPTO
2 KGS OF RICE



SR-942D (SS)

COOKS UPTO
2.5 KGS OF RICE



SR-972D

COOKS UPTO
4.5 KGS OF RICE



COMMERCIAL RICE COOKERS

The Panasonic Commercial Rice Cooker comes in various capacities which can cook from 2 Kgs to 4.5 Kgs of Rice. Due to their durability and attention to safety Panasonic has earned the certificate for Electrical Equipment (IECEE) CB Scheme for these Cookers.

IDEAL FOR BUFFETS



SR-WA22H(SS)

- Can also be used in Buffet for Steaming or Reheating - Idli, Idiyappam, Vegetables and more.
- Double Steaming Basket

SUPER MIXER GRINDER



MX-AC300

- S5304 Rust Proof Stainless Steel Jar
- 550 Watts Powerful Motor

MEAT GRINDER



MK-MG1000 / MK-MG1500

- 1000 Watts / 1500 Watts
- 3 Types of Blades (Rough / Mid / Fine)
- Rotary switch with reverse function

PANASONIC APPLIANCES INDIA CO LTD., 6th Floor, "SPIC HOUSE" Annexe, No. 88, Mount Road, Guindy, Chennai - 600 032, Tel: 044-61089444.

OUR HOSPITALITY CHANNEL PARTNER: **Bangalore** - Crockery World - 9845025420 | **Chennai** - SSN S.Selladurai Nadar - Hotel & Catering World - 044-25356006 / 25331772 / 23456006 / 23456007 | **Coimbatore** - Chandran Steels - 8056993399 | **Delhi** - DKG SALES - 9810007063 / Rishab Hotel & Restaurant Pvt. Ltd. - 9810336610 / Hotel Equipment & Merchant - 8010009453 / Kitchen Rama Service Equipment Pvt. Ltd - 9810138158. | **Goa** - Grand Empire - 7738425891 | **Hyderabad** - Agromech Industries - 040-23700280 / 65552669 / 23811097 | **Jalpur** - KG Marketing - 9414051912 / R.K. Engineering - 9829325226 / Kesav Store - 8386987778 | **Kerala** - Cater Circle - 9896756211 | **Lucknow** - Moon Star International - 8853211111 / Himalayan Equipment - 9889198330 / Kanhaiya Lal Prag Das - 9415108410. | **Ludhiana** (Punjab) - Bharat Hospitality - 9815719019 / Mukat Sales - 9815339999 / Akanaha International Pvt.Ltd - 9872020167. | **Maharashtra** - Janta Steel - 022-24111987, Godskitchen Hospitality - 9820444564, Comet Kitchen Company - 9820316046 | **Vijayawada** - One Stop Shop - 8666641113.

BRANCHES: **Andhra Pradesh** - Mr. Uma Maheswar: 90006 34008 | **Telangana** - Mr.Suman : 9949595112 | **Gujarat** - Mr. Rahul: 8655666867 | **Karnataka** - Mr. Thomas: 9481516288 | **Kerala** - Mr. Shyju: 9995891707 | **Kolkata** - Mr. Dipendu: 9007156490 | **Maharashtra** - Mr. Rahul: 8655666867 | **North** - Mr. Vishal: 9871293394 | **North East** - Mr. Manoj: 9864980610 | **Orissa** - Mr. Prashant: 9337580190 | **Tamil Nadu** - Mr. B S Ramesh: 9994054940.

FOLLOW US

PANASONIC COOKING INDIA on:



A tête-à-tête with **MEDIA**

A press conference followed by the Managing Committee meeting was organised on December 9, 2017, at Hotel Madhuban, Dehradun.



Exquisite & Elegant



Delivering Perfection Since 1999

Bed Sheets, Pillow Covers, Pillows, Duvet Cover,
Mattress Protectors, Bath Towels, Hand Towels,
Face Towels, Bath Mats, Pool Towels, Shower Curtains

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:



KOCHI TO HOST 10th KERALA TRAVEL MART IN SEPTEMBER 2018



Kadakampally Surendran, Minister of Tourism, Government of Kerala, announcing the dates of KTM 2018 at a press conference in Trivandrum. On the dais (L to R) are EM Najeeb, former KTM President; Jafar Malik, Additional Director (General), Dept. of Tourism, Govt. of Kerala; P. Bala Kiran, Director, Dept. of Tourism, Govt. of Kerala; Baby Mathew, President, KTM Society; Dr. Venu V, Principal Secretary (Tourism), Govt. of Kerala; Jose Pradeep, Hony. Secretary, KTM Society; Riyaz UC, Vice President, KTM Society and Gopinathan G, Hony. Treasurer, KTM Society.

SIHRA

Billed as the largest gathering of tourism stakeholders in India, the 2018 edition of Kerala Travel Mart (KTM) will kick-start in

Kochi as announced by Kadakampally Surendran, Minister of Tourism, Government of Kerala. The three-day conclave organised by KTM Society,

in partnership with Kerala Tourism, will be held from September 28-30. The main theme of this edition will be promotion of Malabar tourism.

GST REJIG: HRAEI FINDS RELIEF IN GST COUNCIL'S DECISION

Hotel and Restaurant Association of Eastern India has hailed GST Council's decision to cut tax rate for restaurants to 5 per cent without Input Tax Credit. This comes as a big relief for the industry. Last month, the government also decided that restaurants in star hotels will charge 18 per cent tax with Input Tax Credit.

"We are very happy with the new GST slab announcement for restaurants. Our proposals were considered with due importance and this announcement is a big relief for the hospitality sector," said **Sudesh Poddar**, President, HRAEI.

The association had taken a leading role and met the Finance Minister at GST Council's 23rd meeting held in Guwahati. The announcement was done shortly after the meeting.

T.S. Walia, MC Member, HRAEI, said, "We are confident that the e-Visa initiative of Government of India,



Sudesh Poddar
President
HRAEI

coupled with GST refund for foreign guests will spur the tourism industry into a high growth trajectory."

He further pointed out that the hospitality industry would not be able to derive much advantage by taking input credit, as a major expense of any hotel or restaurant is the manpower cost and the cost of fuel. Since initially taxes on fuel will not fall under the purview of GST, Input Tax Credit will be much lower than the tax collected. "In this scenario, it is important that the Empowered Committee of GST take into account these factors before specifying the rate of GST for this sector," said Poddar.

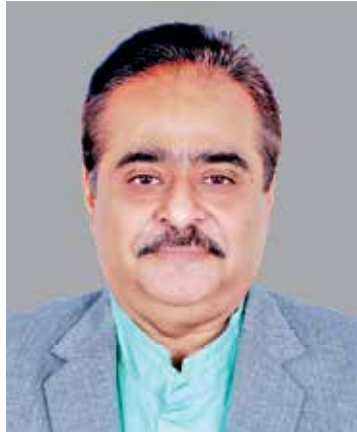
The Hotel and Restaurant Association of Eastern India, on the forefront of change and innovation in the hospitality industry of the eastern region, has always sought to look ahead and analyse new policies and decisions in light of how they benefit the industry and its stakeholders.

“Our proposals were considered with due importance and this announcement is a big relief for the sector”

HRAEI

HRAWI CONCLUDES 10th FOSTAC SESSION IN GUJARAT

The Hotel and Restaurant Association of Western India (HRAWI), which has collaborated with the Food Safety and Standards Authority of India (FSSAI) for conducting its Master Trainers Certification Programme, concluded its ninth and 10th conclaves in Silvassa and Surat on December 6 and 7, 2017. The two training and certification sessions were based on Food Safety Training & Certification (FoSTaC) programme developed by FSSAI. "We are positive about the benefits and success of each FoSTaC programme that has taken place. The recently-concluded programmes in Gujarat received an overwhelming participation from the hotels and restaurants in the respective cities. HRAWI's aim is to ready its members for becoming FSSAI-compliant even before it becomes a mandate, and has charted out similar sessions to cover the rest of the western region," said **Dilip Datwani**, President, HRAWI.



Dilip Datwani
President
HRAWI

“HRAWI’s aim is to ready its members for becoming FSSAI-compliant even before it becomes a mandate”

The sessions were organised at Ras Resort in Silvassa on December 6 and at The Grand Bhagwati in Surat on December 7. Each conclave witnessed participation in good numbers and the sessions familiarised hoteliers and restaurateurs with the finer nuances of food safety and hygiene. "Food business across India from roadside eateries to restaurants will have to comply with a wide set of food safety rules, norms, and procedures and obtain Food Business Operator (FBO) licences.

It is in the best interest of our members and the industry to be thorough and fully-equipped to meet standards that are internationally accepted and followed. The training programme enables a business establishment to uniformly implement the processes as required by FSSAI. The crux of the exercise is to ensure that our guests feel assured about the quality of food and services and have a good experience," said Datwani.

HRAWI

HOTELIVATE EXPANDS OPERATIONS

Hotelivate has announced its formal launch in the Asia Pacific region. It presently has offices in Delhi and Mumbai, with Singapore and Bangkok opening soon. Both offices will be led by experienced regional consultants who are well recognised for their quality of work in their respective fields. This announcement comes on the heels of HVS restructuring its business in India earlier this year, whereby it moved its non-core services to a separate entity, Hotelivate. Now, with the launch of the expansive role of Hotelivate, the entire erstwhile team of HVS India will cease to exist under the HVS trademark and will operate under the new brand identity of Hotelivate.



Manav Thadani

in systems and processes never seen before in the region and that helped us establish a niche for ourselves as consultants. It's with great pleasure that we announce the expansive role of Hotelivate, adding more services to our portfolio as we begin a new journey in consulting."

"A change in name does not change our commitment to excellence and passion for all things hospitality," he added.

Speaking on the occasion, **Manav Thadani**, Founder Chairman of Hotelivate, said, "As HVS, we were able to bring

Some of Asia Pacific's most successful conferences, previously hosted by HVS, will now continue under the Hotelivate banner, namely Hotel Investment Conference – South Asia (HICSA), Hotel Operations Summit India (HOSI), Tourism Hotel Investment & Networking Conference (THINC) Indonesia & Sri Lanka, and the inaugural THINC Innovate, Bangkok.

EXPANSION

THE FERN SURYA RESORT OPENS IN DHARAMPUR



The Fern Hotels & Resorts has marked its foray into Himachal Pradesh by launching The Fern Surya Resort, Dharampur (Kasauli Hills). The resort is located in the heart of the hills and makes an ideal choice of destination for the leisure and corporate traveller, offering great value, luxury, and service that is personal and par excellence. Be it a vacation or corporate offsite meet and get-together, the resort provides the best of luxury in the cradle of nature. It currently has 22 operating rooms in two categories, Winter Green and Winter Green Premium.

The rooms are generously proportioned and fully-equipped with eco-friendly amenities and contemporary furniture. The multi-cuisine restaurant, Celeste, serves sumptuous food from different parts of the country, besides offering continental and Chinese options to guests. **Suhail Kannampilly**, Chief Operating Officer, The Fern Hotels & Resorts, says, "It is a big moment for us as we are entering a new state. This takes the tally of hotels managed by the company to 52. We will be opening a few more properties in the North in the near future." With idyllic and tranquil surroundings, the resort offers the best of modern facilities in the friendliest environment.



NIGHTLIFE

RELISH CANTONESE CUISINE AT THE HONG KONG CLUB

Andaz Delhi has announced the opening of The Hong Kong Club, a multilevel evening destination that promises to take guests through the exciting dining experiences and nightlife of pulsating Hong Kong. The Hong Kong Club features modern Cantonese dishes and small plate servings prepared by authentic Chinese chefs, a contemporary bar that elevates to a club lounge, and exciting live entertainment that is reflective of the energy and striking contrasts of one of Asia's most buzzing cities. The Hong Kong Club aims to be a premiere location for the finest entertainment in the capital. A large

variety of spectacular acts including exotic dancers, themed shows, aerialists, and acrobats will be seen performing regularly.

Speaking on The Hong Kong Club's food philosophy, **Alex Moser**, Executive Chef, Andaz Delhi, says, "Working with Chef Fuhai, Chef de Cuisine at The Hong Kong Club, we have created a menu inspired by Cantonese cooking, using carefully sourced ingredients and time-honoured techniques brought up to date. As a result, we have created a menu with punchy flavours and the occasional edgy twist."

interblocco

live-in furniture

Style & Comfort.. Brought home..

5
YEAR WARRANTY



LUXURY OUTDOOR FURNITURE

ALL WEATHER FURNITURE | NO MAINTENANCE | CUSTOMIZATION | WARRANTY



Easy Clean & Stain Resistance



High UV Resistance



Damp Resistance



Environment Friendly



Shape Retention



Ultimate Tensile Strength



Weather Resistance

Sofa sets | Stackables | Dining Sets | Bar Sets | Coffee Sets | Loungers | Gazebos | Accessories

Manufacturing Unit: 170, Sector 6, IMT Manesar, Gurgaon, Haryana - 122050 India phone: 0124 - 4367710
mobile: + 91 - 98103 - 44411, + 91 - 98110 - 62555, +91 - 98111 - 42204

email: rohit@interbloccofurniture.com, info@interbloccofurniture.com website: www.interblocco.com



OPENING

THE DEN LAUNCHES IN BENGALURU

The Den, a luxury hotel for millennials and globetrotters has launched in Bengaluru with 226 rooms, suites, and an array of dining options. **Vinesh Gupta**, General Manager, The Den, says, "The Den brand prides itself as being a cultural touchstone that provides state-of-the-art facilities. The Den, Bengaluru, will be the epitome of our vision, combining rich local traditions with renowned contemporary touches to deliver a fresh perspective on world-class service. Our aim is to offer our guests a unique blend of modern and traditional aesthetics that create memorable experiences for millennials and globetrotters."

Inspired by global culinary legacy, guests can feast on an extensive selection of cuisines at the hotel. The Creek, a casual and high-energy, round-the-clock dining restaurant serves authentic Indian and world cuisines; The Nest is a trendy lounge bar that serves exciting drinks and exclusive bar nibbles; The Layla, the signature rooftop restaurant that is yet to be opened will bring the exotic Mediterranean cuisine to the guest's table. The banqueting space at The Den is spread over 10,000 sqft and can be used for conventions, banquets, meetings, conferences, symposiums, exhibitions, and performances. All meeting rooms are equipped with the latest technology. The hotel has 226 rooms under four different categories.



LAUNCH

GOLDEN SAROVAR PORTICO OPENS IN AMRITSAR

Sarovar Hotels & Resorts has opened Golden Sarovar Portico, Amritsar, marking its presence in yet another popular tourist and pilgrimage destination in the country. Located in the hub of the city and just 10 minutes away from the Golden Temple, Golden Sarovar Portico, Amritsar, is suitable for business travellers as well as tourists and pilgrims who travel to the city. The hotel offers all modern facilities including restaurant, bar, banquet hall, meeting room, fitness room, and various other amenities at par with international standards.

Accommodation facilities at the property are categorised into Superior, Executive, Deluxe, and Presidential, ensuring guests have a delightful and hassle-free stay. The hotel is also the perfect setting for social gatherings and business conferences providing event spaces that can accommodate up to 200 people. Golden Sarovar Portico, Amritsar, is conveniently located and allows proximity to all major destinations in the city. The international airport and railway station are within a 10-minute drive from the property and the Wagah border is just 30 kms away.

POLICY REVISION

HYATT REVISES MINIMUM CANCELLATION POLICY

Effective for reservations made or changed on or after January 1, 2018, Hyatt will implement a revised minimum cancellation policy that allows hotels to manage guest room availability more effectively, including offering rooms and upgrades to rooms that would have otherwise gone unoccupied. This new default cancellation policy requires guests to cancel their reservation at least 48 hours in advance to avoid a cancellation fee. Each Hyatt hotel may continue to set its own cancellation policy based on

local market dynamics and expectations, hence, guests are encouraged to check the cancellation policy at the time of booking.

Beginning with reservations made or changed on January 1, 2018, World of Hyatt Explorist, Globalist or Lifetime Globalist members will be able to cancel up to 24 hours before arrival, when the hotel's cancellation policy is 48 hours.



Maneesh Baheti



Gautam Mehrishi



S.A.A.G.

South Asian Association for Gastronomy

PRESENTS

FOOD FOR THOUGHT FEST 2017

DECEMBER 23-24, 2017

THE PLAZA • DLF PLACE SAKET • NEW DELHI

12:00 NOON - 10:00 PM

FF 2017 ENTRY FREE

Supported By :



Manisha Bhasin



Dr. Pushpesh Pant

Business Media
PartnerPR
PartnerLifestyle
PartnerVenue
PartnerEntertainment
PartnerFitness
PartnerEvent Management
PartnerSocial Media
PartnerHospitality
Partner

fb.com/foodforthoughtfest/



@food_for_thought_fest



www foodforthoughtfest.com

Led by



DESIGN

An impactful design imbibes the path of the sun, serene water features, and a comprehensive cost matrix. Designers and architects talk about these crucial aspects and how best they can be adapted to deliver what is required.

Kanchan Nath





MA Matin

Rohit Tewari and MA Matin

Principal Architects
Rohit+Matin Architects

THE SUN AIDS EFFICIENT DESIGN

The path of the sun is an aid in evolving the design in terms of incoming natural light planning, HVAC planning, green terrace planning, etc. The trend today, in contemporary style of architecture, has moved to having a lot of glass on the façade, but the same needs to be considerably planned by designing the building in a way that it is able to collect energy from the sun by providing natural lighting and heating, at the same time being able to reject solar energy that can lead to overheating and discomfort in the interiors. By analysing the impact of the sun on a site as well as the building's location, the spatial arrangement, orientation, window placement, daylight access and other design features, a building's design can be fully responsive of passive solar design features that can further result in increasing the energy efficiency, comfort, and financial value of the building.



Rohit Tewari

A SERENE SPACE FOR ALL

Water features and pools in any property make it serene while adding a character to the space. There is no surprise in guessing that professional consulting companies for planning a computer-controlled light-and-sound water show have come into the limelight. Today, even swimming pools are treated as a complete water feature when

incorporated with waterfalls and lighting effects. Linking all the above features with a particular time of day is an upcoming trend in India. This makes it like an evening show or turns into a late night event space where people not just gather to enjoy it all, but also capture and share it with their friends and family.

AUDITING BEFORE ACTION

A common mistake made by design professionals and owners is treating refurbishing and remodelling as a cosmetic task. It is certainly important to change how a space looks, but most importantly, any refurbishment or remodelling of a project should be initiated by an extensive MEP/BOH audit for its own benefit in realising the utility of existing as well as judiciously upgrading the services. Refurbishing is not just about colour schemes or trending design upgrades; it is also about updating in terms of technology to eventually result in a more efficient property than before. It culminates into a chicken-and-egg situation for the management, which should be looked at wisely and in a balanced way.

RAISING THE BAR OF DESIGN

Indian designers are more contextually oriented in terms of habits and culture rather than just



Supported by:

Incredible India

Organised by:



Creating a world of entertainment?

The best of the best is here.

18th

IAAPI
amusement
expo

27th FEB - 1st MAR, 2018

Hall 2, Bombay Exhibition Centre,
Goregaon East, Mumbai.

Visitors' Profile:

- Park Operators • FEC Operators • Architects
- Resorts & Hotel Chain • Government Officials
- Real Estate & Mall Developers • Consultants
- Municipal & Local Authority • Museums & Science Centres
- Historic / Tourist Attractions

India's premier B2B event on
sourcing for Amusement, FEC &
Entertainment Industry

Platinum Sponsor:

NORTH INDIA'S LARGEST
AMUSEMENT PARK | WATER PARK | GO KARTING

Worlds of Wonder

ENTERTAINMENT CITY | NOIDA

120+ Exhibitors
spread across
10,000 sqm
52 International Exhibitors
from 19 countries

For further details e-mail: aarti@iaapi.org

For visitor registrations log on to www.iaapi.org



“
 Hoteliers are getting smart in utilising even a pocket-size property to the most
 ”

focusing on Indian decorative elements. Some of the trends seen today in hotels are free flow of spaces in the public areas; there is no barrier or physical segregation of the spaces. Live kitchens, more interactive areas, DIY areas in some cases, multiple uses of the same space to exploit its utilisation well are other trends.

TAKING UP THE SPACE

What is extensively witnessed nowadays is that even if you want some time to relax, hotel rooms often have more wasted space than used space. So, hoteliers are getting smart in utilising even a pocket-size property to the most and as a trend, designers with a completely different thought process are emphasising on innovative buildings designed small, yet functional with visually exciting rooms that provide a big experience in a compact space. It's now the trend of micro hotels and everybody's getting involved.

UNDERSTANDING COST

A rough calculation for costing would be in the tune of about ₹35-40 lakh, ₹55-60 lakh, and ₹75 lakh upward with no limit per room key for three, four, five and above star-rated properties. This involves all the public spaces and the BOH spaces as well. Having said that, one must emphasise that it's a broad bandwidth for calculation purposes. It all largely depends on the specifications and facilities to be provided in a property. The variables are too many and the bandwidth is too large to be able to clearly pinpoint a particular cost. For grade B and C cities, there isn't much change other than in basic

construction and built-up work, as the execution teams for these are sourced locally. Other than that, all other equipment and installations specific to a hotel are sourced from nearby big cities.

NO DEFINITE FIGURE

There is no magic number or rule of thumb to calculate an exact cost for revamping. It typically depends on the number of variants involved and as the variants are many, so the cost of renovation turns out to be ambiguous. In our personal opinion, it all starts from the initial time the property was built. If one takes care of the proper specifications of the material used (and the owners don't cut corners), then most of the base materials are utilised and only top finishing surfaces are changed and a new look is created. The problem arises when cost is slashed to reduce the apex at the time of building the hotel. Depending on what all is being changed and to what extent, renovations can cost anything between ₹500-1500 per sqft.

DESIGNS IN TREND

To pick a personal favourite is difficult, as every project is unique. To highlight one in lines of a refurbished project, THE WAY Dhaka has been appreciated immensely for its compact design which is stylish and in trend with the contemporary chic. It is also functional in terms of service and trendsetting features like a rooftop infinity pool. Another project would be the Jungle Resort in Jim Corbett, which is an excellent example of innovative design using rustic, raw, locally available materials, yet not undermining the comfort of the guests.



Designed for Chefs



A VKL Food Solutions Enterprise
www.foodserviceindia.com

Fresh **NEW LOOK!** *Same* **GREAT TASTE!**



Chef's Art, your trusted brand for creating new culinary experiences, now presents a fresh new look of its packaging. But what's inside is the same great taste and fresh ingredients.

What makes Chef's Art unique?



Exclusively designed for chefs to save time



Tested and loved by several global brands



Your choice of ingredients to create your signature dishes



Wide range and versatile usage



High-quality ingredients

Chef's Art range of solutions

Marinades • Coatings • Sprinklers • Sachets • Seasonings • Premixes • Tikka Bases • Taste Enhancers
Sauce Bases • Soup Bases • Dip Seasonings • Spices • Batter Mix • Rice Bases

FOOD SERVICE (I) PVT. LTD.

Building #5, 57V/572, 7th Floor, Solitaire Corporate Park, Andheri (E), Mumbai-400 093

For free demo and samples ☎+91 97443 40707 ✉customercare@foodserviceindia.com

Facebook: /Foodserviceindia Instagram: /FoodserviceIndia Twitter: /FoodServiceInd LinkedIn: /Food Service India by VKL



Ritu Bhatia Kler

Ritu Bhatia Kler
 Managing Director
 Total Integrated Design (India)

FOLLOWING PRINCIPLES

Firstly, the architect needs to orient the building and basic zoning as per the sun or any other principle that the client has requested. The interior design team then looks at it and determines how best they can let natural light in and plan accordingly. This has to be thought through in the beginning, as details for type of curtains or roller blinds differ and need to be constructed at an earlier stage.

WATER FEATURES

Water features are subject to design and location. The star category of the hotel also matters, as these features require high maintenance. In some cases, they can be used for a particular area such as a restaurant or spa, as the sound of water is light and provides a soothing backdrop. Technical issues like plumbing, space, depth, etc., need to be kept in mind. These days, a number of simple, convenient, and self-clean methods are available.

CULTURAL EMBELLISHMENTS

Local culture is an important consideration, especially in resorts, as tourists are looking for experiences. Even in business hotels, we insist on

bringing in the cultural element through fabrics and artwork. In a 5-star hotel, the budget may allow for more artefacts and accent pieces of furniture to create interesting concepts. Another way to achieve unique designs is through mirror frames, fretwork, and portraying one design element in different ways. For instance, the lotus can be an Indian element and showcased subtly as a story through the hotel.

AFFORDABLE REFURBISHMENT

For renovation, it is important to first decide if the client is looking only for a design change for aesthetics or remodelling based on other factors such as cuisine. After the brief has been provided, the designer must be allowed enough time to conceptualise and create the plan before shutting the restaurant. If planned well, the restaurant may open on important occasions such as Christmas and other festivals. If you are planning to renovate or upgrade the kitchen, then that also needs to be given enough time to plan. If furniture is still in good condition, a designer must revarnish and reupholster it to be used again. The ceiling can be retained, helping save additional cost.

“
 A prevalent trend is a contemporary design with hints of the cuisine of the region
 ”



DEPICTING REGIONAL CUISINE

A prevalent trend in the interior design of restaurants is a contemporary design with hints of the cuisine of the region. This makes the changeover easier. Coffee shops have become larger and have extensive buffets, while show kitchens in specialty restaurants don't seem to be in vogue now. Hotels now have fewer restaurants but pay more attention to food and design. Private dining spaces and spaces for larger groups are also being kept in mind while designing or visualising restaurants. In restaurants, it's about comfort and fun. Food has become innovative and explorative, and interiors are now part of a subtle backdrop.

PERSONAL FAVOURITES

I like The Monk at The Galaxy Hotel in Gurugram, as it has stood the test of time. The brief, cuisine, branding and design, all came together very clearly. I also like L'Angoor, a stand-alone restaurant at Global Business Park, Gurugram. It was ahead of its time as a wine lounge with smart dining and fusion cuisine. While it is also a lunch venue, its dinner ambience is even better due to the warm lighting and floor-to-ceiling curtains.

The art of great cooking

MKN – The German specialist in professional cooking technology

MKN India
 Mohua Das
 Mobile (India): 91 987 313 3200
 E-Mail: mdas@mkn-india.com
www.mkn.eu



Rahul Shankwalker

Rahul Shankwalker
Founding Partner
Studio HBA

LOCAL FOR GOOD

One of my favourite trends which is prevalent in the hotel design space is going local. The trend follows the idea of creating the hotel as a bridge between the local setup and the hotel guests who come to stay there. This trend stems from the exploratory human nature. Every traveller, whether a business or a leisure one, wants a chance to experience the local culture and find out what the neighbourhood has to offer. Therefore, it becomes

UNDERSTANDING THE PUBLIC AREA

Today, with escalating land prices, no matter which city in India you have your hospitality project in, it is very important to control the play of your public areas because not all public areas are actually revenue generating. However, overall they are important for the revenue generation of the hotel. Hence, being intelligent in the way we design the public spaces is very important.



“Being intelligent in the way we design the public spaces is very important”

very important for hotels these days to be able to provide that connect to guests.

A SPACE FOR SOCIALISING

A significant trend in lobbies and a deviation from the previously designed lobbies is that they are no longer just spaces where people check-in and check-out or simply wait to meet a guest. They have evolved into spaces of active revenue generation and places which are more activity-led than plain Jane waiting spaces. Lobbies now have a space for a lounge where you can not only meet someone but also indulge in F&B services that complement the meeting you are undertaking. This aspect is purely driven by revenue generation.

DIFFERENT LOCATIONS, DIFFERENT COSTS

The average cost of building a three to four-star hotel room in India is not fixed. No two hotels have the same land cost or the same construction cost; it varies from city to city, location to location. It is not true that a metro city hotel will have a different kind of pricing and a Tier-II or III city will have a different pricing. It depends on the position of the hotel, the kind of guests it expects, and the kind of experience that the hotel is looking at providing its guests. For instance, the cost of construction in metro cities such as Mumbai and Delhi is starkly different, which may be due to availability of materials, cost of labour or availability of the specialty construction technique.



PARTICIPATE

in a

Special Issue

of

HOTELS & RESTAURANTS INDIA

fhrai magazine

on

AAHAR

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

MARCH 13 17 2018

Pragati Maidan, New Delhi

Issue focus on

- Food
- Processed Food
- Beverages
- House keeping
- Hotel and Restaurant Equipment Supplies

Copies of this issue will be distributed at the event

Book Now

Deadline:

28th February 2018

For advertisements contact

Mayank Jain: +91- 9650399928, mayank.jain@ddppl.com

Shradha Kapoor: +91- 8179792492, shradha.kapoor@ddppl.com



Anil Bhatia

Anil Bhatia
 Director and Principal Architect
 Architects Design Studio

BLOCKING THE NOISE OUT

Guests prefer rooms that are brightly lit, with most controls by the bed as well as conveniently located charging points for electronic equipment. Huge cabinets are no longer required in city hotels as stays are short. If surroundings have a lot of noise, then care should be taken to insulate the walls and glass areas. Also, the noise of banquet halls and common areas should not reach the rooms. The restaurant spaces should also be naturally lit with simple, maintenance-free furniture and brightly coloured walls and ceilings. Easily cleanable surfaces are preferred nowadays, hence, owners prefer almost no curved surfaces.

THE COST MATRIX

In metro cities, three to four-star hotels look at attracting business travellers, attracting locals to the restaurants and bars at the hotel, and hosting parties of all scales. Hence, a property with a minimum of 50 rooms with one bar, one restaurant, and one large banquet accommodating 200 persons will roughly need a covered area of 35,000 sqft, plus a parking area of roughly 20,000 sqft (including open and covered parking). The cost of

building this kind of facility would roughly be ₹20 crore. In Tier-II cities, this could be brought down to ₹15 crore, with similar facilities. In Tier-III cities, people do not require covered banquet facilities and hence, the construction area can be brought down to around 25,000 sqft, with smaller rooms and toned-down finishes, further reducing the cost to ₹10 crore.

Renovation in a three to four-star hotel in a metro city depends a lot on the locality. In different localities, these rooms are used for accommodating guests who are visitors to residents of that area. If the hotel is near a business district, the standard will have to match the business of that area. This variation defines the cost to be spent on the renovation of rooms and restaurants of that area. In posh localities, the cost of renovating a room from A to Z with first-class furniture, fixtures, furnishings, and premium air-conditioning could be in the range of ₹4 lakh to ₹5 lakh. In Tier-II and III cities, the cost could be anywhere between ₹2.5-3 lakh, since a major part of the cost is fixed. The cost of any restaurant attached to a hotel depends on the number of rooms in that hotel and also the scope of

“
 In posh localities,
 the cost of
 renovating a
 room could be in
 the range of ₹4
 lakh to ₹5 lakh
 ”

the nearby catchment area. These two things define the seating capacity. In a 50-room hotel in a good neighbourhood, the need would be for at least a 100-seater restaurant, assuming that almost all will be there during breakfast. The area required would be around 2500 sqft and the cost of renovating it completely would be anywhere between ₹75 lakh and ₹1 crore. This could reduce to ₹50-75 lakh for a Tier-II city and ₹40-50 lakh for a Tier-III city, keeping the capacity the same. If the catchment area is not too good and locals do not come often in Tier-II and III cities, the capacity can be reduced to a 50 or 60-seater restaurant, thus proportionately reducing the cost.

EASY REFURBISHMENT

Generally, fixed finishes such as floors and walls in public spaces that may include lobbies and restaurants are kept light in colour. Hence, furnishing nowadays is bright and colourful. This can easily be changed to give a new look to the place after a couple of years. View does matter and this can be enhanced during remodelling by adding plants and lighting.

THE BEST USE OF SPACE

If space permits, landscaping which would include

water features such as waterfalls and fountains could definitely add to the grandeur of a hotel. If the area for landscaping is limited, the terrace can be used for a swimming pool with an adjoining bar to enhance the space as a separate party zone. These water features also make the entrance vibrant and cheerful. If used in internal courtyards, water fountains give a unique feel to the space.

LIGHTING IT RIGHT

Hotel design is a combination of using the available view to the best result without sacrificing the movement of guests and services. After giving due importance to the view, following the path of the sun and letting sunlight into all areas is the ideal solution. Mostly, a compromise is possible, but never is the movement of guests and services to be sacrificed.

SPACE ERGONOMICS

Ergonomics is an essential element for both employees as well as guests. Incorporating important features of ergonomics in the available space, especially in areas related to different services performed while designing a visually appealing space, is a factor to be kept in mind by the concerned architect or designer.



**MARIM
BULA**



A VKL Food Solutions Enterprise
www.foodserviceindia.com



MARIMBULA
introduces
TWO NEW FLAVOURS

Create new recipes with our two new exotic gourmet syrups
Elderflower and Lychee



OUR WIDE RANGE OF OFFERINGS INCLUDE

Gourmet Syrups

Tea Concentrates | Herbs, Spices & Nuts
Coffee | Fruits & Berries | Chocolate & Desserts | Bar Essentials | Indian-Ethnic

Fruit Toppings | Dark Chocolate Sauce

FOOD SERVICE (I) PVT. LTD.
Building #5, 571/572, 7th Floor, Solitaire Corporate Park, Andheri (E), Mumbai 400 093

For free demo ☎ +91 97443 40707 ✉ customercare@foodserviceindia.com
[f](https://www.facebook.com/FoodServiceIndia)/FoodServiceIndia [i](https://www.instagram.com/FoodServiceIndia)/FoodServiceIndia [in](https://www.linkedin.com/company/FoodServiceIndia)/FoodServiceIndia [yt](https://www.youtube.com/channel/UC...)/Food Service India by VKL



Umesh Desai

Umesh Desai
Director
Umesh Desai & Associates

RESTORE AND REUSE

To remodel a restaurant, one can start by restoring and reusing the existing furniture and mixing it with a combination of different paints and fabrics. Lighting also plays a vital role in creating moods and the right lighting techniques with energy efficient systems used to create spaces. Adding paint or mirrors in apt places to change the atmosphere and getting creative with wall decorations, shelves, etc., also helps add life to an existing setting.

AMIDST NATURE

Biophilia, a term that describes our tendency to be affiliated with nature, is going viral to promote sustainability of design. Use of virtual and augmented reality and integrated technology is expanding in all dimensions. People want designs to move off the wall and into their pockets, and home-style comfort in public spaces like restaurants, offices, and health clubs to make patrons feel free and cosy is becoming popular. For our restaurant, Fish N Bait, Mumbai, we introduced LED visuals as a backdrop for the bar, mixed with a live wall art installation to complement the new trends in today's design world.

DECODING COSTS

The cost of building a fine-dining restaurant today in a metro city would be ₹5,000 per sqft (excluding kitchen equipment and air-conditioners). The cost



in a Tier-II city would be ₹4000 per sqft (excluding kitchen and HVAC system) and that in a Tier-III city would be ₹3000 per sqft. The cost of revamping a fine-dine restaurant today in a metro city would be ₹2500 per sqft, in a Tier-II city it would be ₹2000 per sqft, and in a Tier-III city it would be somewhere between ₹1800-2000 per sqft.

A TIMELESS CHARM

Peninsula Restaurant and Bar in Mumbai has been established for 27 years and is still the same. The restaurant is also quite significant because it is now impossible to replicate the work done on it then.

“
The cost of building a fine-dining restaurant in a Tier-II city would be ₹4000 per sqft
”

Chirag Swain
Principal Architect
Chirag Design Studio

LETTING THE SUN IN

The path of the sun should be followed unquestionably in design, as one can take advantage of strategies such as natural day lighting, passive heating, PV energy generation, and even natural ventilation. However, if we are not careful, these same opportunities can work against us.

WATER FOR CALMNESS

The foremost reason for visiting a resort is to relax. In design, water features can be used as centrepieces. Water delivers a sense of relaxation and luxury. When you are by a lake, you feel calm. Hence, inclusion of soft flowing water cascades and infinity pools help one unwind. A hotel design should be one where peace comes naturally.

THE RIGHT ACCENTS

In a room design, furniture plays a dominant role. Refurbishing can bring freshness to a room. Lighting also adds drama to a space. Purposeful lighting can change the mood, which itself emerges as a design element. Application of wallpapers, texture paints or paintings also accentuate the space.

INDIA IN DESIGN

An emerging design trend is depicting the culture of India. People have started celebrating India more in the form of interiors and architecture that is practical and reflects its true identity. It can be lattice screens from Jaipur, exposed brick and stone work of southern India, artwork from Odisha, roof structure from Kerala or the unique architecture of Goa; the

colours, concept, furniture, artefacts reflect regional design elements that give the place a new identity.

KEEPING IT MINIMAL

The adoption of a minimalistic approach through light colours, simple flooring, and uncluttered furniture gives a spacious feel. Furniture with legs feels less heavy in a space than pieces that sit directly on the floor. Consider furniture that blends in visually with the floor and walls or is at least similar in colour. Thoughtful lighting can define a space as well as give it a non-restrictive feel to make it look spacious. The elements that come together when the right lighting is achieved transform a room into a seamless combination of functionality and style.

BUILDING COST

The average cost of building a 3000 sqft, 100-seater restaurant in a metro city will be ₹1-2 crore. In Tier-II cities, it could be anywhere between ₹50 lakh and ₹1 crore. For Tier-III cities, it would be within ₹50 lakh. The cost of revamping a hotel room in a metro city would be around ₹50 lakh. The same in Tier-II and Tier-III cities would be ₹30 lakh and ₹20 lakh, respectively.

ERASING BARRIERS

I personally like playing with natural light and shadows in my designs. Also, a no-hold barrier between architecture, the interiors, and the landscape brings a unique character to the building. The blending of spaces diminishes the rigid barriers and brings us closer to the surrounding environment.



Chirag Swain

“ Purposeful lighting can change the mood, which itself emerges as a design element ”





Sunil Khanna

Sunil Khanna Principal Consultant & Partner Hotelconsult Orient

ENSURING SAFETY

A prominent trend is design of compact work areas to reduce the BOH footprint, thereby increasing the revenue-generating space or alternatively, reducing the cost of construction. Operational efficiency is another focus area due to rising manpower costs. Food and beverage areas in BOH need to be HACCP-compliant more than ever before due to increased awareness and the role of social media in escalation of guest complaints. Fire safety

increase yield and reduce delivery costs. Kitchens now have better lighting and better temperature control as well. There is a pressing need to reduce exhaust air quantities so as to save energy costs. Contemporary kitchens have more hand sinks and dishwashing areas are more hygienic.

SUSTAINABLE BACK-END AREAS

Energy consumption can be reduced up to 40 per cent by using induction cooking, both by



“
There is a
pressing need to
reduce exhaust
air quantities so
as to save
energy costs
”

and protection of life also get priority now more than before due to recent change in the National Building Code and the fact that most hotels are built as per NFPA guidelines to meet the design and construction norms of international hotel brands.

BASE KITCHENS

BOH areas in restaurants are reducing in size due to high rentals in mall spaces, as more and more restaurants are backed by base kitchens. The added advantage of using base kitchens is reduction in manpower requirement, besides consistency in quality of food. As restaurants are achieving higher sales, they require larger dry stores. Most restaurants invest in cold storage in order to

lower energy input and reduction in exhaust air quantities. Demand control systems for central kitchen ventilation can reduce energy by over 50 per cent. Better design can also reduce energy consumption in kitchen exhaust systems. Use of dishwashers can save water by more than 50 per cent. Water can also be saved by using better faucets which incorporate aerators. Reduction in open-flame cooking can also reduce energy consumed in cooking. Refrigerators with higher efficiency can also reduce carbon footprint. Effluent treatment plants can help in recycling of water. Kitchen waste can also be recycled by composting or conversion to packing materials. Use of ozone in laundries can also help save water and energy.

Across an EXOTIC LAND

MAYFAIR Hotels & Resorts has combined three unequivocally outstanding destinations into one thoroughly enjoyable itinerary that will allow guests to witness the beauty of the Northeast.

With MAYFAIR's 'Enchanting Northeast Package', guests will get a chance to traverse an enthralling journey across the Lesser Himalayas and stay in absolute luxury at the group's magnificent properties in Gangtok, Darjeeling, and Kalimpong.

GANGTOK

Accommodation at MAYFAIR Spa Resort & Casino in Gangtok is spread across various categories that includes majestic imperial villas. Other facilities include a health club, event venues, and a rejuvenating spa. The dining options available here include Orchid, a multi-cuisine restaurant; Jungle Café that serves mouthwatering local delicacies; Rumtek Lounge, a coffee shop and tea lounge; and Tongba Bar, the perfect place to unwind with friends. Attractions on the itinerary include Changu Lake, Rumtek Monastery, Ropeway, Tashi View Point, and Hanuman Tok.

DARJEELING

Next in line, Darjeeling is a short scenic drive away. Here guests will stay at MAYFAIR Darjeeling. Facilities at the hotel include a spa, a gym, a state-of-the-art banquet hall, a children's play area, as well as a library. Dining options include Douglas Bar, an old-fashioned English bar; Magnolia, a grand dining hall that serves lavish buffets and Tiffany, a charming multi-cuisine restaurant. A visit to the nearby Mall Road will keep guests occupied, with the iconic Chowrasta lined with numerous interesting shops and restaurants serving delectable local fare. For sightseeing, guests will visit Rock Garden, Ganga Maya Park, the zoo, Tibetan Refugee Camp, tea gardens, and Monkey Rock.



KALIMPONG

Before reaching Kalimpong, guests will get a chance to visit Pine View Nursery which has a vast and immensely fascinating collection of cacti, succulents, and ornamental plants. Guests will also visit Deolo Hill and Durpin Hill. Travellers will reside at MAYFAIR Himalayan Spa Resort, where accommodation is spread across various wings, including the original structure itself which houses the heritage rooms.

Facilities at the resort comprise a spa, conference and banqueting venues, a gym, a children's play room, and a well-stocked library. Dining options include John's Tavern, an elegant bar; Mamma Mia, a bakery and café serving Himalayan cuisine and Tiffany, a multi-cuisine restaurant. A detoxifying Swedish massage will conclude the trip.



The fundamentals of food

Senior members of FHRAI talk about gastronomical trends that have sprouted in their respective regions, and how marketing is benefitting the curious customers and establishments alike.



Garish Oberoi
President
FHRAI

India is diverse, yet united when it comes to food flavours from all regions. With the growing number of cities, a cosmopolitan culture has developed. People are well travelled globally and domestic tourism has gained traction. In metropolitan cities, authentic cuisines from different destinations within the country are becoming popular. Select dishes have become favourites.

FRESH AND LOCAL

The concept of farm-to-fork is gaining popularity; organic food is being promoted. However, it takes almost seven years to turn a pesticide-influenced agricultural area into an organic one. Hence, we have a long way to go.

In terms of sustainability as well as to save food miles, local and fresh is the best choice. That is why all FHRAI hotels try and promote local, authentic dishes and beverages. There is also a culmination of regions, heritage, and culture.



In terms of sustainability, local and fresh is the best choice. That is why all FHRAI hotels try and promote local, authentic dishes and beverages



FOOD SAFETY

With FSSAI coming in, our hotels have already tried to stay abreast of all developments. FSS Act marked a paradigm shift in policy, moving from mere prevention of adulteration to a more holistic approach of ensuring safe and wholesome food. We have set up laboratories as well as partnered with FSSAI for training programmes with trained specialists in our different regions.

CULINARY TOURS

Culinary tours are an upcoming trend that can help increase occupancies and provide experiences. Food tours will become popular and will not only focus on dining or food tasting, but also delve into cooking style, history of cuisines, local flavours and traditions, etc. Gourmet travellers looking to connect with the history and culture of food are joining local chefs. The appetite for food and travel is only going to get bigger.

A SOCIAL INTERFACE

Marketing of food and culinary concepts through social media, digital marketing, and online customer relationship management is being carried out extensively. As more and more people are going online and staying online consistently, the demand for food bloggers, health influencers, and social influencers who have a huge following on Facebook, Instagram, Snapchat, etc., has also increased manifold. Today, this has become an essential ingredient of any new restaurant or hotel's marketing strategy.

With social media, an establishment can reach out to many clients at the same time, enabling it to go much beyond a reach it could possibly have managed with traditional methods of marketing. Hotels and restaurants have increased their presence on social media after realising its reach and importance.



Sanjay Sood
President
HRANI

ONLINE BOOKING

This is an era of being online and so, hotels and restaurants are promoting the concept of online booking. It is a well-known fact that people are getting tech-savvy day by day. So, the online presence of a hotel or restaurant is very important. Their presence on social media is also of huge relevance and is one of the most important trends of the hospitality industry. Hotels are taking steps to ensure that they purchase items from local vendors whenever possible, and select items such as organic vegetables, meat, and even fish. Their focus is on the most basic aspects of food that include healthy, fresh, and locally grown options. A locally sourced, sustainable, and good-for-you menu is already a predominant part of F&B operations and culinary plans. Nutritious menus for kids and an overall shift towards healthier options are being adopted at hotels and restaurants.

ORGANIC RULES

Organic food is the latest developing trend. Locally grown food is being used by many hotels and restaurants. These units have their own vegetable and herb gardens, which are maintained by the chefs. Knowing where the food is grown and how it is being handled after harvesting is not just a trend, but also gives guests immense satisfaction and assurance. Concerns on health and well-being will increase and demand for organic and healthy food will gain popularity.



Sudesh Poddar
President
HRAEI

TECHNOLOGY AND COOKING METHODS

More and more restaurant kitchens in the region are using technology in terms of equipment, food-grade chemicals, and scientific processes to aid food preparation. Thanks to a series of workshops and seminars held by FSSAI in collaboration with HRAEI, more hygienic methods, test for adulterants, and scientific procedures have been introduced in kitchens. These recent changes have paved the way to molecular gastronomy, the science of changing the food without changing the flavour.

From cocktails to food and desserts, technology is playing a key role. In the curious world of molecular gastronomy, several restaurants in Kolkata have turned into culinary laboratories. For instance, spherification is a method in which a liquid turns into a sphere with a thin membranous layer that disappears when you pop it into your mouth; sous vide involves slow cooking of food; and in ultrasonic cooking, inaudible sound waves are used to infuse and enhance flavours. This is useful for preparation of beverages. These ingenious dishes are now available not only in luxury hotels but also new boutique restaurants.

REDUCING WASTE

Chefs in restaurants are also now working towards zero waste in the kitchen and are trying to utilise most part of the ingredients in cooking. This is a significant step towards achieving sustainability.



Dilip Datwani
President
HRAWI

FUTURE LIES IN EXPERIMENTATION

India is one of the youngest countries in the world. Millennials spend a sizeable portion of their income on dining out and experimenting with different cuisines. The gastronomical trends specifically being noticed in the western region are the use of molecular gastronomy, mixology, and scientific methods of modern cooking to indulge and offer more to the curious and experimental customers of today. In the near future, I foresee the use of molecular gastronomy to add value to dishes and drinks by using latest technology and equipment to create dishes that can compete with contemporary dishes of the world and not just be a mere gimmick as progressive cuisine is taking over western India. Healthy and organic food is also gaining momentum in urban India and customers are ready to pay a premium price for organic food. Hotels and restaurants, therefore, are looking to have organic cafés and if not completely organic, most restaurants are trying to incorporate a health section in their menu. Regional and sub-regional cuisines are becoming big today. Cuisines from different regions from the South like Mysuru, and from the West like Konkan and Goan territories, are gaining prominence and many urban cities of the West are embracing this trend and indulging in experiencing many of our local cuisines and delicacies that were unheard of earlier. By making local food exotic and presentable, chefs are doing a great job at attracting curious customers and this is also encouraging the use of local produce, which is beneficial for all. I believe the future lies in experimentation.



K. Syama Raju
President
SIHRA

LOCAL FLAVOURS DOMINATE

Restaurants and hotels focus mostly on local flavours while serving food. Much importance is given to the region's cuisine using these local ingredients. At least 60 per cent of visitors to a hotel or restaurant prefer authentic local food with organic materials and herbs, cooked using a minimal amount of oil, with vegetables sourced from organic farms. Due to government direction, much scrutiny is done in preparation through food laboratories under the FSSAI tag.

Attention is given to price as well. Innovations are carried out after taking feedback from customers and also by interaction with chefs as well as those who write about food. Visitors who have experience in dining also help provide relevant feedback. As compared to other states in India, the F&B outlets in the South are more popular and have increased revenue.

A look at the cuisine of South India reveals that its popularity has reached a new degree. Authentic cuisine of South India is now not just available here, but all over the country and all over the world. How has this been achieved? While traditional methods of marketing have brought about a change, social media has accelerated the rate at which this popularity spreads. Not just that, with people travelling more than ever before and making an effort to understand a region's cuisine, the need for developing and bringing to consumers different local cuisines of a region has led to a sudden upswing in the number of restaurants, both stand-alone and those within hotels.

HOTELS: Destinations don't sell by themselves. Setting up of hotels in untried markets and existing ones as well influences traveller decisions. Social media presence also drives the promotion of a destination. EC Members tell us more...

Pulse of TOURISM

Kanchan Nath



Rajindera Kumar

Rajindera Kumar
EC Member, FHRAI

BENEFITTING FROM SOCIAL MEDIA

Today, social media has brought about a revolutionary change in promoting a destination, hotel or resort. It is quite evident how social media has exploited and publicised celebrity weddings, especially a recent one at the heritage hotel, Borgo Finocchieto, Tuscany. Borgo Finocchieto is the second most expensive holiday rental during Christmas and New Year, and is an 800-year-old village that has been restored by John Phillips, the owner. In this regard, social media has not only highlighted the destination but also the resort. In the same way, a resort can also take up an initiative, taking advantage of the destination in promoting itself by highlighting its location, connectivity, ambience, décor, and services, along with the speciality food it offers. Hence, it can be said that promotion of the two is interdependent and can bring favourable results for both.



HIGHLIGHTING FAMOUS GUESTS

Resorts and properties can highlight VIPs, dignitaries, and celebrities who have visited from time to time, thereby giving benefit to both. The curious traveller today gets inspired by publicity while selecting a destination and planning a holiday.



Param Kannampilly

Param Kannampilly
Co-opted EC Member, FHRAI

ICONIC STRUCTURES ATTRACT TRAVELLERS

Hotels play a significant role as far as promoting a destination is concerned. If you observe, almost all the tourist destinations in India and those abroad have some of the best hotels. A destination like Udaipur has become extremely popular due to the

presence of some iconic properties. Similarly, Burj Al Arab in Dubai has contributed greatly to the popularity of the place.

BRAND PENETRATION INFLUENCES DECISIONS

In recent times, the importance of hotels and resorts has increased manifold and they form the backbone of the tourism industry. With discerning travellers who are exposed to world-class hospitality, the decision to visit a particular place is largely governed by the kind of brands available in that destination.



The evolving lifestyle of Indians, rise of the middle class, and availability of disposable income has ensured the mushrooming of hospitality brands in offbeat as well as regular destinations. This factor has contributed greatly in promoting places.



Lakshyaraj Singh Mewar
EC Member, FHRAI

PUTTING CITIES ON THE TOURISM MAP

Hotels are to promotion of a destination what the heart is to the human body. They play the central, most vital role; with its failure, there is no life. Be it for leisure or business tourism, hotels that promote a destination provide distinctive accommodation, cuisine, wellness, health, adventure, and safety measures.

A good example is the establishment of Lake Palace Hotel in Udaipur in the early 1960s, by His Highness Maharana Bhagwat Singh. By converting the family palace, Jag Niwas, into a luxury hotel, he single-handedly put Udaipur on the international map of tourism. The property today has heritage, ambience, and services that are unique and unparalleled. Till date, Lake Palace Hotel (under the management of The Taj) remains an iconic palace hotel, most photographed and recalled anywhere in the world.

HOTELS, CORNERSTONES OF TOURISM

The tourism industry, as proven over the decades, provides a multiplier effect in our economy - creating employment, generating avenues for self-employment, and opening up investment opportunities for global and local investors. Hotels are the cornerstones of this industry. You may want to call it the backbone,



but this industry has many backbones - the airlines, railways, highways, IT infrastructure, and human resources are all needed for hospitality. Each of these need to work in tandem for the tourism industry to grow. Hotels, of course, are one of the most visible and critical parts of this story.

I feel that as the backbone, hotels must work together and act together to achieve meaningful outcomes. Our national policies have to be aligned with our hotel and tourism infrastructure, otherwise, we end up with carts without horses.



Lakshyaraj Singh Mewar



Deepika Arora

Deepika Arora
Co-opted EC Member, FHRAI

SURGE IN DOMESTIC TOURISM

India's rich cultural tapestry unveils a country with many faces, each unravelling a fresh experience that has enchanted international visitors for decades. This has boosted tourism and hospitality to emerge as one of the key contributors to the country's economic growth. In recent times, the sector has received an additional boost with surge in domestic tourism owing to the burgeoning middle class and young working Indians with increasing disposable incomes. Moreover, easy access to technology has empowered travellers with information. They are seeking new experiences from their travel and are more willing to take risks.

As tourism in India experiences growing number of international as well as domestic visitors, there is an increasing need for hotel accommodation of international standard that suits the demands of travellers. India's hospitality industry boasts of several home-grown brands that are catering to demands of the new-age traveller. Further, leading global hotel chains are also investing aggressively



to expand their presence within the country. This expansion includes not only metros and leisure destinations but also Tier-II and III cities to provide for the corporate traveller. Hotel chains are also looking for opportunities in new and offbeat locations within the country that are being explored by travellers.

FIRST-MOVER ADVANTAGE

Wyndham Hotel Group is one such hospitality group that is making great strides within India's mid-market segment. Their development strategy is bold, yet simple. They work with local partners to bring quality accommodation to a diverse number of locations, including those where few other brands are yet to tread. They endeavour to stay ahead on trends and be first-movers in emerging destinations before they become tourist hotspots.



Souvagya Mohapatra

Souvagya Mohapatra
EC Member, FHRAI

IMPROVED INFRASTRUCTURE FOR MORE TOURISTS

Hotels are an important component of the tourism product. They contribute in the overall tourism experience through the standard of facilities and services offered by them. India holds a special place in the international world of hospitality. Culturally, India might very well be the most diverse place in the world. It is a combination of landscapes, magnificent historical sites and royal cities, misty mountain retreats, colourful people, rich cultures, and festivities. In order to promote these diversified destinations, culture and heritage, it is very important to have decent hotel rooms available to accommodate domestic as well as foreign tourists. Improving the hotel infrastructure in a particular place also improves the scope of the destination being promoted not only as a tourist destination but also as a MICE destination. Air and rail connectivity also play a vital role in bringing up a destination.

More and more tourists are attracted by good infrastructural facilities. At the same time, when tourists arrive, much development of infrastructure takes place with the income generated. Thus, hospitality and tourism is an industry that benefits

almost every sector of the economy of a nation. Both developing and developed nations of the world are working to promote this industry to accelerate growth and development in their individual nations and in the world as a whole.

MORE FOOTFALLS WITH HOTELS

Introduction of MAYFAIR Palm Beach Resort, Gopalpur-on-Sea in Odisha has really helped in promoting Asia's largest brackish water lagoon, Lake Chilika. The tourist inflow here is increasing day by day, with travellers pouring in to witness the beauty of Chilika. Other stakeholders are also planning to come up with world-class amenities in the vicinity of Gopalpur and Chilika Lake. Gangtok, as a destination, has a good high-end tourist inflow, both domestic and international.

The inflow has further increased after the introduction of MAYFAIR Spa Resort & Casino, Gangtok, a 5-star deluxe property. A recent addition is the MAYFAIR Himalayan Spa Resort, Kalimpong, which is also going to be a 5-star deluxe property. We are hopeful that Kalimpong will definitely attract high-end tourism and the beauty of the destination will get promoted.



(Representative image)
Victoria Memorial Hall, Kolkata



Pranav Singh

Pranav Singh Jt. Hony. Secretary, FHRAI

HOTELS PLAY A VITAL ROLE

Hotels and restaurants play a very important role in promoting tourism in their zone and country on the whole. No tourism, no matter how good a destination, can flourish without good hotels and restaurants. Hotels and restaurants, through social

media, electronic mediums, and press, contribute significantly in promoting the tourism of the region. In fact, their contributions are much more than that of government bodies in promoting a destination. Travellers extensively research destinations online and hotels play a significant role in driving their decisions.



DVS Somaraju EC Member, FHRAI

IF HOTELS EXIST, PEOPLE TRAVEL

A good hotel is the key to promoting any destination. For instance, in Hyderabad, when the government decided to establish Hyderabad International Convention Centre (HICC), many thought Hyderabad did not require such a centre. However, Hyderabad is now proud to host many international events that include Global Entrepreneur Summit that was attended by 2000 delegates from 100 countries. As hoteliers, we are very proud to host such events in the city. If hotels exist, people will travel. By the end of the day, a guest should have a comfortable



bed, good food, and a great ambience. If there were no hotels, people wouldn't want to travel to destinations, be it for holiday or for business. So, hotels are the backbone of tourism. During the early 2000s, the central government of the country gave a subsidy on interest to the account of 5 per cent for building a 3-star hotel in certain states, creating interest for young entrepreneurs to build hotels. Now, if the government comes forward and gives incentives like these to Tier-II cities, temple towns, and new holiday destinations, it will help the industry grow and flourish even further.



DVS Somaraju

GROWTH

STRATEGY 2018

In this article, hoteliers talk about their expectations from 2018, revenue strategies to boost bottom lines, capitalising on long-weekend travellers and capturing last-minute, real-time bookings.

Kanchan Nath



Atal Saran Bhargava

Atal Saran Bhargava
General Manager
Ramada Jaipur

A MODEST GROWTH

The year 2018 is expected to provide a modest 5-8 per cent growth in demand. MICE residential as well as non-residential will see an 8-10 per cent boom. Hotels will have to deal a step further with the shortage of skilled manpower and higher cost of its acquisition to maintain the quality expected. In F&B outlets, a modest revenue growth of 3-5 per cent looks upright in the light of so many stand-alone restaurants opening every now and then with

“

Nowadays, 90 per cent bookings are done through mobile phones as OTAs offer special deals

”

lower operating cost and giving competition to the ones in the hotels.

INNOVATION, THE NAME OF THE GAME

The previous year was very good in terms of occupancy. With a 160-room hotel, we have clocked in an 81 per cent occupancy YTD in the current FY 2017-18, so far covering two quarters of the conventional lean period from April to September and the second quarter of the season yet to go. The major driver of business has been domestic FIT leisure and weekend travellers booking through online portals. During the off-season between April and September, the occupancy was 78 per cent of which the contribution of online business was around 65 per cent. In some months during the off-season, the online contribution went up to 75 per cent, with average occupancy being 80 per cent.

Innovation is the name of the game and therefore, to give a boost to our F&B revenues, we are actively engaged in F&B marketing initiatives for each of our outlets.

ONLINE BUSINESS FOR WEEKENDS

As we have garnered around 65 per cent room business through online channels, we plan to continue to tap weekend business through various OTAs offering special weekend packages coupled with our innovative offerings of F&B delights.

ENGAGING OTAs BETTER

The trend suggests that nowadays, 90 per cent bookings are done through mobile phones as OTAs offer special deals therein. Our strategy would be to action the dynamic optimisation of our BAR (Best Available Rate) on an hourly basis to pick up the last-minute bookings from mobile phones. Concurrently, we will be running various push-through marketing promotions on the OTAs.



Anil Chadha

Vice President - South, ITC Hotels and
General Manager, ITC Grand Chola

BETTER MARKETING, MORE TRAVEL

ITC Grand Chola has altered the tourism landscape in the region with its 600-key capacity, 100,000 sqft of banqueting and convention space which is amongst the largest in the country, 10 food and beverage outlets, and a 23,000-sqft internationally acclaimed spa brand - Kaya Kalp. 2017 has been a good year for ITC Hotels in Chennai. We have had greater room occupancies in ITC Grand Chola. Business sentiments of 2017 will continue in 2018. Tourists who bring in forex earnings to the state will go up. The government's plan to expand airline connectivity of Tier-II and III cities will certainly help provide impetus to travel to Chennai.

I would seek support from the state to market Tamil Nadu proactively in international source markets, with its unique temple towns and heritage sites, beaches and hill stations, waterfalls, national parks, local cuisine, the wildlife and scenic beauty, cultural festivals, and as India's largest shopping destination. Chennai is seen as the gateway to southern India and is well connected to all parts of India by road, rail, and air. I hope market sentiments continue to look robust.

FOCUS ON DIRECT BUSINESS

ITC Grand Chola is ITC's tribute to Tamil Nadu and an iconic asset for Chennai as an archetype of the culture and ethos of the region. We will continue to

increase our ADRs, which will have a positive impact on bottom lines. Focus will also be on direct business sources - voice and brand websites. ITC Grand Chola will continue to command a premium in the wedding and MICE segments. Revenues will also be generated from the hotel's food and beverage destinations. The focus is also on the total revenue per available room.

OFFERS APLENTY FOR WEEKENDS

We have customised guest packages under ITC WelcomBreak, which offers a bouquet of experiences including room stays, culinary wellness, nuptial retreat, short breaks, and season surprises. We have also worked on special rates for social events and conferences over a long weekend. We also have weekend bar offers with activities centred on music.

We will showcase our Sunday offers that include live thematic food and beverage offerings, live entertainment, and music for a perfect family outing over a long weekend. In today's competitive climate, it is vital that hotels engage effectively with their guests.



In today's competitive climate, it is vital that hotels engage effectively with their guests



Anil Chadha



Dhananjay Kumar

Dhananjay Kumar
 General Manager
 The Suryaa Hotel, New Delhi

AN OVERALL INCREASE

We are very optimistic and positive about 2018, as there has been growth year-on-year in terms of room occupancy and banquet business. We are hoping that all our business partners will settle down with the Goods and Services Tax. As per the discussion with our business partners, all of them are positive and optimistic about the growth in business. We hope to see an overall increase in revenue.

CONSISTENCY IN SERVICE

This year again, we will continue to focus on guest satisfaction and be consistent with the service level that we have been able to establish over the years by meeting guests' expectations. That said, we will also try to have a good mix of all segments and have a balanced mix of business. We have been able to attract more corporate business, especially MICE, and target all potential clients to get corporate MICE business as our banquet facilities have been renovated and are now ready to cater to MICE clients, without losing out on other avenues that yield revenue for us.

SPECIAL PACKAGES

To attract more weekend business, with so many long weekends this year, we will target domestic travellers and inbound groups travelling during these holidays. We would also be looking at special weekend getaways and special offers. In addition to this, we will be looking to come up with attractive combined F&B business which will help us engage an increased number of domestic travellers. We also have plans to gain traction by offering special weekend packages such as room stay with spa treatment, etc.

GAINING TRACTION THROUGH MOBILE BOOKINGS

As all of us use mobile devices extensively, it is very important to get traction through last-minute bookings done using mobiles. Therefore, we run exclusive promotions through our online business partners to get traction through this form of booking.



“
 To attract more weekend business, we would be looking at special weekend getaways and special offers”

Thomas Abraham
General Manager
Park Hyatt Hyderabad

POSITIONING FOR THE BETTER

With the city growing and some successful events in the year 2017 and many events planned for this year, we expect an overall positive impact on business and the industry. We also expect new competitors to enter the market in the year 2018. This will impact both customers and us in a positive way.

We are now more than geared up to set new benchmarks and trends to continue to be market leaders in the luxury segment. With a brand-new product to add to our property in the first quarter,

on competitive pricing with our partners and vendors.

INCREASING VISIBILITY

We plan to focus and maximise brand Hyatt's initiatives and promotions to increase visibility and volume during valley period and long weekends. While Hyderabad is not a weekend getaway city, the growing support and the many initiatives taken by Telangana Tourism to promote the city as a preferred destination for business and leisure encourages us to curate special packages to attract guests over the weekend.



Thomas Abraham



we hope to position ourselves as one of the most sought-after dining options in the city.

COMPETITIVE PRICING

This year, our strategies will include managing overall expenses and implementing cost-saving measures across departments.

We will also target and optimise on F&B loyalty programmes to increase covers from non-residential guests. With the strength of three Hyatt properties in the city, this year we plan to leverage and work

“

We plan to focus and maximise brand Hyatt's initiatives and promotions to increase visibility and volume

”

CAPTURING REAL-TIME BOOKINGS

We plan to target real-time bookings from mobile phones through remarketing campaigns and by creating attractive discounts along with value add-ons to entice customers to book with us.



Vijay Wanchoo

Vijay Wanchoo
Senior Executive VP & GM
The Imperial, New Delhi

CONSTANT UPGRADE OF SERVICE

Post demonetisation and introduction of the GST last year, a negative impact was felt. I am hoping that positive influences will take shape for this year. This would mean that we hope to see increase in volumes. We trust that the government will look at decreasing the GST percentage, keeping it in sync with the rest of the world. This will help guests

and hotels alike. Also in 2018, opportunities for established hotels lie in understanding the changing needs of the global traveller.

A distinguished product offering and constant upgrade of services while retaining employees at all levels will go a long way in making the year successful for the sector.

EFFECTIVE MANAGEMENT

The focus will be on maximising productivity. Optimising rates is the most efficient manner possible that can help boost the bottom line. Effective employee management, deployment of best energy-efficient practices, reducing running costs, and environmental impact largely contribute to revenue upscale.

INTERESTING CONCEPTS

For F&B, I am always on the lookout for some interesting concepts that hold attention of our diners at The Imperial, to carve a niche in luxury dining concepts while presenting the most sought-after and authentic cuisine at our F&B venues. This not only helps in boosting our overall revenue but also offers an unusual dining experience to the guest. The strategy will be robust this year as well to further enhance the revenue pie of the restaurants.

The restaurants at The Imperial have a culinary palette that ranges from South-East Asian at The Spice Route, multi-cuisine at 1911, pan Indian at Daniell's Tavern to Italian at San Gimignano.



Indira Banerjee

Indira Banerjee
Director - Sales and Strategic Planning
The Imperial, New Delhi

BOOKINGS OVER MOBILES

Long weekends would have an impact on the domestic market as our inbound overseas market, a major contributor, plans its travel itineraries regardless.

We offer attractive packages for weekend getaways, although most residents of Delhi prefer to travel to resorts that can be accessed by road. Our online



channels are also promoting us through their mobile-accessible applications. We are getting a large number of bookings from this segment.

“ Long weekends would impact the domestic market as our inbound overseas market plans itineraries regardless ”

Animesh Damani
 Managing Director
 Platinum Group of Hotels

SURGE IN BUSINESS

2017 was a tough year. Demonetisation had its effects felt through the first and second quarter of 2017. With GST also being implemented in the third quarter, there was a lot of confusion which impacted corporate and social spends. The GST of 18 per cent in restaurants vastly impacted demand at the restaurants and banquets, while the effect on rooms was slightly positive.

With the new year, expectations are high. We should see surge in rooms and F&B business through increased corporate spends. Retail consumer demand for F&B would be the one to watch out for. It has been soft in the previous couple of years and should pick up if the budget proves to be friendlier. Even the wedding segment had a mixed year. 2018 should be considerably better due to more auspicious dates in summer months.

CONSTANT ONLINE ENGAGEMENT

The advent of food ordering and delivery applications has created a large demographic where consumption is increasingly influenced by online reviews and visibility. Traditional word of mouth is now witnessing a declining trend in bringing in new customers. It has become important to pay attention

to the minute details to ensure a healthy rating. Increasing visibility and constant engagement with consumers through social media and online platforms will be an important part of the revenue strategy.

Last year, our restaurants witnessed 10 per cent of total revenues through deliveries, up from 2-3 per cent in 2016. This year we expect that momentum to continue and contribute more heavily to the pie.

ATTRACTING THE WEEKEND TRAVELLER

Our hotels are located in Ahmedabad, which is primarily a business city. The long weekends result in drop in corporate spends. Food and beverage also tends to suffer as many people prefer to move out of the city. It will be an interesting challenge and we would be working more on capturing the tourist circuit to balance out the drop in corporate spends.



Animesh Damani



We should see surge in rooms and F&B business through increased corporate spends





Gaurav Goswami

Gaurav Goswami General Manager Pipal Tree Hotel, Kolkata

MAINTAINING SERVICE AND PRICE

In 2017, we saw a change in the rule of thumb of the hotel industry. When people were seeking an increase of 10-15 per cent in revenue, we noticed a growth of about 22 per cent with the same infrastructure that we had in the year 2016. Hence, we are expecting the same in the year 2018 as well,

although there is more competition in the market now. Pipal Tree Hotel, Kolkata, being a stand-alone property, has always witnessed steady growth in terms of business from rooms and F&B. The reason behind this is the quality of service we provide to the guest. We strongly believe that quality of service is directly proportional to business and we religiously follow it. Amidst a competitive market and price war, we have to maintain two key points of success, which is service and balanced pricing.

NO UNSOLD ROOMS AT THE END

With 16 long weekends in 2018, we definitely have to capture the weekend guest. We will come up with more F&B offers and promotions to tap guests, thus increasing our F&B revenue. At a survey of MMT it was found that 40 per cent guests prefer last-minute bookings, hence, many hotels have started providing lucrative last-minute deals to guests.

Pipal Tree Hotel, Kolkata, has dynamic pricing for rooms and the best available rate for the day changes as per as the demand of the area. It is a universally accepted truth that hotel rooms are perishable in nature and once the rooms are left unsold for a day, we lose revenue directly. Hence, we leave no stone unturned to sell our inventory through last-minute deals over various online portals.



“

We leave no stone unturned to sell our inventory through last-minute deals over various online portals

”

KD Arora
General Manager - Sales & Marketing
Corbett Riverside Resort

ON TRACK FOR 2018

Corbett Riverside Resort has been established since 1989. The resort has a long trail of repeat and referral guests, and our annual growth rate is 25 per cent. We enjoy an envious location and professional service staff.

Demonetisation has helped us in receiving more online bookings, thus making us concentrate less on adding more numbers to the marketing and reservation staff. Hence, we are confident on achieving our targets in 2018.

STAYING BOOKED

Long weekends inspire most families to take a break and travel at least within a 300-km radius of their home. We have friendly staff and variety of good buffet and recreation facilities to cater to these guests. Rooms are often booked at least 45 days in advance due to limitation on safari bookings, hence, we are normally sold out well-in-advance on every long weekend.

ONLY BOOKINGS MATTER

The last-minute reservations on real-time inventory does help, but sometimes it is difficult to accept



KD Arora



STRICT SELLING GUIDELINES

We have derived and applied a few selling instructions in the market. We do not offer a single-night stay on any weekend, with a minimum clause of a two-night stay, and deny corporate group rates on long weekends. This has helped us in achieving more than double the growth.

Destination weddings have also started helping us exceed our budget targets due to the resort's location by the river, its property size, and large parking space.

“

Demonetisation has helped us receive more online bookings, making us add less of marketing staff ”

a reservation when sold out due to system errors. Though the clever tourist makes an online reservation while bargaining at the front office, we are still not at a loss when the guest decides to check-in either way.

Sustainable HOTEL DESIGN, the way to go

Henry Ford once said, "A business that makes nothing but money is a poor business." It has become increasingly important that in order to reduce the pressure on our resources, hotel design be such that integrates sustainability at the design phase itself and not have it retrofitted, as this would turn out to be more expensive.



Niranjn Khatri

India is a developing country with a growing demographic bulge. It is witnessing huge levels of urban migration, which will put excessive pressure on the existing systems that are already bursting at the seams. Keeping in mind the declining resources and ascending aspirations, there is an urgent need for enhancing resource efficiency by making green building principles in urban and rural infrastructure mainstream by changing the building by-laws. There is enough learning from the green building movement of IGBC GRIHA and USGBC. Currently, only about four billion sqft of green buildings are present in India, which is about 10 per cent of the total construction taking place,

likely to be 10 billion by 2030. India is a signatory to the Paris agreement to reduce its carbon intensity by 30 per cent below the 2005 data.

Buildings last for decades and retrofitting sustainability solutions is a lot more expensive. Hence, it makes sense for decision makers to integrate sustainability during the design phase rather than retrofitting it. According to a recent research, the cost of a sustainable building is 1.0-11.5 per cent of the cost of initial construction. This slight increase in cost offers return on investment in the first two years and ultimately offers lifetime operational savings. Together, operational and



retrofit expenses make up to 75 per cent of a building's life cycle cost, whereas construction only takes up to 11 per cent of the cost of the building. Hence, it makes more sense to spend on construction rather than retrofits.

The Sustainable Development Goals framed by the UN have set 17 goals for countries around the world to move towards sustainable development. One of these 17 goals is about making cities and communities sustainable. One of the key ways to building sustainable cities and communities is design. The potential to use design to not just improve the performance of our buildings but also drastically bring down material cost during the lifetime of these buildings is tremendous. According to the Green Building Council, a sustainably designed building uses at least 30 per cent less indoor water, 26 per cent less energy, sends up to 75 per cent less waste to the landfill, and emits 33 per cent lesser carbon dioxide into the atmosphere.

SITE SELECTION

The design of a project largely depends on its location. It is important to select the location of the hotel wisely. A study of the wind patterns, amount of solar radiation received, green cover, soil and hydrology is necessary to maximise the performance of a hotel. Hotels spend a large amount of funds on the HVAC (heating, ventilation and cooling) and lighting systems. The HVAC systems constitute more than 50 per cent of the hotel's energy consumption. The location of the hotel impacts the load on its HVAC and lighting systems. The design of the building should maximise the amount of natural light and wind intensity within the building. This reduces the load on the HVAC and the lighting systems during the operational phase of the hotel. Access to public transport and the availability of raw materials is another factor that should be considered while selecting the location of a hotel. Hotels require materials on a day to day basis. A location with easy access to these materials helps avoid a huge amount of pollutants and funds due to transportation. Public transport makes accessibility to the hotel easier and puts lesser number of vehicles on the road. ITC Grand Chola uses more than 10 per cent of building material made of recycled raw material, replaces 17 per cent of Portland cement with fly ash, more than 40 per cent of the material is bought from within an 800-km radius, and more than 5 per cent of materials for the project are made from plant products.

MATERIALS AND LIFE CYCLE ASSESSMENT

Another area to look into is the materials that go into the building of a hotel. These must be looked



“Design of the building should maximise the amount of natural light and wind intensity within”

into from a life cycle cost perspective. The use of recycled or reusable and biodegradable materials saves on the life cycle cost of materials. The life cycle cost of a material includes the cost of its production, transportation, use, and disposal. If the design chosen to build the hotel is such that at the end-of-life of the hotel the entire hotel can be dismantled and the materials chosen are recyclable or are biodegradable, a cradle-to-cradle model is created for the hotel. A cradle-to-cradle model for any business does not persist the resources in the environment and creates potential triple bottom (social, environmental, and economic) benefits from the materials after its end of life. An example would be the use of construction and demolition waste within the building elements. This reduces the footprint of a business, eliminates the need for disposal of these wastes, and reduces the amount of virgin materials required.

RENEWABLES AND ENERGY EFFICIENCY

The use of renewable energy within the hotel should be integrated during the design phase of the hotel. This eliminates the possibility of the lack of potential of these technologies once the hotel is built. Solar



Sriram Kuchimanchi

energy integration during the design stage would maximise the amount of energy generated from it rather than retrofitting it after the building has been built. A combination of renewable technologies can potentially eliminate the need for electricity from the grid. The design and materials of the roof, building envelope, façades and windows decides the amount of energy required for air-conditioning the hotel. Materials with high UV index enhance the life of a building.

In a similar vein, the load on the HVAC and lighting systems within the hotel is also a function of the construction of the hotel. For example, cooler roofs considerably reduce the amount of energy spent on cooling the space within. Similarly, double-glazed windows and tight envelopes avoid unnecessary loss of energy and reduce the amount of energy spent on cooling or heating the space within a hotel. The Park Hotel, Hyderabad, has an envelope system that ensures them 32 per cent energy saving as compared to baseline buildings. The hotel uses high thermal

performance masonry blocks. The entire envelope consists of 50 thick unitised e-coated glazing and shading devices. It is important to optimise on the demand of resources of a hotel to understand the amount of resources a hotel can consume during its operation. If the demand is optimised during design, a self-sufficient model could be created.

OPERATIONS AND EQUIPMENT

Energy and water efficient operations and equipment must be a part of the design of a building. The return on investments would be shorter for these operations and equipment, rather than retrofitting them later. Efficient water and energy fixtures and star-labelled equipment save huge amount of energy, water, and cost during the operation of a hotel.

Also, design must consider spacing of the equipment that allows efficient operations. For example, a refrigeration unit placed next to a boiler or gas stove would increase the amount of energy it would need to perform. Cooling units must be placed away from heat-generating operations and equipment, while heat-generating units must be placed in well-ventilated areas.

WATER EFFICIENCY

Integrating rainwater harvesting during the design phase provides more architectural flexibility and the

“
Optimise on the demand of resources of a hotel to understand the amount a hotel can consume
”



potential to optimise the amount of rainwater that can be captured. The storage tank is one of the most critical and costly parts of the rainwater harvesting system. The designer could also capture ground run-off and store it for use in landscape areas within the hotel. Excess rainfall can be used to recharge groundwater.

The integration of a sewage treatment plant in the design of the building would further help in recycling water within the hotel. The treated water could be recycled within the hotel for different operations like car wash, flushing, landscape, cooling tower makeup, etc. A Phytorid waste water treatment system uses plants to treat waste water. The Phytorid system has less number of virgin materials than other treatment systems. This further reduces the amount of resources spent on making a new treatment system.

The harvesting and recycling of water, coupled with water efficient fixtures and equipment integrated into the design of the hotel, potentially eliminate the need for potable fresh water. Premier Inn installed grey water recycle system in Abu-Dhabi. The initiative reduced their water consumption and saved 735,000 litres of water every month.

SOCIAL IMPACT

Apart from the economic and environmental savings that a sustainable building has, there is also certain intangible, yet positive impact on the larger stakeholder pool. A sustainable design increases job satisfaction, health, and productivity. Environmental conscious construction practices would generate lower quantities of dust, pollution, noise, traffic congestion, and other disturbances. These contribute to public health, safety, and well-being.

Sorting the construction waste and recycling it wherever possible avoids public nuisance of this waste. Buying from local suppliers further improves the local economy. This attracts consumers, as local produce is more healthy and fresh than the one coming from far-off places. This encourages local farmers as well and helps reduce food miles. It is important to involve architects, planners, designers, engineers, sustainability analysts, regulatory agencies, and consumers during the design phase itself to come up with a sustainable design.

GREEN INFRASTRUCTURE POLICY

According to TIFAC, for every square metre of construction, about 40-60 kgs of C&D waste is created; there is scope for reduction here. A system must be in place to ensure that 100 per cent of C&D waste goes to certified recyclers so that it can be converted into useable construction material, hence freeing our waterways and lakes from getting



The driving factor for a sustainable design should be the need for doing it for the right reasons



choked or encroached on, leading to floods in cities every monsoon.

Just as GST is bringing in more people in the tax net, by setting up a mandatory green construction timeline, it will help the country create new jobs in the green building arena. In the Chinese language, there is a character that signifies threat and opportunity; the climate change and resource finite reality should be seen as an opportunity for India.

Sustainable design has huge savings in the construction and operational cost, but the driving factor for a sustainable design should be the need for doing it for the right reasons. Any organisation must deal with its impact, direct or indirect, on the surrounding environment and society. This would allow the organisation, society, and the environment to sustain longer and help build sustainable cities.

*(The authors are **Niranjan Khatri**, Founder of iSambhav, a sustainability training organisation and **Sriram Kuchimanchi**, CEO of Smarter Dharma, a social enterprise operating in the field of social and environmental sustainability. The views expressed above are the authors' personal views).*



Travel industry

The fourth edition of North India Travel Awards honoured the best from the travel and tourism industry of the region at a ceremony held at The Lalit New Delhi on December 21, 2017. In attendance were the most prolific stakeholders from every segment of the industry.



Nisha Verma

A coveted platform to acknowledge the hard work of tourism professionals in the region, North India Travel Awards brought together the who's who of the industry under one roof. **Vijay Goel**, Minister of State for Statistics and Programme Implementation & Parliamentary Affairs, Government of India, and the Chief Guest for the event, said, "I am happy to be present for the fourth North India Travel Awards. These awards bring new enthusiasm among people and encourage them to do new work, while pushing them to move forward. I want to congratulate the India Travel Awards team and the winners for a great show. I am not here as a

Minister or Member of Parliament, but as one of the biggest heritage lovers. If I ever get a choice to work as a minister or to work for heritage, I would always choose the latter. In changing times, we all love heritage and consider it as a status symbol, but not many work for the same; we need to think about it."

Shivdular Singh Dhillon, IAS, Special Secretary-cum-Director, Department of Tourism, Cultural Affairs, Archaeology, Museums & Archives, Punjab and CEO, Punjab Heritage & Tourism Promotion Board, was the Guest of Honour at the awards night. Taking the glamour of the evening a notch higher was



gets recognition



Dr. Marisha Kaul, Gladrags Mrs. India – North, who presented the awards alongside the dignitaries.

A total of 150 people from the travel and tourism industry attended the glitzy ceremony. **SanJeet**, Mentor, India Travel Awards, said, "Through India Travel Awards, we are trying to make a difference in the travel industry. We are recognising the regional talent behind the rise and success of this vibrant industry. The awards acknowledge the consolidated effort of trade partners from the northern region, owing to whom the travel industry has achieved a benchmark." He also stressed that tourism is synonymous with progress and development.

In the personal awards category, the Gold Maya was bagged by **Krishan Kumar Amla**, Chairman and Managing Director of Broadway Enterprises, who entered the Gallery of Legends. **Sujit Banerjee**, Secretary General, WTTC India Initiative, was named the Legend in Public Service, while **Pankaj Srivastava**, Commercial Director and Board Member of Air India, took home the DDP Trailblazer trophy.

It was **Hanneli Slabber**, Regional General Manager, Asia, Australasia, Middle East for South African Tourism, who was named the DDP Game Changer for the fourth North India Travel Awards, while **Amit Sankhala**, Managing Director of Encounters Asia, was declared the Face of the Future.



UTILITY IN SPACE



◆ Vitra has introduced the newest assortment of its classic collection-S50. Created by NOA design group, S50 bathroom series is designed for daily use in high-traffic public areas such as airports, railway terminals, and stadiums, where cleaning and upkeep is a challenge. It is a range of functional solutions ensuring product quality, durability, and ease of maintenance. The innovative designs provide a wide range of smart and professional solutions. With washbasin options, it is now possible to convert the bathroom to a functional, desirable place. S50 offers appropriate solutions for every need with a wide range of WC pan space.



SECURE WITH OZONE

◆ Ozone has introduced Jade Black digital in-room safe for providing adequate security to guest's valuables. This new Jade Black Digital Safe is operated with RFID card and a 4-6 digit user code. It comes with an electronic locking mechanism that allows the safe to lock electronically on entering the correct user code. The size of the safe is ideal to conveniently accommodate laptops, gadgets, small jewellery, cash, documents, passports, etc. The safe can be accessed using the correct user code or registered RFID card only. Wrong user code or unregistered RFID card input, if provided thrice consecutively, puts the safe in a secure mode by freezing its electronic panel, hence, the valuables inside the safe are secure from unauthorised access. Jade Black Safe, like other Ozone digital safes, is easy to fix inside a wardrobe cabinet and is provided with a mechanical override key for emergency access. It is compatible with an audit trail device. With the launch of Jade Black hotel in-room digital safe, Ozone has enhanced the options for hoteliers to choose from its wide range of digital safes.



LOUNGE IN STYLE

◆ Apart from comfort, luxury, and grandeur, a daybed adds style to your décor. The Great Eastern Home introduces its exclusive range of chaise lounges which can add a touch of class to your décor, creating a harmonious blend of style, sophistication, and comfort. These pieces of furniture are multipurpose and can be used for lounging, reclining, and seating in common rooms. Each individual piece is handmade from the most premium materials. The collection incorporates different styles like Victorian, colonial, art deco, etc.



SUR'ROUNDED' BY LUXURY

◆ Keeping pace with emerging trends of the décor industry, Wisma Atria Interiors by Nomita Kohli has unveiled BAHIA curved sofa from its Italian brand Dolcefarniente, to add life to your open space or outdoor area. The product is an outdoor sofa that holds the USP of being extended to a daybed or be used as a sofa along with two ottomans. This curved sofa is made with the amalgamation of fabric and resin to make a strong style statement within your garden or terrace space. The rounded shape allows versatility of use. Also, the ottomans can be replaced by tables with glass tops for different occasions of use. The back and seat of this sofa are upholstered in completely removable fabric covers.



BERRY BERRY TASTY!

◆ Extending the goodness of dried fruits, Del Monte has launched its dried blueberries in the retail market, an addition to Del Monte's dried fruit family that includes dried prunes and dried cranberries. Dried blueberries are a source of dietary fibre that slows absorption of carbohydrates and fats, making you feel satiated. They also provide energy while being low in fat and sodium, making them a perfect health snack. Enjoy these plump sweet berries on the go or blend them to make a delicious smoothie. Del Monte dried blueberries are also great for mixing in breakfast cereals and make for a delicious addition to salads.



THE PUREST FORM

◆ Faber has launched an RO water purifier that uses Filmtec membranes. These membranes are made in USA and are untouched by human hands during the manufacturing process. This helps the water purifier to perform in the TDS limit of 3000 ppm. Faber's range of RO water purifiers offer assurance of 100 per cent RO water and UV water. The purifiers do not use TDS controller. All purifiers by Faber offer Germblock technology that protects the purified stored water from microbial contamination.



AN INSIGNIA OF CONVENIENCE

◆ Usha International has unveiled its latest innovation in the cooktop range with Insignia. With increasing appeal amongst modern customers, the premium line of Usha Insignia cooktops is a perfect partner for modern kitchens, complimenting lifestyle and home décor. The new range comes with a single hand knob-operated auto-ignition technology for safer ignition and spacious design for parallel cooking with large utensils. Equipped with thermal resistant quality of 8mm toughened glass, the range promotes high resistance to breakage and high-quality brass burners provide longer life and uniform heating. Usha Insignia cooktops are available in two, three, and four-burner cooktops, attractively designed in cinnamon copper and moon silver colours.

SAY CHEESE, PLEASE!



The dairy industry in the European Union is the most productive and the most successful in the world and together with CNIEL, they have several initiatives in the world lined up to create more awareness about cheese. As part of the 'Open your Taste' programme, India is one of the key markets to showcase the wide and rich cultural diversity of cheese from France and Europe. As a continuation to the promotional campaigns held in the past, a networking cocktail of tasting of vegetarian cheese was organised on December 11, 2017, at Jyran Terrace, Sofitel Mumbai BKC Hotel and on December 13 at Lodhi - The Garden Restaurant, New Delhi.

Chef François Robin, named one of the best cheesemongers in France, prepared various delicacies with European cheese and Indian spices. Robin partnered with Chef Jyoti who developed the concepts of the Indian recipes displayed in the buffet. All cheese presented and available for tasting allowed Indian guests to taste and enjoy the best Europe has to offer. Furthermore, two workshops for food bloggers were organised on December 12 at Indigo, Mumbai, and on December 14 at Lodhi - The Garden Restaurant, New Delhi. Special recipes and cheese pairing concepts developed by Robin were at the centre of these workshops.

ANIMALS MATTER AT SOFITEL MUMBAI BKC HOTEL



Sofitel Mumbai BKC contributed to the welfare of stray animals by lending a paw to 'Animals Matter to Me', an NGO committed to the well-being of stray dogs, cats, and birds. It is also extensively involved in animal and bird rescues, adoption, medical aid, animal birth control programmes, and creating awareness in the community. The ambassadors of the hotel donated items as per the wish list of the NGO. The contribution was on the occasion of Solidarity Week 2017. Solidarity Week by AccorHotels celebrates unity and generosity around the world. The reputed international hospitality brand has involved over 18,000 employees in more than 500 hotels in 47 countries. For the same, hotels have to choose

a charity or organisation of their choice and extend their support by raising awareness on the cause. A key event for AccorHotels employees around the world, Solidarity Week has constantly grown.

Biswajit Chakraborty, General Manager, Sofitel Mumbai BKC Hotel, says, "Sofitel Mumbai BKC has always extended support to the community through various initiatives. Solidarity Week by AccorHotels is being celebrated for the sixth time at our property and we are honoured to pledge support to 'Animals Matter to Me' to spread awareness and compassion in our community towards stray animals."

...Long lasting, Durable, Timeless Quality... The living Legend.

Cooking

Service

Pantry & Fast Food

Imported Equipment

Wash up

Bar Refrigeration

Refrigeration Equipment

Bakery

Walk-in Chillers/Freezers

RANS[®]

Foodservice Equipment

RANS TECHNOCRATS (INDIA) PVT. LTD.

An ISO 9001 : 2008 Company

201, IInd Floor, Samrat Bhawan, A-7/8/9, Ranjeet Nagar, Commercial Centre, New Delhi-110008

Ph.: +91-11 45189999 (30 Lines) Fax : +91-11 45189911 E-mail: info@ransindia.com, Website: www.ransindia.com

Factory : Plot 159, Sector 6, IMT Manesar, Gurgaon, Haryana-122050 Ph.:0124-2290060

Laying a foundation for EDUCATION



Dilip Puri

Dilip Puri has announced his new education venture – Indian School of Hospitality (ISH). As the Founder and CEO of the institute, his objective for the establishment is to give hospitality education in India a new meaning.

HOW ARE YOU GOING TO BRIDGE THE GAP BETWEEN SUPPLY AND DEMAND OF TALENT IN THE INDUSTRY?

Firstly, we are not looking to meet the scarcity of talent where we are promising to provide 80,000 students. We are very clear we are an institution of higher learning to develop management talent

ABOUT THE INSTITUTE

The academic programmes offered at ISH are a four-year hospitality management programme and a four-year programme in culinary arts. ISH will also offer various short-term programmes in culinary specialisations as well as a whole range of executive education programmes catering to professionals in hospitality, travel, aviation, retail, and other industries.

for the industry. I am not into skill development, at least not at this stage. We are preparing students to enter hospitality and allied industries through the management cadre of the country. My sense is that we will not be catering to just the hotel industry. We expect companies to recruit for retail, aviation, fashion, luxury, FMCG, banking, and financial services. I am not looking to fill the gap in hotels, and I think hotels have started to realise that they have to look beyond the hotel institutes to recruit. For the last three years, they have been going to colleges and recruiting. By following this practice, we are not limiting ourselves to hiring people from hotel institutes alone. We have three verticals at ISH, one is Hospitality Management and the other two are Culinary Education and Executive Education. In Executive Education for instance, instead of following a Harvard or Cornell executive



programme, we want to bring something of the order to India, so that the programme is affordable, yet provides the same value and quality.

WHAT WAS THE IDEA BEHIND CHOOSING ÉCOLE HÔTELIÈRE DE LAUSANNE AS A PARTNER?

ISH envisions its curriculum design to be a global benchmark of hospitality education in the near future and in order to do so, we have entered into a strategic partnership with Lausanne Hospitality Consulting (LHC) for curriculum development and faculty training. ISH has partnered with LHC in preparation for an academic certification by École hôtelière de Lausanne (EHL), the world's oldest and top-ranked hospitality management institution. In addition to the four-year hospitality management programme, ISH will also offer several long and short-term programmes in both culinary and executive education.

Lausanne Hospitality Consulting's CEO, Yateendra Sinh, is of Indian origin and has worked here in the past with Oberoi Hotels. He

“

We are preparing students to enter hospitality and allied industries through the management cadre”

understood the opportunities well and knew the market better. We are getting huge amount of value addition from them.

IS QUALITY OVER QUANTITY SOMETHING YOU BELIEVE IN?

Yes, I do. We have kept our recruitment number so small that we cannot afford a student who doesn't meet the criteria. Our own selection criteria of profiling a student before taking him/her into the college clearly suggests that quality is way more important for us. It is these students who will sell ISH in the future.





appointments



BRUCE RYDE

VP, Luxury Brands and Brand Marketing (Asia Pacific)
Marriott International

★ Marriott International has appointed Bruce Ryde as Asia-Pacific Vice-President for Luxury Brands and Brand Marketing. Ryde will be based in the company's Asia Pacific office in Hong Kong. In this new role, he will own the luxury brand strategy in Asia Pacific, driving appropriate representation and brand preference for Marriott International luxury brands that comprise The Ritz-Carlton, Ritz-Carlton Reserve, St. Regis, EDITION, JW Marriott, W Hotels, The Luxury Collection, and Bulgari. He will also be working in partnership with continent leadership to maximise guest experience through on-brand activations and build brand preference for both customers and investors.



SUROJIT GHOSE

VP - Sales & Marketing
Treehouse Hotels

★ Surojit Ghose has joined Treehouse Hotels as Vice President, Sales and Marketing. He brings in a vast experience with a front office and sales background. Beginning his career with ITC Maurya, Ghose has been associated with brands like IHG in various capacities, including those at the regional sales office for The Soaltee Crowne Plaza Kathmandu, cluster sales at Holiday Inn & Crowne Plaza Mayur Vihar, and at InterContinental Eros. His last assignment was Director of Sales at The Suryaa. Treehouse Hotels and Resorts own and manage hotels across various cities in India. The group currently operates under both business and leisure segments.



ASHWANI NAYAR

Multi-Property General Manager
The Westin Gurgaon & The Westin
Sohna Resort and Spa

★ Ashwani Nayar has been appointed as Multi-Property General Manager at The Westin Gurgaon, New Delhi and The Westin Sohna Resort and Spa. With over 25 years of experience in hospitality, Nayar joined Marriott International in 2005 as the Area Director, North India and Nepal. In the new role, he will be focusing on the overall operations of the hotels, driving profitability, increasing revenue and guest satisfaction, and enhancing the strong brand positioning of the two hotels while creating a positive workforce environment.



SHARAD DATTA

General Manager
The Westin Mumbai Garden City

★ Sharad Datta has been appointed as the General Manager of The Westin Mumbai Garden City. Datta brings over two decades of rich experience in hotel management with brands like Marriott International, Hyatt, and Oberoi Hotels & Resorts. He commenced his career with F&B operations before his first assignment as General Manager with Oberoi Hotels & Resorts. Prior to this role, Datta was the General Manager at Hyderabad Marriott Hotel & Convention Centre and Courtyard by Marriott Hyderabad.



VISHAL MEHRA

General Manager
Park Hyatt Chennai

★ Vishal Mehra takes over as the General Manager of Park Hyatt Chennai. With over 20 years of experience in the industry and eight hotel openings, his experience has helped him master skills for quick turnaround, offering extreme luxury, finding constant ways to innovate experiences, maximising employee talent, ensuring that the team loves what they do, and contributing towards making these hotels a success story. His management style has always been employee-focused.



PUNEET SINGH

**General Manager
Grand Hyatt Mumbai**

★ Grand Hyatt Mumbai has appointed Puneet Singh as General Manager for the multidimensional lifestyle complex in the heart of Mumbai. With over 25 years of experience across international luxury hotels spanning four continents and 10 countries including China, Germany, Turkey, Russia, Tanzania, UAE, and Egypt, he is a veteran hotelier known to be the game changer in each of his distinct assignments. In his new role, Singh will be leading a team of more than 1000 associates taking care of 547 rooms and 110 apartments, restaurants and lounges, and the event venues on the property. His experience across various departments and diverse markets has made him a multicultural leader.



ROSHAN RAJPAL

**Hotel Manager
Grand Hyatt Mumbai**

★ Grand Hyatt Mumbai has appointed Roshan Rajpal as Hotel Manager. With over 20 years of experience, Rajpal brings her operations, sales and marketing, and business development acumen, as well as the zeal to create moments of more for not just guests at the hotel but also its associates. Rajpal, a graduate in Humanities has worked across global hospitality brands like Crowne Plaza, Carlson Rezidor, and AccorHotels in various challenging roles and responsibilities. Her last assignment was as Hotel Manager at ibis, Bengaluru. In this role, she will be responsible for planning and organising accommodation, catering, and other hotel services; promoting and marketing the business; managing budgets and financial plans, as well as controlling expenditure, etc.



ANUJ BIDANI

**Director of Sales & Marketing
Grand Hyatt Mumbai**

★ Anuj Bidani joins Grand Hyatt Mumbai as the Director of Sales and Marketing. Bidani brings with him a rich experience of over 15 years in the tourism and hospitality industry. He possesses great leadership skills, a passion for excellence, and a talent for developing high-performing teams that drive excellent business results. A master in Computer Sciences, Bidani worked in the technology industry before he discovered his passion for hotels. His previous work experience includes The Claridges, New Delhi; The Oberoi, New Delhi; The Venetian Macau Resort Hotel; Fairmont Raffles Hotels International and many more. He is a quick thinker and analyser, keen to exchange thoughts and ideas with others.



DEEPAK SAMPATH

**Rooms Division Manager
Holiday Inn Mumbai International Airport**

★ Holiday Inn Mumbai International Airport, part of the InterContinental Hotels Group, has appointed Deepak Sampath as the Rooms Division Manager. Sampath brings aboard over 16 years of extensive experience in his field. At Holiday Inn Mumbai International Airport, he will be responsible for securing a consistent, high guest-feedback rating by putting in measures that include training the team, guest relation management, and repeat guest business through loyalty programme enrolments. His responsibilities will also include administering internal expense control measures resulting in higher profitability of the division, thereby contributing positively to the hotel profitability. With strong organisational and time management skills, Sampath will oversee the hotel's front desk, guest services, and housekeeping department teams.



MIGMAR LHAMO

**Spa Manager, Sheraton Grand Bangalore Hotel at
Brigade Gateway**

★ Sheraton Grand Bangalore Hotel at Brigade Gateway has appointed Migmar Lhamo as the new Spa Manager at Shine Spa for Sheraton. Lhamo has valuable industry experience, a great addition to the brand. In her new role, she will be responsible for all operational aspects of the spa and leading the continued development of Shine Spa. She will also focus on ensuring the highest levels of service delivery by aligning spa menus, signature treatments, and therapist trainings to further enhance guests' satisfaction. With an experience of over 12 years, Lhamo started her career with JW Marriott Mumbai as a Spa Therapist in 2006. Prior to joining the team, Lhamo held the position of Assistant Manager Spa & Recreation (HOD) and was also part of the pre-opening team at Jaisalmer Marriott Resort & Spa.



Redefining SERVICES

Ramendra Pratap Singh, General Manager, Radisson Noida, talks about the hotel's prospects in 2018 and how the many long weekends this year will be utilised to maximise revenue and provide guests with unique experiences.



Ramendra Pratap Singh

PLEASE TELL US ABOUT YOUR EXPECTATIONS FROM 2018.

After the renovation and rebranding to Radisson Noida, we've seen a positive impact on our business and we expect the trend to continue.

In 2018, we will be working a lot on redefining the services to guests to enhance their experience. There is huge opportunity to target and reach out to in the leisure segment with 16 long weekends in 2018.

WHAT WILL BE YOUR REVENUE STRATEGY TO BOOST HOTEL BOTTOM LINES?

In the coming year, we will be focusing on enhancing guest experience by focusing on the customer journey from arrival to departure and even post departure. We will also be growing our presence and will be reaching out to the leisure and MICE segment.

On the culinary front, we have some amazing food festivals planned to offer a gourmet dining experience to our beloved guests. To reach out to netizens, we will be partnering with different online operators to enhance our visibility over the internet. The dining loyalty programme, which started in late 2017, has already become the highest growing membership programme in this region. We expect it to grow exponentially.

HOW DO YOU PLAN TO CAPTURE THE WEEKEND GUESTS THIS YEAR, WITH SO MANY LONG WEEKENDS LINED UP?

For guests travelling on weekends, we have a full-service spa and salon, rooftop swimming pool, and multiple dining options to cater to their requirements. Other than that, we have special packages to make weekends more exciting. On the culinary front, we have some amazing food festivals planned to offer a gourmet dining experience to our guests, and an expansive Sunday brunch and live music on weekends. We are also in the process to host some live entertainment events like comedy shows, musicals, and singing events during the weekends to make it an ideal weekend destination in Noida.

HOW IS YOUR MARKETING STRATEGY AIMED AT CAPTURING LAST-MINUTE REAL-TIME BOOKINGS OVER MOBILE PHONES AND DEVICES?

Bookings from mobile phones are no passing trend. Every day, travellers are using mobile phones to plan their trips from researching flights and hotels to tagging on social media. To keep ourselves with the trend, we keep a regular check on our online visibility. Images are the most consumed content on mobiles phones and we make sure we keep our offers updated on social media and online platforms to increase the conversion rates. In addition, we have Radisson iConcierge mobile application, where guests can make bookings or can browse hotel services and facilities.





MASTER MIX
FOR MASTER CHEFS

If quality consistency &
guest satisfaction is
your prime concern,

Karamat

is only for you.

"Karamat" is a wide range of natural base mixes, supports Master Chef to create gourmet magic. "Karamat" provides comfortable, convertible and affordable easy-to-cook solutions to Master chefs while not asking them to compromise on excellence in any way.



Soups • Marinade • Sauces and Chutney

Starters • Gravies and Curries • Biryani

South Indian Delicacies • Gujarati Delicacies

Why "Karamat" ?

- Consistent bases for chef's unique signature style.
- Unmatched efficacy
- Easily adaptable
- 100% Natural, No artificial colours and No preservatives
- Freedom from pre-cooking processes
- Helps to maintain Hygiene
- Cost effective.



cooking revolution
info@fsil.in

Manufactured By:

**FOOD SOLUTION
(INDIA) LIMITED**

An ISO 22000 Certified Company

• www.fsil.in | + 91 9924080096



DISTRIBUTOR INQUIRY SOLICITED

14TH HOTEL INVESTMENT CONFERENCE - SOUTH ASIA (HICSA) 2018

4-5 APRIL | GRAND HYATT MUMBAI



REGISTER NOW FOR EARLY BIRD

NOTABLE SPEAKERS

Arne M Sorenson, President & CEO, Marriott International
Deep Kalra, Chairman & Group CEO, MakeMyTrip
Deepak Bagla, Chief Executive Officer & MD, Invest India
Gaurav Bhushan, Global Chief Development Officer, AccorHotels
Kapil Chopra, President, The Oberoi Group
Katerina Giannouka*, President - APAC, Carlson Rezidor Hotel Group

Kenneth Macpherson, Chief Executive Officer - EMEA, IHG
Nakul Anand, Executive Director, ITC Limited
Patu Keswani, Chairman & MD, Lemon Tree Hotels Limited
Puneet Chhatwal, Managing Director & CEO, Taj Hotels Palaces Resorts Safaris
Ritesh Agarwal, Founder & CEO, OYO Rooms
Siddhartha Gupta, Managing Director Real Estate, The Blackstone Group

SPONSORS

HOSTED BY



PATRONS



INVESTMENT FACILITATION PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



SUPPORTED BY



For participation, please write to HICSA@hotelivate.com OR log on to www.HICSAconference.com