

# HOTELS & RESTAURANTS INDIA

# fhrai magazine

Vol 21, Issue 3, March 2021

Pages 56 ₹50

A MONTHLY ON HOSPITALITY TRADE  
By DDP Publications

SAY  
NO  
TO  
FAKE  
NEWS



**Getting ready  
for AAHAR**

**Prioritise  
VACCINATION**

**FHRAI-IHM: LOOKING AHEAD**





# Panasonic®

## Serve More Customers in Less Time

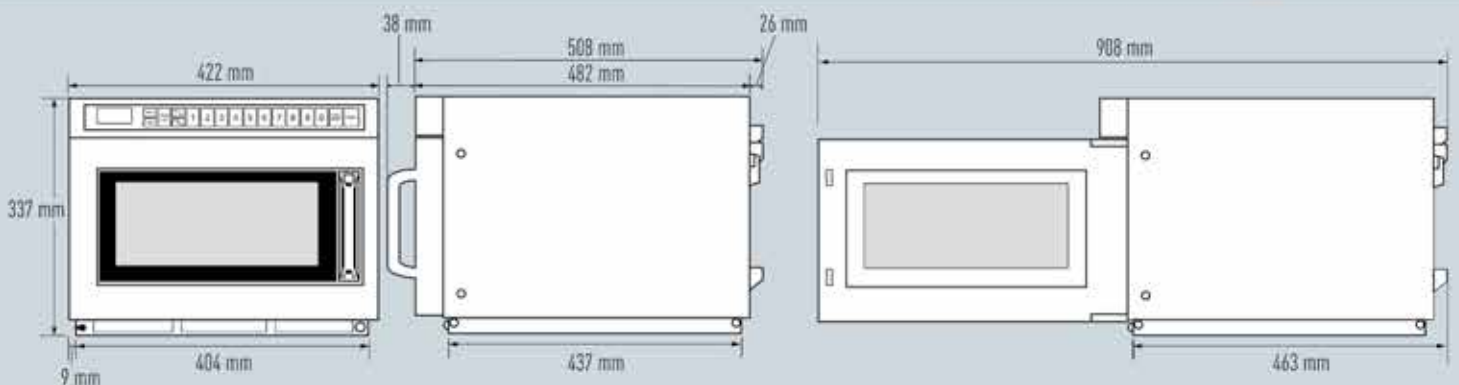
Improve Productivity & Increase Profitability with Panasonic

### COMMERCIAL MICROWAVE OVEN

- 1800 WATTS** 1800W Of Cooking Power
- ⚡** Dual Power Feed for more consistent even cooking
- 🌀** 2 Magnetrons
- SS** Stainless Steel Cabinet & Cavity
- 🕒** 15 Power Levels & 5 Stage Cooking
- ☰** 30 Preset Menu Programs



NE-1853



Panasonic Appliances India Co Ltd., 6th Floor, "SPIC HOUSE" Annexe, No. 88, Mount Road, Guindy, Chennai - 600 032.  
**ALL INDIA ENQUIRY:** Mr. Rahul +91 86556 66867 Mr. Vishal +91 81780 92854, +91 98712 93394





THE PROMISE OF GOOD TASTE  
AND GREAT QUALITY

WITH WIDE RANGE OF  
**GRAVIES & MARINADE MIX**

**MASTER MIX  
FOR MASTER CHEFS**

Karamat helps maintain the consistency of the dishes, so that chefs can focus on innovation and creation. Our standardized and exact mixes ensure that chefs can devote more attention to other aspects of preparation, while the quality is maintained throughout. Assured uniformity in every batch and the same great taste all year round!



**Enjoy the Spectrum of Taste**



Gravies



South Indian



Marinade Mix



Desserts



Chutneys



Spices



Seasoning Mix

More than **52** Varieties to choose from

Gravy Base



new

Seasoning Mix



new

Marinade Mix



Manufactured By:

**FOOD SOLUTION  
(INDIA) LIMITED**

Contact Us for more information [info@fsil.in](mailto:info@fsil.in) • [www.fsil.in](http://www.fsil.in)

**+919924080094 / +919924080096**



**FSSC 22000**



# KING



THE MOST PREFERRED BEDDING PARTNER  
TO LEADING HOTEL CHAINS  
AROUND THE WORLD



Real Innerspring Technologies Private Limited B-7, Sector-3, Noida-201301, UP

Call Center: +91 9999999044(Extn. 1), E-mail: mail@kingkoil.in,

Head office: +91 9999222559, 9599779146 West Zone: 9910084847, 9029373942 South Zone: 9910606206

Works: • Noida • Greater Noida • Bhiwandi • Bangalore • Rudrapur • Kolkata

Web: [www.kingkoil.in/hospitality](http://www.kingkoil.in/hospitality)

# KOIL®



King Koil, the globally preferred brand is catering more than 100 countries with its premium mattresses and bedding products. With expertise of over 120 years, King Koil is among the world's oldest premium mattress brands that brings technology driven innovative products for better sleep experience.

**KING  KOIL®**  
BETTER SLEEP THROUGH SCIENCE

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

**STARWOOD**  
Hotels & Resorts Worldwide, Inc.

**Marriott**  
HOTELS & RESORTS

**IHG**  
InterContinental Hotels Group

**HYATT**

**HILTON**  
WORLDWIDE

**RHG** RADISSON  
HOTEL GROUP

**WYNDHAM**  
HOTEL GROUP



# AROMA SOLUTIONS

FOR THE HOSPITALITY INDUSTRY



**AROMA  
OILS**



**REED  
DIFFUSERS**



**AIR  
FRESHENERS**



**SMOKE ODOUR  
NEUTRALIZERS**



**CUSTOMIZED  
SIGNATURE SCENTS**



**WATER FOUNTAIN  
FRAGRANCES**



**GARDEN  
INCENSE STICKS**



**FLOOR  
FRAGRANCES**



**AROMA RETAIL  
PRODUCTS**



**PERFUMERY  
WORKSHOPS**



**HAND  
CLEANSERS**



**FRAGRANCE  
SOUVENIRS**



**VEDIC AROMA LAB™**

**Vedizer®  
Labs**

**VEDIQUE™** SUGANDHCO Lifesciences™

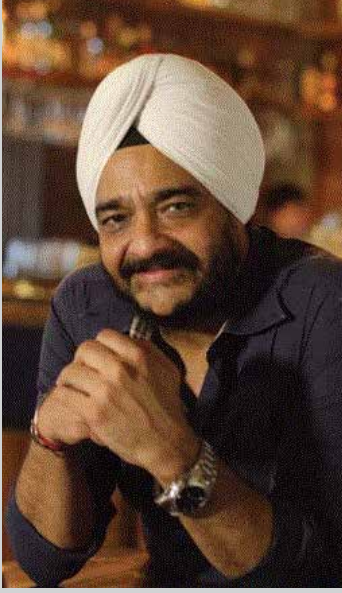
Get in touch with us to discover why India's leading Hospitality Brands have chosen us as their preferred Aroma Solutions provider!

95191 11233

@vedique

sales@vedicaroma.in

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



**Gurbaxish Singh Kohli**  
Vice President  
FHRAI

**Globally, FIHM is the only institute managed and run by a hospitality industry association, which all of us should really be proud of**

*Dear fellow members,*

**Y**ou are aware, we have been working on a war footing, planning the restarting of physical operations of our prestigious institute, the FIHM, post pandemic. All institutions having been shut throughout the pandemic, we await the permission from the MHA to start physical operations. The long period helped us gain insight into the fact that the institute needed upgradation in various fields, not only equipment but also curriculum and general upkeep. We needed to look at the entire working of the FIHM in a new way. You will be glad to learn that industry veteran Shri. Arun Kumar Singh has joined FHRAI-IHM as Director, effective March 2021. He will aid FHRAI-IHM's R&D and be a value-add to the institute's faculty and help fulfil our dream to make FIHM a premium hospitality management institute in the country. We look forward to receiving members support by way of encouraging people working in the industry and from the outside to come forward and opt for various degree and diploma programmes offered by FHRAI-IHM. Globally, FHRAI-IHM is the only institute managed and run by a hospitality industry association, which all of us should really be proud of.

We are unfortunately seeing the second surge now. States like Maharashtra are the worst hit. Thankfully the govt has not reacted in a knee-jerk way and clamped down lockdown indefinitely in the entire state, having learnt from the past, still some areas came under strict vigil and lockdowns till March 31. While testing has increased, so has the administration of the vaccine. People need to understand that one or even two shots are not a guarantee to be corona free and they need to exercise caution even after vaccination and take utmost care. We have written to the various state governments as well as the Union government asking them to give priority to vaccinate the hospitality workers as Covid Warriors and essential services personnel.

In many states like Maharashtra and Kolkata our regional offices have coordinated with the local authorities and requested them to give priority to the regional members of our association who are above 60 and in need of the vaccine.

The first physical ITM was also held recently and found enthusiastic participants. Similarly AAHAR is round the corner and could well prove to be another stepping stone towards normalcy. In the meanwhile FHRAI is doing all it can for the industry, be it in the form of campaigns like the #GoDirect campaign requesting patrons to book their hotel stays directly – and #BookDirect or order their food by contacting restaurants directly – #OrderDirect or representations like plea for priority vaccination, joining hands with IRCTC to help hotels get their rooms advertised for sale on the IRCTC portal.

We are also in touch with the various state ministers undergoing a semi-lockdown state now for the second time urging them to consider giving instalments for statutory payment, as with a second lockdown of sorts things will only go south for the industry. With these words I wish you all the best and hope to see you all physically and meet you face-to-face in the very near future.

Be safe.

**Note:** The March 2021 edition of the FHRAI magazine will be available as a printed version on request. And, the e-version of the same shall be available on the FHRAI website and circulated to all members as broadcast on registered email.

*With kind regards,*  
*Gurbaxish Singh Kohli*  
Vice President, FHRAI

# MARCH 2021

## SUPPORTIVE MEASURES

16

Arvind Singh, Secretary, Ministry of Tourism, shares that the Ministry is taking a number of initiatives to support the hospitality industry and will continue to do so.

COVER IMAGE:  
FREEPIK



16



17



18

# CONTENTS

## THIS MONTH

VICE PRESIDENT'S MESSAGE	7
FHRAI DESK	10
PRODUCTS AND SERVICES	52
APPOINTMENTS	54

## FEATURES

REVIVING THE INDUSTRY	17
-----------------------	----

Rupinder Brar, Additional Director General, MOT talks about how the Ministry is working along with FHRAI & the initiatives taken by the govt to revive the industry.

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

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

**SENIOR CORRESPONDENT**  
Neha Rawat - [neha.rawat@ddppl.com](mailto:neha.rawat@ddppl.com)

**DESK EDITOR**  
Smita Kulshreshth -  
[smita.kulshreshth@ddppl.com](mailto:smita.kulshreshth@ddppl.com)

**CREATIVE DESIGN**  
Raashi Ajmani Girdhar

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

**Gaganpreet Kaur** - [gaganpreet@ddppl.com](mailto:gaganpreet@ddppl.com)  
Marketing Manager (+919650399934)

**Ankit Endlaw** - [ankit.endlaw@ddppl.com](mailto:ankit.endlaw@ddppl.com)  
Manager Sales (+919650399928)

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

**Priyanshu Wankhade** - [priyanshu@ddppl.com](mailto:priyanshu@ddppl.com)  
Manager Advertising (+919619499170)

**SOUTH**  
**Shradha Kapoor** - [shradha.kapoor@ddppl.com](mailto:shradha.kapoor@ddppl.com)  
Assistant Manager (+918179792492)

**PRODUCTION MANAGER**  
Anil Kharbanda

**ADVERTISEMENT DESIGNERS**  
Nitin Kumar



## **BUILDING CONFIDENCE** 18

Conducting physical events has helped build confidence in people to travel & revival of the sector is not too far into the future, says Rakesh Verma, Joint Secretary, MOT.

## **FHRAI-IHM: LOOKING AHEAD** 24

Industry stalwarts talk about what is being done to position FHRAI-IHM as a premier hospitality management institute.

## **PRIORITISE VACCINATION** 30

FHRAI FHRAI EC members talk about the dire need for vaccinations on a priority basis.

## **SAFE & HOSPITABLE** 40

Family leisure & private mobility is bringing more bookings & there is demand for safe stay packages, says Kunal Shanker, GM, InterContinental Chennai Mahabalipuram Resort.

## **AAHAR FROM APRIL 6-10** 42

The 36<sup>th</sup> edition of AAHAR features the emergence of India in F&B as well as hospitality services including food processing, culinary technology, retail and news innovations.

## **COMEBACK BIGGER THAN SETBACK** 46

Sarovar Hotels & Resorts' Regional Heads talk about their comeback post-COVID, health & safety protocols, region-specific challenges, MICE & business travel, and future plans.



20



24



40



52

### **FHRAI**

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

FHRAI Magazine is printed, published and edited by Devika Jeet on behalf of Federation of Hotel and Restaurant Association of India and printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase - I, New Delhi - 110020 and published at Durga Das Publications Pvt. Ltd. 72, Todarmal Road, New Delhi - 110 001  
Editor: Devika Jeet

Email: fhraimag@ddppl.com  
Tel: +919818767141

This issue of FHRAI Magazine contains 40 + 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.

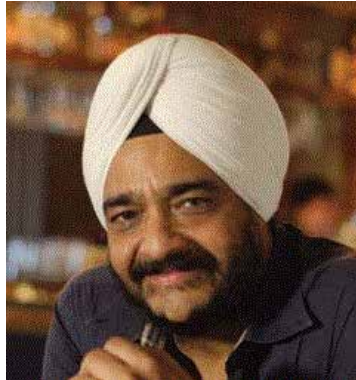
The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in 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.

# FHRAI initiates #GoDirect

FHRAI has initiated the #GoDirect campaign requesting patrons to book their hotel stays directly – #BookDirect or order their food by contacting restaurants directly – #OrderDirect.

**F**or over eight months, the hospitality industry experienced its worst times and several hotels and restaurants closed down. The industry has appealed to customers to support their favourite restaurants and hotels by eliminating the intermediaries and reduce the burden of exorbitant commissions levied by the online travel aggregators (OTAs) and the food service aggregators (FSAs). The #GoDirect campaign will be supported by member hotel and restaurant establishments of the FHRAI and its regional associations.



**Gurbaxish Singh Kohli**  
Vice President, FHRAI

“Businesses of OTAs and FSAs are directly dependent on hotels and restaurants and if hotels and restaurants don’t survive, the OTAs and the FSAs won’t survive either. #GoDirect is aimed at salvaging from what we have. For every order or booking made through the FSAs/OTAs, we lose anywhere between 20-30% as commission. We request our patrons to directly visit the websites of hotels or

“**For every booking via FSAs, we lose 20-30% as commission**”

restaurants for booking rooms – #BookDirect or for ordering food – #OrderDirect. Even if customers do switch to this practice temporarily for the next few months, it will help the industry immensely,” says **Gurbaxish Singh Kohli**, Vice President, FHRAI.

“If customers choose to order or book directly through a hotel’s or restaurant’s app or website, we can save the drain on revenue. The amounts saved will certainly help hotels and restaurants in rehiring redundant employees or maybe even pay the utility bills,” says **Surendra Kumar Jaiswal**, Vice President, FHRAI.

“The FHRAI is committed to protecting hotel and restaurant establishments’ interests. We are hoping that with our customers’ support, we will be able to give hotels and restaurants a fighting chance at sustaining business,” concludes **D V S Somaraju**, Honorary Treasurer, FHRAI.

# IRCTC, FHRAI join hands

As part of the special partnering offer, a discount of two per cent on the commission payable to IRCTC is offered to the hotel or chain of hotels in the 3-star category.

**T**he Federation of Hotel & Restaurant Associations of India (FHRAI) and the Indian Railway Catering and Tourism Corporation (IRCTC) have come together to offer hotel accommodations to tourists. The collaboration will allow hotel members of the FHRAI and its regional associations to provide their inventory for sale as online accommodation partners through the IRCTC tourism website and its associate portal. As part of the special partnering offer, a discount of two per cent on the commission payable to IRCTC is offered to the hotel or chain of hotels in the 3-star category or with equivalent facilities. The hotels are required to be affiliated to FHRAI and its regional associations.



**Surendra Kumar Jaiswal**  
President, HRANI

“India’s apex hospitality association and IRCTC, a Government of India enterprise are coming together to offer tourists quality hotel

“**Certain online aggregators charge hefty commissions**”

accommodations in the country. This will offer IRCTC’s users the option to choose their preferred stay from over 55,000 hotels across India,” says **Gurbaxish Singh Kohli**, Vice President, FHRAI.

The partnership entails empanelment of accommodation partners for a period of three years and is extendable every three years without any charges on mutually agreed terms. Besides this, it also provides a one-time waiver of integration charges as applicable for all new applications received up to July 31, 2021. “This is a great initiative by the FHRAI and the govt as hotel and restaurant members are being hassled by arm-twisting business tactics of the online aggregators. Certain OTAs charge hefty commissions and other hidden charges. Partnering with a government run entity will eliminate these issues, concludes **Surendra Kumar Jaiswal**, Vice President, FHRAI.



# HIDDEN IN THE HEART OF ALL OUR CREATIONS IS A CENTURY OF INDIAN TRADITION



Over a century of dedication, generations of hard work and the result is here before you  
— a divine range of our Sweets, Snacks & Cuisine.

At BIKANERVALA our aim is always to make sweets worthy of an offering to the gods.  
We resource finest of ingredients and process them to perfection so that each one of our  
creations becomes a testimony to our uncompromising quest for quality.

Ever since we came from Bikaner, Laurels have followed, but the most precious to  
us is the affection of our customers who fondly gave us our identity

'BIKANERVALA'



INDIAN SWEETS | NAMKEENS | CHAAT | SNACKS | WEDDING & FESTIVAL GIFTING

FOR CORPORATE BOOKINGS CONTACT: 9810934465, 9310787808 / 03 / 05  
A-80, LAJPAT NAGAR - II, (NEAR AXIS BANK), NEW DELHI - 110024

7, MASJID MOTH, GK - II, SAVITRI CINEMA MAIN ROAD  
NEW DELHI - 110048

#### VISIT BIKANERVALA OUTLETS IN INDIA AND ABROAD

**DELHI:** Chandni Chowk • Karol Bagh • Rajouri Garden • Lajpat Nagar • Greater Kailash - II • Preet Vihar • Punjabi Bagh • Pitampura • Naraina • Ring Road- Mall, Rohini  
Unityone Mall - Metro Station Rohini West • Chanakya Puri • Connaught Place • Jail Road, Fateh Nagar • GT Karnal Road • Kamla Nagar • Worldmark 1, Aerocity • Dilshad Garden • Saket  
Kirti Nagar **HARYANA:** Gurgaon - Sector 29 • Gurgaon - Sector 12 A • Sohna Road, Gurgaon • Golf Course Rd., Gurgaon • Faridabad • Kundli • Panch Gaon, Manesar  
**U.P.:** Ambedkar Road, Ghaziabad • Raj Nagar, Ghaziabad • Lal Qua, Ghaziabad • Vaishali, Sahibabad • Rajendra Nagar, Sahibabad • Noida-Sector-18 • Greater Noida - Pari Chowk  
Greater Noida - Knowledge Park III • Agra, Bye - Pass Road • Agra, Fatehabad • Lucknow • Meerut • Allahabad • Varanasi • Gajraula • Indirapuram • Aligarh  
**UTTARAKHAND:** Dehradun - Rajpura Road • Dehradun - Times Square Mall **GUJARAT:** Ahmedabad Nehru Nagar Circle & Prahlad Nagar **MAHARASHTRA:** Mumbai - Palm Beach Rd, Vashi  
**RAJASTHAN:** Bhiwadi • Neemrana • Jaipur, Tonk Road **PUNJAB:** Jalandhar • Chandigarh • Zirakpur **TELANGANA, HYDERABAD:** Banjara Hills • Hyderguda  
**NEPAL:** Kathmandu Biratnagar • Pokhara **U.A.E.:** Dubai • Sharjah **NEW ZEALAND:** Auckland **SINGAPORE:** Changi Airport **USA:** New Jersey

# Plea for priority vaccination

FHRAI has appealed to the government to give due recognition to hospitality workers in the country as 'frontline corona warriors' and to nominate them for priority vaccination.

**T**he Federation of Hotel & Restaurant Associations of India (FHRAI), India's apex and the world's third largest hospitality association, has written to the Hon'ble Home Minister – Shri Amit Shah and Hon'ble Minister of Health & Family Welfare – Dr Harsh Vardhan requesting due recognition of hospitality workers in the country as 'frontline corona warriors' and be nominated for priority vaccination. In its letter, the association has informed the government about its commitment and sense of responsibility towards the nation and its citizens when the COVID-19 pandemic hit the country. The FHRAI has stated that hotels and restaurants across the country provided their support to the government by offering rooms for housing quarantined passengers, doctors, health workers and the police, among others while restaurants served over 3 lakh meals per day to the needy.



**Gurbaxish Singh Kohli**  
Vice President, FHRAI

“**Vaccinating the staff will instil confidence in guests**”

“While the industry was bleeding every day on account of the lockdown, hotels and restaurants unflinchingly continued to serve the needy. Hotel employees continue to come in contact with quarantined passengers and with persons kept in isolation. We therefore request the Government of India to take cognizance of these noble and invaluable efforts made by the hospitality workers. Vaccinating the hospitality workforce will instil confidence in guests and also it will give boost to the business. We ask the government that it treats hospitality professionals too as frontline corona warriors and nominates them for priority inoculation for COVID-19. This small gesture from the govt will go a long way in invigorating our industry and will also be a great support in our efforts to come out of the painful memories of the pandemic,” says **Gurbaxish Singh Kohli**, Vice President, FHRAI.

# 'Lift night curfew in Gujarat'

The Hotel and Restaurant Association of Gujarat along with HRAWI have requested the Hon'ble Chief Minister of Gujarat to lift the night curfew for hotels and restaurants.

**M**embers of the Hotel and Restaurant Association of Gujarat (HRA-Gujarat) along with HRAWI met with Hon'ble Chief Minister of Gujarat – Shri Vijay Rupani to bring to his attention the dire situation of the hotel and restaurant industry in the state. “We are hopeful that the Hon'ble CM will consider our plea and lift the night curfew. The present 10 pm deadline is costing the industry a monthly revenue loss of close to ₹500 crores. Also, the current 50% cap on the number of people allowed in closed venues should be raised,” says **Narendra Somani**, President, HRA-Gujarat and Executive Committee Member, HRAWI. “Restaurants and hotels are either closing or are scaling down operations. The wedding season is here but the night curfew as well as the cap on the number of people allowed at venues has turned our hopes and plans upside down,” says **Pradeep Shetty**, Sr. Vice President, HRAWI.



**Narendra Somani**  
President, HRA- Gujarat

“**The 10 pm deadline is causing a monthly loss of approx ₹500 cr**”



**Pradeep Shetty**  
Sr. Vice President, HRAWI

“**Night curfew has turned our hopes and plans upside down**”



# HRANI meets Sanjay Goel

In the wake of the excise policy under review by the Delhi government and hold on fee deposit and license renewals for the year 2021-22, HRANI met the Excise Commissioner.

**G**arish Oberoi, Treasurer, HRANI along with Renu Thapliyal, Secretary General, HRANI met Sanjay Goel, Commissioner, Excise, Entertainment and Luxury Tax, Govt of NCT of Delhi.

The association has requested for a clarification in regard to renewal of license for the year 2021-22.

Since the excise policy is already under review, the delegation reiterated on the submissions represented earlier to the excise department such as discontinuation of 10% automatic increase in excise fee, age limit to be brought down to 21 yrs (at par with neighbouring states), increase in service timings from 1.00 am, open areas be allowed for service, and permission



**L-R: Renu Thapliyal, SG, HRANI, Garish Oberoi, Treasurer, HRANI & Sanjay Goel, Commissioner, Excise, Ent & Lux Tax, Govt of Delhi.**

for additional dispensing counters including reduction in dry days. A request to address the Delhi members through a webinar (after

the release of the new Excise Policy) was also made by HRANI which has been accepted by the Hon'ble Commissioner.

**HRANI**

**READY TO SERVE AND COOK GRAVIES**

- Makhani
- Kholapuri
- Malai Kofta
- Biryani
- Chana Masala
- Dal Makhani (RTS)
- Tikka Masala (RTS)
- Pav Bhaji (RTS)

**BASE GRAVIES**

- Tomato
- Onion
- Cashew
- Kadhai
- Bhunna
- Palak

**ITALIAN**

- Arrabbiata
- Pizza
- Basil Pesto
- Cheese sauce

**ASIAN AND THAI SAUCES**

- Green Thai Curry (RTS)
- Red Thai Curry (RTS)
- Manchurian
- Szechwan
- Hot Garlic
- Basil Sauce
- Teriyaki Sauce

**MARINADES**

- Tikka
- Reshmi
- Hariyali

For Inquiries and Private Label contact the below

**Anoushka Gourmet Pvt. Ltd.**

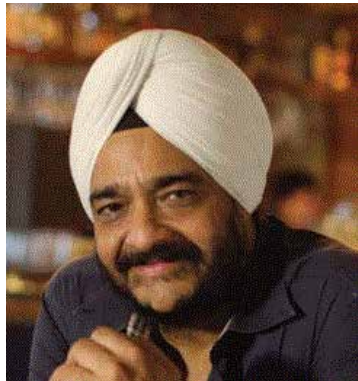
E: [mail@anoushka.com](mailto:mail@anoushka.com) | T : +912228321216

# 'A chance to revive business'

FHRAI has written to the Hon'ble Finance Minister requesting for an increase in the threshold limit for zero GST for hotel room tariffs from the present ₹1,000 to ₹2,000.

**T**he FHRAI has written to the Hon'ble Finance Minister, Nirmala Sitharaman, to enhance the threshold limit for zero GST for hotel room tariffs from the present ₹1,000 to ₹2,000 per room per day. The association has stated that the move will boost stays in the lower budget segment, which in turn will encourage more domestic travellers to venture out and thereby give tourism sector the much-needed boost. Increasing the threshold limit on zero GST will give hotels a chance to attract more tourists, thus increasing the chance of generating slightly better revenues. This could result in a multiplier effect for the hospitality as well as the tourism industry.

"There are quite a few budget hotels that offer accommodations in the ₹2,000 tariff rate per day per room. Increasing the present zero GST threshold to ₹2,000 will give these



**Gurbaxish Singh Kohli**  
Vice President, FHRAI

**The move will boost the lower budget hotel segment**

budget hotels a chance to revive business. The hospitality sector is engulfed in massive losses and mounting debts due to the pandemic and it is dealing with a very gloomy economic situation with no respite in near sight. This move will boost the lower budget hotel segment, which will encourage more domestic travellers to take vacations, aiding the tourism sector," says **Gurbaxish Singh Kohli**, Vice President, FHRAI.

The FHRAI in its pre-Budget memorandum had also requested for increasing the threshold limit of hotel room tariff charged at 18 per cent GST to be raised to ₹9,500 from ₹7,500. "The unprecedented crisis has destroyed the entire hospitality eco-system in the country which would take many years to recover. Therefore, only some extraordinary measures and support from the government can save the industry at this time of deep crisis," concludes Kohli.

## Arun Singh joins FHRAI-IHM

Industry veteran Arun Kumar Singh has joined FHRAI-IHM as Director, effective March 2021. He will aid FHRAI-IHM's R&D and be a value-add to the institute's faculty.

**T**he FHRAI Institute of Hospitality Management (FHRAI-IHM) has appointed Arun Kumar Singh as its Director, effective March 2021. With an illustrious career spanning over three and a half decades in hospitality management, Singh brings to FHRAI-IHM his expertise in institutional and academic administration. He will aid FHRAI-IHM's Research and Development and be a value-add to the institute's faculty.

Prior to joining FHRAI-IHM, Singh served as the Principal of IHMCTAN Mumbai, the Principal of Institute of Hotel Management of Lucknow and the State Institute of Hotel Management, Jodhpur. In his last stint, he played a pivotal role in obtaining a grant of 11 crores from the Ministry of Tourism, Government of India for upgrading the training facility at IHMCTAN Mumbai. In the recent past, he assisted



**Arun Kumar Singh**  
Director, FHRAI-IHM

**I aspire to lead FHRAI-IHM to become an institution of excellence**

the Maharashtra government in setting up the state's Institute of Hotel Management in Solapur. "My tenure of twenty-four years in various hospitality management institutes has enriched my knowledge in the field. Over the years I gained exposure to infrastructure creation and development, student empowerment and upgradation of knowledge and skills. Over the next five years, I aspire to lead FHRAI-IHM to become an institution of excellence in hospitality education by fostering knowledge, innovation and entrepreneurship. In this endeavour, I hope to make an impact on the hospitality industry ecosystem in the country," says **Arun Kumar Singh**.





# VOLONITÉ<sup>®</sup>

YOUR FLOORING DESTINATION

We have refined the definition of **Virgin LVT**, in order to obtain the perfect authentic original look which enable the flooring to create a lifelike copy.

## VOLONTÉ covers the main elements:

- Made from 100% Virgin PVC
- Impeccable dimensional stability / UV Treated
- Resilient and durable
- Natural and realistic surface design
- Resistant to Indentations and Fire
- 100% Waterproof
- Easy to clean and maintain





# Supportive **measures**

**Arvind Singh**, Secretary, Ministry of Tourism, shares that the Ministry is taking a number of initiatives to support the hospitality industry and will continue to do so.



Nisha Verma



**Arvind Singh**

## **How is FHRAI an important association for MOT?**

FHRAI provides an interface between the hospitality industry, political leadership, academics, international associations and other stakeholders. The association is involved in activities like education and training, research and publication, and their annual convention promotes interaction with government officials, political leaders and stakeholders of the industry. FHRAI actively engages with the Central and state governments on a multitude of issues. The annual convention of FHRAI serves as a platform to interact and deliberate with key stakeholders. It is part of several committees of the Ministry including that for selection of the winners of the National Tourism Awards.

## **What initiatives has MOT taken concerning the hotel and restaurant industry?**

To bring more transparency and accountability, the Ministry has introduced an online system for receiving, processing and conveying/ granting project level approvals for

hotels. The applications for approval/ classification can be filed on [www.nidhi.nic.in](http://www.nidhi.nic.in) which is also integrated with payment gateway for online receipt of fees. The objective of the system is to ease the process of filing applications by hotels.

## **How do you think this industry can revive post-COVID?**

During several rounds of discussions and brainstorming sessions, the MOT has examined representations regarding relief measures including financial relief which have been taken up with the concerned ministries and Departments of Government of India including the Ministry of Finance.

## **How are you encouraging the stakeholders of the hotel and restaurant industry to revive from the crisis?**

Detailed operational guidelines for COVID safety and hygiene for hotels, restaurants, B&Bs/ Home stays and Tourism Service Providers have been formulated and issued on June 8, 2020 to facilitate smooth resumption of business. Validity of approval or certifications of hotels and other accommodation units whose project approval/ re-approval and classification/re-classification have expired / were likely to expire, has been extended up to April 30, 2021.



**An online system for granting project level approvals for hotels is in place**







Nisha Verma

**R**upinder Brar, Additional Director General, Ministry of Tourism, shares that it's a privilege for them to be working with FHRAI. "It is, I believe the world's third largest association of its kind and is clearly a voice of its members—hotels and hospitality units across India. Hence, it's a very important association for us to include in a lot of our dialogues and discussions," she says. Brar agrees that the last one year has taken a toll on the hospitality industry. "Unfortunately, last year no business truly transacted for many months for the hospitality and hotel units, as well as for restaurants. Gradually things started opening and of course domestic tourism is currently seeing a kind of revenge tourism upsurge. Hence, we are happy to see that at least domestic travellers are going back to non-metro hotels and hospitality units particularly," she says.

Throwing light on government initiatives for the industry, Brar shares, "After COVID came, one important realisation was that while FHRAI has its own members, it is also part of FAITH, which works with the MOT. However, at many places, the data is not updated, or it isn't put together. Hence, one of the most important learnings and therefore an important initiative of the MOT has been to take up NIDHI and SAATHI schemes.



# Reviving the industry

**Rupinder Brar**, Additional Director General, MOT talks about how the Ministry is working along with FHRAI & the initiatives taken by the govt to revive the industry.

NIDHI, by itself is leading towards creating databases, making sure that the inventory, of all kinds of hospitality units including homestays, is included the way it exists in India. This, in turn, would allow policies and plans to be made for the future, not only for the exigencies like COVID, but even otherwise for capacity building, for improving the policies and improving decision making. Hence, I think NIDHI is an extremely important initiative from that perspective.

SAATHI is a system of awareness and self-certification of hospitality units because post-COVID, it is one of the most important requirements for the traveller, to make sure that the hospitality unit, which one is staying in is observing COVID protocols. It creates a lot of confidence in the traveller. Hence, NIDHI and SAATHI have been two human-centric schemes that the MOT took upon itself to add value to the ecosystem of hospitality and restaurants."


"On the restaurant front also, I am happy to share that not only from the MOT perspective, but because there

has been so much advocacy of the need to observe post-COVID protocols in terms of distancing, reducing contact and the use of digital technology. Technology is used increasingly, right from using the menus to paying bills at restaurants, and this part has been taken up in several conferences and discussions. Today, ordering without a hard-bound menu and paying bills has become seamless. As a country, we have really come a long way in using technology quickly. In times to come, I would encourage the industry to gear themselves up in terms of using technology far more in creating the offerings and upping the ante as we go forward, so that the India story not only revives, but actually grows by leaps and bounds in the months and years to come," she adds.



**Rupinder Brar**



**FHRAI is a very vital association for us to include in a lot of our discussions** 

# Building confidence

Conducting physical events has helped build confidence in people to travel & revival of the sector is not too far into the future, says **Rakesh Verma**, Joint Secretary, MOT.



Nisha Verma



**Rakesh Verma**



**We have around 38,000 units registered on the NIDHI platform**



**R**akesh Verma has said that as tourism opens, the MOT must support the industry. "The MOT needs to support the industry in terms of new growth markets, putting the entire ecosystem in place, or digitalisation of different segments including attractions and destinations, because that will bring a lot of productivity gain and a lot of benefits to both the industry and the Ministry. Hence, that will remain one of the focus areas," he shared.

Speaking on the sidelines of ITM Virtual 2021, he said that they have received good response for SAATHI and NIDHI scheme, in terms of creating a database and providing information about hospitality units across the country. "We have around 38,000 units registered on the NIDHI platform. We are talking to OTAs and other partners that we can create a common shareable database with, so that it's a win-win proposition for everyone. Once we have this comprehensive database, it will give us a much better picture of and insights into the industry. This will help us in making those policies that can help promote hospitality and develop this industry. I think it was a long-felt need and we have been successful in making

## SCOPE FOR IMPROVEMENT

Talking about the KPMG report shared at ITM, Verma said that there were a lot of areas where the sector needed improvement via new policies & initiatives. The report dwells on the Indian & global scenario, impact of COVID & the way forward for tourism.

a good beginning. The MOT is also going to carry out an exhaustive survey of units. Hence, all information will get validated. It will be a very good platform for us to help the industry develop further," Verma added.

And, with the success of ITM in building trust and confidence, he said that India is back in the game and business. "This is the reason there was a physical inauguration of ITM, to bring confidence to business partners and overseas markets that India is ready for travel, tourism and business. Hopefully, soon we will have the inbound market opening," he claimed.





We Know what productivity means to you.  
**A LOT !**

**MEHTA**  
**FURNISHERS**  
[www.mehtafurnishers.com](http://www.mehtafurnishers.com)

*Inspire ▶ Experience ▶ Perform*



**Strolleys & Trolleys || Furniture || Baskets || Accessories**

No.1, Chotey Lal Park, Main Najafgarh Road, Opp. Kirti Nagar, New Delhi-110015  
 Tel. : +91-11-25442200, 25412250, Mobile : +91-9811114668 E-mail : mehtafur@gmail.com

• Practical designs • Protective sleeves to reduce scratching • Superb Quality • Option of Pneumatic wheels for transit vibration reduction



# Short skill courses

FHRAI-IHM aims to become an institution of excellence by fostering knowledge, innovation & entrepreneurship that can make a remarkable impact on the hospitality industry ecosystem.

**Neha Rawat**



**Sherry Bhatia**  
President, HRAWI

## AN INSTITUTION OF EXCELLENCE

FHRAI Institute of Hospitality Management (FIHM) was established in the year 2005 with the aim of improving the standards and skills of the human resources in the hospitality industry. Over the next five years, FIHM aims to become an institution of excellence in hospitality education by way of fostering knowledge, innovation and entrepreneurship that can make a remarkable impact on the hospitality industry ecosystem in the country.

**FIHM endeavours towards creating short skill courses which will help in fulfilling industry needs**

## DIVERSE ROLES

Now that we have the vaccine and going by the projections, growth in tourism vis-à-vis hospitality industry is promising. Hotel management goes beyond mere service. It is also about gaining in-depth understanding of the mechanism that drives the hospitality industry.

Hospitality is a diverse trade and even the roles within the industry are as diverse as the industry itself. The profession has evolved over the years and education in the field too is adapting to introduce newer concepts and practices. For instance, educating students in sustainable tourism is a great way of ensuring that the industry is equipped with professionals who can contribute towards sustainable hospitality development.

## HANDS-ON KNOWLEDGE

As India's apex hospitality association and the industry's voice, FHRAI has a firm command on the fundamentals of the profession. The association has hands-on knowledge on the subject which can be passed on to students in an effective manner. FIHM endeavours towards creating short skill courses which will help in fulfilling the needs of the industry, which is bound to grow rapidly in the post-COVID world.







**K. Syama Raju**  
President, SIHRA

### OPTING FOR AN ONLINE EDUCATION SYSTEM

The COVID-19 pandemic has presented many challenges for various sectors, including hospitality and education. Since last year, educational institutions in the country have been forced to opt for an online education system as advised by the government. However, there are various constraints when it comes to conducting online courses for technical as hotel management institutes.

of hospitality management institutes to a hybrid model and also do all we can to keep up the morale of every student.

It is indeed worrying that post the pandemic, various outfits in hospitality industry like restaurants are moving towards closure due to the exorbitant operating and infrastructure cost.

However, for a young entrepreneur this is an advantageous situation as he/she can open a new set-up, depending on his/her personal skills. So, FIHM should motivate the students to become entrepreneurs in their own innovative cost-effective way

**FIHM should motivate students to become entrepreneurs**



It is indeed very unfortunate that the government has not been able to relax the guidelines to open up educational institutions as the country is grappling with the second wave of the COVID-19 pandemic.

### FOSTERING ENTREPRENEURSHIP

Considering these trying times, we need to revamp the syllabus

in the new normal. Since FIHM is being run by FHRAI it has many advantages and its direct connect to the industry will create opportunities for the students to learn the ground reality in new normal.

I personally view this situation as an opportunity for the FIHM to create more entrepreneurs in the country.



**Surendra Kumar Jaiswal**  
President, HRANI

### STUDENT-CENTRIC LEARNING ENVIRONMENT

The institute has been founded to bridge the demand supply gap of skilled workforce. FIHM will play an instrumental role in imparting international standards of teaching pedagogy, creating leaders in all spheres of hospitality and allied sectors.

FHRAI-IHM will not only provide a student-centric learning environment for facilitators and students but will also meet the requirement of the industry as a whole.

Getting the right student the right job is the primary aim of the Placement Cell in FIHM. The students will find lucrative jobs with International hotel Chains, Airline Companies, Cruise Liners, Dining Restaurants, Fast Food Chains, Event Management Companies, Industrial Caterers, Theme Parks, and Airline Catering Establishments and Hospitals.

### EMBRACING TECHNOLOGY

The future of hospitality education will certainly take a different form. Curriculums will have to adapt to understand the needs of the travellers and society of tomorrow. Hospitality



**Students will get to experience case studies with augmented reality**

graduates will have to identify how to balance the offer of technology to enhance the customer experience. They will require the skills to engage guests with digital tools and take advantage of systems such as geo-targeting, new social media platforms, virtual and augmented reality devices.

The learning environment will be enhanced by the adoption of technology. Students will spend less time in class and more time in a virtual reality world. This will help them to develop their creativity as well as risk-taking mindset. Also, students will be more prepared for the work life as they would have had the chance to experience case studies with augmented reality.

The biggest challenge will be the implementation of technology that doesn't overpower the student's natural learning experience. The professors of tomorrow will also have to be ready for this educational shift.

# Cost-effective designs

Whether it's about your prestigious office or luxury home, HSAA optimises the available space, creating a unique design layout that represents the client's vision.



Hema Jamnal

**H**.S. Ahuja & Associates (HSAA) is one of the reputed interior designing companies in Delhi, that is known for giving functionality to your dreams, so you can live them to the fullest. HSAA takes designing and decorating seriously and uses the available space to tell different stories that inspire innovation. From the lighting to the furnishing, the company pays attention to every detail, quality, and finishing to keep a client happy and satisfied.

HSAA offers residential and commercial interior designing services that help its clients find the perfect balance between aesthetic as well as functional. Whether it's about your prestigious office or luxury home, HSAA optimises the available space, creating a unique design layout that represents the client's vision and ensures their satisfaction. The company is exclusively into 3D epoxy flooring, interiors, smart homes, renovation. It is a young organisation managed by experienced interior designing professionals. **Hema Jamnal**, Chief Interior Designer, HSAA., says, "Quality and durability are a



priority for us. What separates HSAA from others is our oath of total customer satisfaction. Firstly, considering customers as the most important part of the project helps us in visualising the exact view of the customer's desires. Secondly, from the starting point of the project, we work hard to deliver the best possible ideas and designs to the customer and that too within the economical boundaries. Thirdly, the company has been able to earn recognition for undertaking diversified projects through dedication and excellence in work. We believe that clients will continue to choose us because of the greater value we provide."



**We believe that clients will choose us due to the greater value we provide**







Indian  
**Architecture**  
Award  
2021

## TURNKEY INTERIOR SOLUTIONS FROM PLANNING TO EXECUTION



### ONE STOP SHOP FOR ALL

"Hotel, Banquet, Residence, Restaurant,  
Villa, Office & Play School."

- Interior Designing • Furnishing • Outdoor Furnishing
- Civil Work • Sanitary Work • Electrical Work
- Air Conditioning Work • Landscaping • Quality assurance



📍 1/116 Subhash Sadan, W.H.S. Kirti Nagar, Adjacent to NAWABS | 📞 9818078884, 09717097418, 09810004777

✉️ hsaaco@gmail.com, hema\_interior@yahoo.co.in 🌐 www.hsaaco.in

We Provide Interior Services All Over India And Can Work For Architects & Consultants On Mutual Understanding





# FHRAI-IHM

Industry stalwarts talk about what is being done to position FHRAI-IHM as a premier hospitality management institute.

# Looking ahead



Neha Rawat



**Arun Kumar Singh**  
**Director**  
**FHRAI-IHM**

**ESTABLISHING A PREMIER INSTITUTE**

All possible efforts will be made to establish FHRAI-IHM as a premier institute of hospitality education in the next few years. We want our students to develop a positive attitude towards the hospitality industry, improve their communication skills, and acquire knowledge & skills that are most suitable for managerial and senior supervisory jobs or self-employment in hospitality & allied industries.

**SHAPING CAREERS**

Hospitality institutes play a very important role in developing a positive attitude, improving personality, communication skills & knowledge.

is 'travel'. As expected, the pandemic has had an adverse impact on the hospitality industry. However, we hope that by the time our first batch will be ready for the industry we will make our presence felt, thus leading to better placements in the industry.

**POSITIONING FHRAI-IHM**

I started as Principal, IHM Jodhpur with an intake of 20 students, then moved to IHM, Lucknow and finally IHM Mumbai, the largest & oldest and most reputed institute of hospitality management in the country. The vast experience I have gained over the years will be utilised along with the team under the guidance of FHRAI to position FHRAI-IHM as a leading hospitality management institute of the country.



**Arun Kumar Singh**



This has been proved in the last 66 years in the country and IHMs did their best in shaping the careers of students. Today, we can see that top executives of hospitality organisations are from IHMs. In the last 50 years a large number of alumni of IHMs have proved their mettle in non-hospitality organisations due to proper development of attitude, communication & personality within a span of three years while they were in the institute.

**PLACEMENTS**

The placement scenario of hospitality institutes was good before the outbreak of COVID-19. As the world came to a virtual standstill and public at large being confined to their homes to fight the coronavirus pandemic, one sector which was affected the most



**Hospitality institutes play a very important role in developing a positive attitude**



**BUILDING SELF-CONFIDENCE**

At FHRAI-IHM, apart from our regular academic inputs, we will be focusing on working towards overall personality development and improving the communication skills as well as techniques of our students. Also, research & development and inclusion of case studies to sharpen the intellectual mind of students will help in building their self-confidence and will enable to move ahead in their career.



**Surendra Kumar Jaiswal**

**Surendra Kumar Jaiswal**  
**President**  
**HRANI**

**A PARADIGM SHIFT IS NEEDED**

Building a career in the hospitality industry and maintaining a customer-centric mindset is both famously demanding and extremely rewarding. To become a successful leader in hospitality one must not only have an excellent education but also master a range of essential skills including organisational and financial management, communication and interpersonal skills, problem-solving acumen, dedication to detail and cultural empathy. To bridge the demand supply gap of skilled workforce, the FHRAI Institute of Hotel Management was conceived in September 2005 at Greater Noida by India's apex association of the hospitality sector. As we regain some semblance of normalcy and the industry gets back on its feet post pandemic and the resulting lockdown, the skills required have also changed and a paradigm shift in hospitality education is the need of the hour.

**REDESIGNING PROGRAMMES**

For these reasons, the hospitality management programmes at FIHM are being re-designed to offer students the opportunities within the curriculum to study digitalisation, robotisation, software and hardware technologies, disruption and innovation. In the upcoming



session, FHRAI-IHM is also working to develop in our students a set of skills in two essential areas – the Art of Hospitality and the Science of Business, together with the most excellent industry training, management education and applied academic research. The USPs of FIHM will be world-class curriculum, international industry exposure, semester and students' institutional exchange with our members.

**PLACEMENTS**

Getting the right student in the right job is the primary aim of the placement cell in FIHM. With the immense support of membership base of FHRAI including the Training Managers, HR Managers and Senior Officers of some of India's best-known hotels, restaurants and tourism businesses, FIHM will be able to consistently place its students for training and placements at top-notch hotels.



**Curriculum will include digitalisation, robotisation, disruption & innovation**



**D.V.S. Somaraju**

**D.V.S. Somaraju**  
**Hony. Treasurer**  
**FHRAI**

**TRAINING PROGRAMMES**

All of us are aware of the impact of COVID-19 on the industry, it will take some time for the industry to bounce back. Also, the government has yet to come out with a special package to support the industry. Presently, all of us have no other option but to become more organised and come up with innovative ideas to save ourselves and the industry.

So we at FHRAI-IHM have done many training programmes in association with the government. We have come out with proper protocols and trained most of our FHRAI members and their staff. FHRAI along with

FSSAI has conducted online trainings. This helped all our members to reopen hotels and restaurants across the country with COVID-protocols by using the latest technologies.

**NEW CURRICULUM**

By looking at the current scenario at FIHM, we have come out with an all new curriculum & innovative methodology in teaching which will enable our students to work in a systematic way, think innovatively and acquire multiple skills. Hopefully, we will be introducing the new curriculum in the coming academic year.

**PLACEMENTS**

Coming to placements, it should not be much of a problem as our industry is the second largest employment generator after agriculture, and we have a large member base across the country.



**We have come out with a new curriculum & innovative methodology in teaching**





**Himanshu Talwar**  
**Additional Director**  
**FHRAI-IHM**

**A MATTER OF PRIDE**

I am sincerely grateful to FHRAI for bestowing upon the responsibility as Additional Director at FHRAI-IHM. It is indeed a matter of pride for me to support the hospitality fraternity from the perspective of policy at FHRAI and education at FHRAI-IHM.

**COVID AWARENESS TRAININGS**

In the year 2020, when the entire country was under lockdown and hospitality establishments were shut, following the directions of FHRAI-IHM management, I organised FSSAI initiated COVID awareness training programmes through FoSTaC. Being in-charge of the project, and with the support of the entire team, I

considerable losses and setbacks due to the pandemic and the sector has been in a standstill. Though these things are beyond our control, however, industry has seen various such phases wherein there was very little hope of revival, however, on every such occasion not only we revived but thrived as well.

Today, hospitality leaders remain strong and extremely agile to respond to all the roadblocks. Though many challenges await the hospitality industry and the future may appear uncertain, however this can and will turn into opportunities for an industry that has demonstrated along the years to be extremely resilient, strong and adaptative.



**Himanshu Talwar**



mobilised the industry professionals and engaged them to attend the training programmes mentored by FHRAI's National Advisor. Around 50 such sessions were organised whereby more than 4,000 people were trained.

**AN INNOVATIVE APPROACH**

Looking at the future of hospitality education or perhaps the education sector as a whole, unprecedented events such as COVID have taught a lot to us. Due to the pandemic, 90 per cent of the global population adjusted to life under travel restrictions and others stayed home afraid of the virus. The hospitality industry and the world continues to suffer



**We will be focusing on making students more innovative in their approach**



We at FHRAI-IHM will now be focusing on making young individuals – opting for hospitality as their future – more innovative in their approach and accommodative to new technology.

Soliciting the fraternity's best wishes in making FHRAI-IHM an institute of repute, globally.

Government of India



Ministry of Commerce  
& Industry



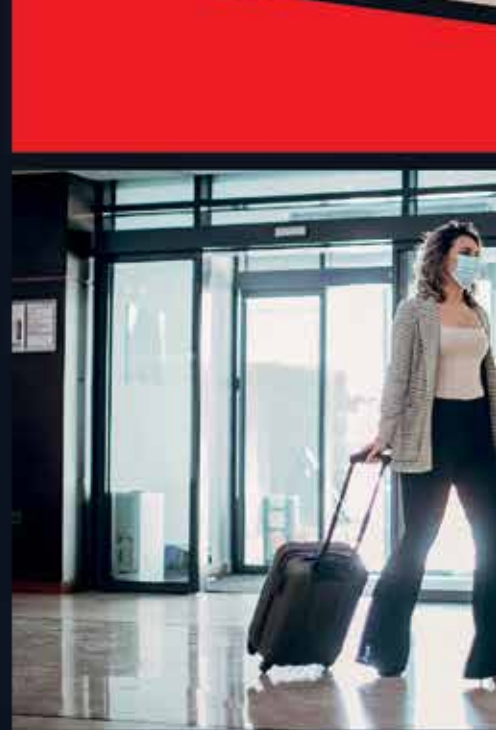
QCI  
Quality Council of India



NABCB  
National Accreditation  
Board of Certification  
Bodies



**QualSTAR**







In accordance with ISO/IEC 17065:2012

Reach out to us for your  
**Covid compliance**  
certificate



**NABCB Accreditation**

India's first NABCB Accredited certification  
Body for Hotels COVID Compliance

NABCB (Nation accreditation Board for certification bodies) constituent board of QCI (Quality Council of India) an autonomous body under the Department for promotion of industry and internal trade, Ministry of Commerce and Industry, Government of India.

**The only  
accredited  
Covid  
compliance  
certification  
body  
in India**

+91 70420 71995,  
+91 9910031313, +91 98187 67141,  
info@qualstar.co.in  
meenakshi.bairagi@qualstar.co.in



# Prioritise VACCINATION

FHRAI EC members talk about the dire need for vaccinations on a priority basis.



Neha Rawat



**Param Kannampilly**

## **Param Kannampilly Chairman & Managing Director, Concept Hospitality**

FHRAI has requested the government to administer COVID vaccine to all the hospitality professionals at the earliest. There are certain legitimate reasons for the same. One must realise that the working of a hospitality professional is different from others. This is one industry where you have to be physically present to perform your duties. Unlike other industries, there is no concept of work from home. Moreover, the staff is exposed to guests who come not only from within the country but from other countries as well. The chances of getting infected are far higher than the average person who works in another industry.

Hotels and restaurants are the first point of contact for a traveller. A guest once arrived in a city usually goes directly to a hotel for room or to a restaurant for food. Under such circumstances, hospitality workers are like frontline workers. They are prone to getting infected due to high contact rate.



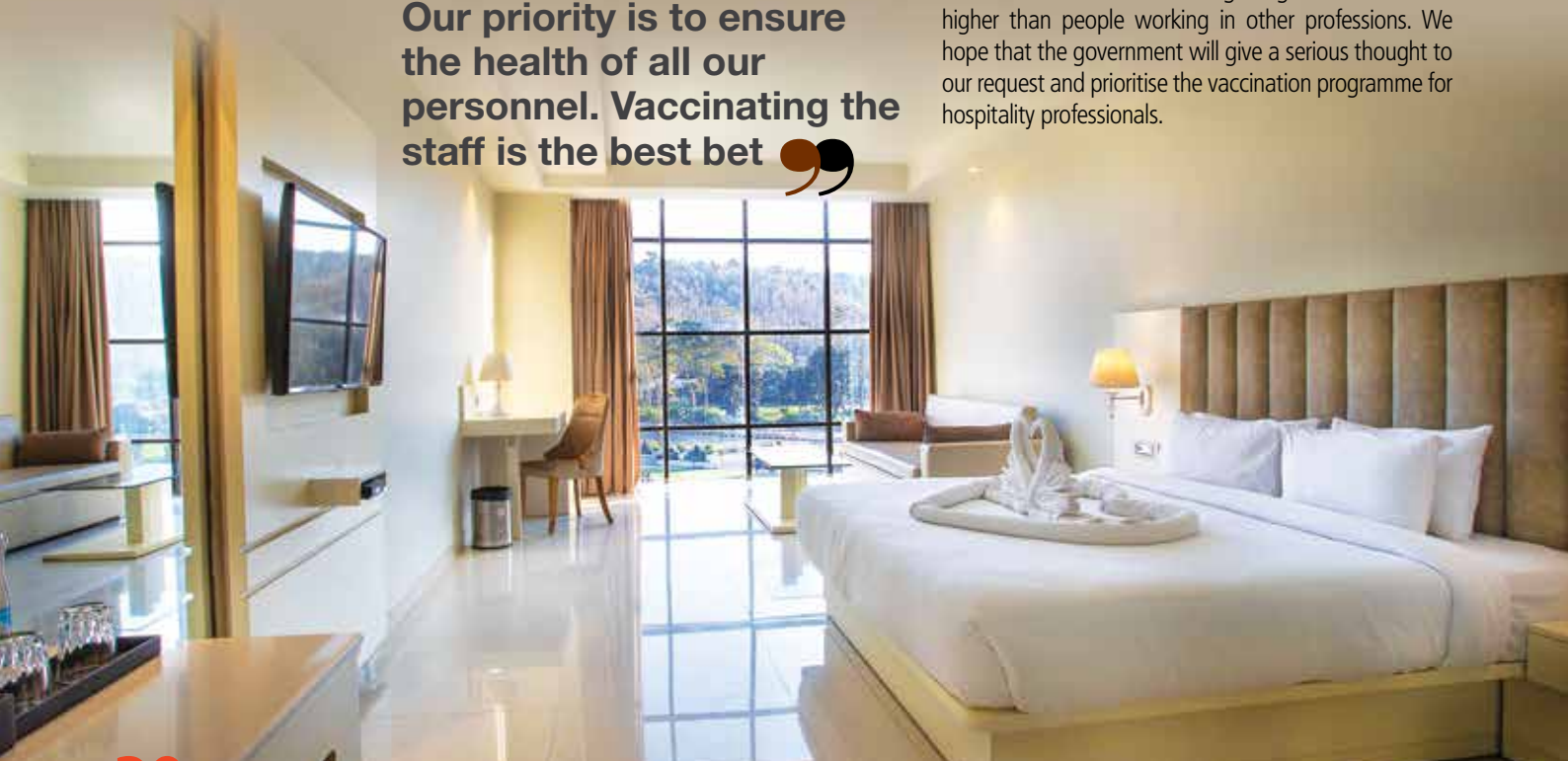
**Our priority is to ensure the health of all our personnel. Vaccinating the staff is the best bet**



If you recall, during the early phase of the pandemic when Indians stuck abroad were coming back, they were getting quarantined in hotels. Surely the staff who served them while the quarantined guests stayed in the hotel were exposed. Though hotels across the board took precautions, the chances of the staff getting infected were very high. That is why FHRAI has made such a request.

The Hotel and Restaurant Association of Western India (HRAWI) is also in touch with various state governments. We are requesting them for the same. In Maharashtra we are planning to meet the tourism minister to get clarity on the matter.

This is not an unreasonable demand. This is a request to all the state governments as well as the Union government. As hoteliers our priority is to ensure the health of all our personnel. Vaccinating the staff is the best bet. People working in restaurants as well as hotels get exposed to various kinds of people all the time. The chances of them getting infected are far higher than people working in other professions. We hope that the government will give a serious thought to our request and prioritise the vaccination programme for hospitality professionals.





## M. K. Gouda President, MAYFAIR Hotels & Resorts

The FHRAI, India's apex hospitality association, is always the voice of the hospitality industry and it works towards the progress and sustainability of this industry, which not only contributes 10 per cent of the nation's GDP but also generates millions of jobs in the country.

The hospitality sector has been one of the industries hardest hit by the pandemic. In spite of this, the industry supported the government in every possible way. Hotels came forward with the offer of 'Stay and Food' at their facilities being used for quarantine. Many hotels including MAYFAIR Hotels & Resorts came forward to help the needy by providing them with food and medical help.

Now, when we have the opportunity of protection in the form of vaccine, the hospitality workers should get the first opportunity to be vaccinated not only for their benefit but to save the common people who are visiting the hotels & restaurants for availing services.

The efforts of FHRAI requesting the Hon'ble Home Minister – Amit Shah and Hon'ble Minister

about rewarding this sector that played such a critical role during the worst time of the pandemic. Hotels and restaurants are the first point of contact for a traveller. A guest once arrived in a city usually goes directly to a hotel for room or to a restaurant for food. Under such circumstances, hospitality workers are like frontline workers. They are prone to getting infected due to high contact rate and if not vaccinated, chances are high that they may infect the other visitors and co-workers too.

However, it is very disheartening that no steps have been initiated till now at the regional level to support the request of FHRAI for priority vaccination to hotel workers. I strongly suggest and recommend that we should be together in this appeal as it is not only for the benefit of hotel business but also it will



M. K. Gouda



**No steps have been initiated till now  
at the regional level**



of Health & Family Welfare – Dr Harsh Vardhan to give due recognition to hospitality workers in the country as 'frontline corona warriors' and be nominated for priority vaccination is commendable.

The hospitality workers of the country risked their lives during the pandemic and while coronavirus vaccine has brought a lot of confidence and optimism to the hospitality sector, there is no sign from the government

boost employee morale as they will feel protected if vaccinated.

The various vaccination drives as extended by the government from time to time in all the states of the country are commendable but at the same time attention should be given to the sectors which need immediate vaccination so that the spread of this disease could be contained.



**Lakshyaraj Singh Mewar**

## **Lakshyaraj Singh Mewar** Executive Director, HRH Group of Hotels

FHRAI has written to the Home Minister, Amit Shah and Dr Harsh Vardhan, Minister of Health & Family Welfare, requesting due recognition of hospitality workers in the country as 'frontline corona warriors' and be nominated for priority vaccination. In its letter, the association has informed the government about its commitment and sense of responsibility towards the nation and its citizens when the COVID-19 pandemic hit the country.

The FHRAI stated that hotels and restaurants across the country provided their support to the government. During the lockdown, the hospitality industry offered its hotel rooms for housing quarantined passengers, doctors, medical workers, police and municipal workers, among others. Many restaurants threw open kitchens to prepare and distribute meals for all needy in excess of 3 lakhs meals a day.

Undoubtedly, the entire hospitality industry has been severely and adversely impacted by the COVID-19 pandemic. Hotels and restaurants are the first point of contact for a traveller. Under such circumstances,

hospitality workers are like frontline workers and they are prone to getting infected due to high contact rate. Vaccination of hospitality professionals on a priority basis will be one of the constructive steps taken to ensure safety and health security for all in the industry. Besides it will assure travellers from both far and near that we are ready to receive them ...following all safety measures. It is not just the hospitality staff but also their families and communities that have to be vaccinated and made safe. We are working towards that goal.

The state and local governments are doing their best and following the guidelines set by the Centre. At public places, in schools and colleges, safety regulations are in place. It is good to see that public hygiene and health are now top of the mind for all citizenry.

Tourism, needless to say, needs the continuous flow of tourists from far and near; we hope air, rail and road traffic is able to reach the pre-pandemic levels soon.

We hope for the best from the government. The best ways and means to overcome the pandemic related crises; the best in health service standards for all across the state as we have a large rural population. Yes, let's keep on working towards these goals and make Rajasthan a COVID-free state.



**It is not just staff but also their families that have to be vaccinated**







**Paramjit Singh Ghai**

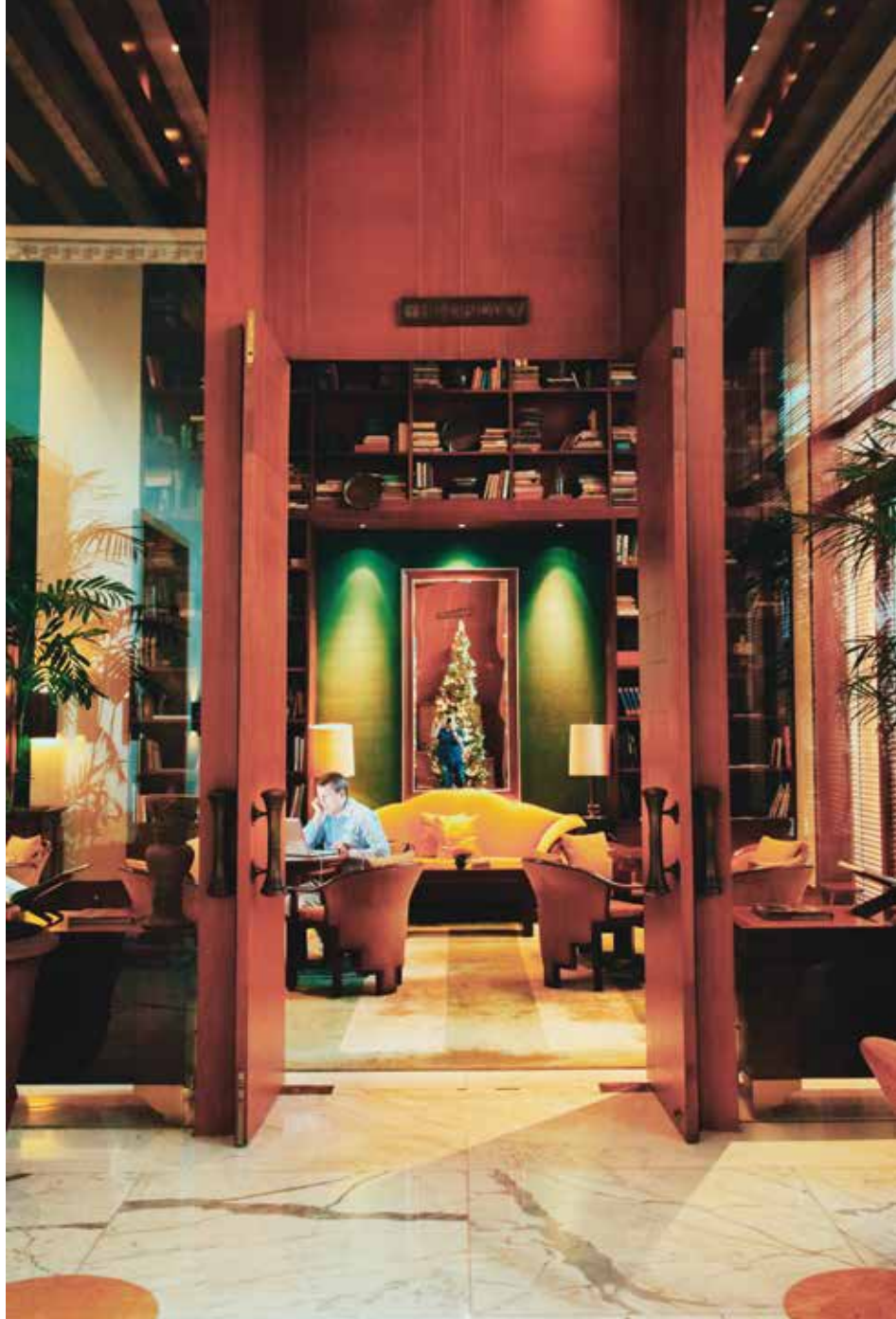
## **Paramjit Ghai Chairman & MD, Hotel Unicontinental**

The ongoing second phase of vaccination covers individuals older than 60 years and those between ages 45 and 60 with associated co-morbidities. Healthcare and frontline workers were vaccinated in the first phase that began on January 16. The survival of the battered hospitality industry, among the hardest hit by the pandemic shutdown, will depend on enough people being vaccinated for travel to become widespread again and for its workers to be ready and able to service them. Accelerating the distribution of vaccines is the key to getting travel and hospitality back to normal.

After protecting society's most vulnerable, our Central and state governments and expert committees are weighing which sectors are most critical in keeping society functioning and getting economies going again. The priority basis of vaccinating certain sections is principally aimed to cover healthcare workers and frontline workers in the initial phase. However, the COVID-19 vaccination drive has bypassed the hospitality industry altogether, little realising the high risk of exposure that the industry staff are facing from the COVID-19 virus daily.

The workers in hotels and restaurants especially of hotels which are listed on Vande Bharat flight list for institutional quarantine facilities are frontline warriors and should be administered the COVID vaccination on a priority basis on the same grounds as the other healthcare workers.

Hotel employees remain on the frontline, and each day that they come to work, they welcome both global and domestic travellers, increasing their likelihood of contracting the virus. Whereas governments across the globe are recognising workers in the hospitality and food industry sector as frontline warriors and entitled under their respective federal and state policies to prioritisation to receive a vaccination against SARS-CoV-2, the governments in the Centre and states



**The govt is yet to recognise the need to prioritise vaccination**



in India are yet to recognise the need to prioritise vaccination for this grief-stricken industry.

It is high time that the government and the Health Department wakes up to the reality that the hotels and restaurants are now functioning all over India and the staff are vulnerable and highly exposed to multiple travellers and guests every day. Further, the authorities must appreciate and understand that the hotel staff are exposed to travellers who may be asymptomatic and carriers of new variants of the virus coming from abroad and their exposure levels being high there is all the more reason that they should be given priority in vaccinations.



# Adding value, style & convenience

Carts are designed to take care of customers' requirements with bumpers, lockable doors, additional storage & operational needs, says **Y K Mehta**, Owner, Mehta Furnishers.



**Y K Mehta**

**W**hat stands behind impeccable clean hotels is the eagle-eyed housekeeping department and its management. Good housekeeping is essential for the safety and good health of the people.

Adding value, style and convenience to good housekeeping are compact housekeeping carts and caddies from Mehta Furnishers. These equipments organise supplies and are essential in hospitality businesses around the world. These allow housekeeping staff to bundle fresh and used linens, guest essentials, chemicals and cleaning supplies, all in one unit. High-grade castors chosen as per their application make movement of carts effortless which are also designed and sized to fit into the standard size elevators.

With the possibility of so many models, one is sure to find a maids' cart to work per the requirement of their purpose. Workably priced for the value these carts deliver and are made with edge protectors for professional jobs.

You can choose from a range of housekeeping carts, mobile caddies for HK, baskets and hospitality products. "I humbly thank all those who are associated with us

for a long time, guided us and expected more in this never-ending learning journey that continues. We make carts, caddies, baskets and accessories with value additions that work as desired units for the best of convenience and situations.

Carts are designed to take care of customers' requirements with bumpers, lockable doors, additional storage, operational needs and a variety of desired features that add value to the style and smiles to good housekeeping," says **Y K Mehta**, Owner, Mehta Furnishers.

Other products Mehta Furnishers makes are minibar replenishment carts, linen and luggage carts beside housekeeping and picnic baskets, strollers, bins, trays, front-office carts and several accessories using wood, cane, wicker and steel, and all outdoor furniture and umbrellas. Products at Mehta Furnishers are compact, maneuverable and practical. They offer support for disturbance free housekeeping, provide upmarket ambience and are essential to safety and good health of the people these are made for. Solid steel structure, durable liner and cabinet for linen and amenities, robust shelves, sturdy bars for handling and moving, hardwearing-coated fabric bags in choicest colours, heavy-duty non-marking castors for effortless carting and parking, and edge-protectors on all customary carts go a long way in building trust of the company since 1984.



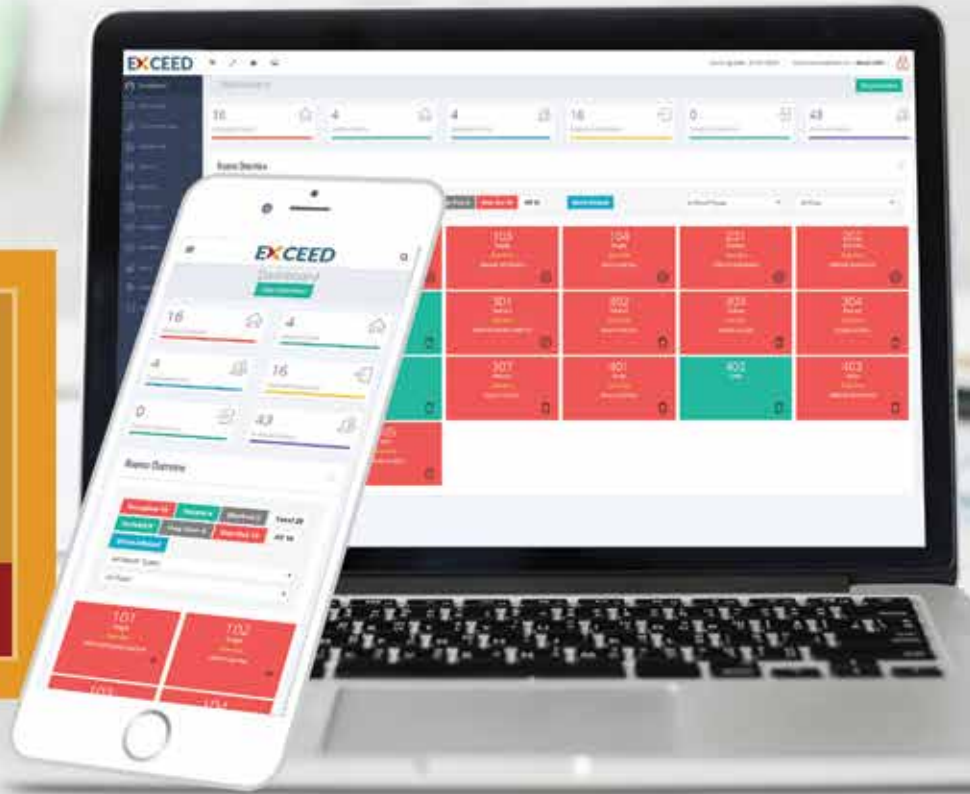
**We make carts, caddies, accessories & baskets with value additions**










# EXCEED

HOTEL MANAGEMENT SOFTWARE



INCREASE YOUR  
HOTEL REVENUE  
ACCESSED FROM  
ANYWHERE  
NOW ON CLOUD

ON CLOUD • ON PREMISES • POS • COMPLETE ERP • EASY TO USE • ROBUST SUPPORT

-  Room Reservation
-  Front Office Management
-  Point Of Sale
-  Material Management
-  Food & Beverages Costing

-  Banquet & Conference
-  Housekeeping
-  Financial Accounting
-  SMS Alert
-  ES Tally Interface

20 yrs+  
In Business

40,000+  
Check In - Check Out  
Per Day

1,000+  
F&B Outlets

200,000+  
Transactions Per Day

### Few of our Esteemed Customers



Ask for FREE DEMO: +91 9831027443 | [sales@exceedhms.com](mailto:sales@exceedhms.com)



# Sipline, a safe bet

Sipline is a small yet significant addition to the 'Let's make it safer for our guests' gesture, says **Rohit Warriar**, Founder & CEO, Warriar Electronics.



**Rohit Warriar**

While hoteliers were planning their revenue strategies for 2020, the pandemic dropped a bombshell on them. Who would have imagined, three months into the new decade, all travel – global & domestic would come to a standstill. "The turbulence that the hospitality industry faced during the global crisis of COVID-19 has been unprecedented. As I see it, the crisis is far from over and the impact will continue for another six to 12 months," says **Rohit Warriar**, Founder & CEO, Warriar Electronics.

Warriar shares that the mindset of the guests has changed from 'whether the place is clean' to 'whether the place is sanitised'. 'Is the steward serving with bare hands' to 'serving with gloves'. 'Drinking R/O water from jugs' to 'Drinking bottled water'. Guests no more expect just a clean place but something which assures them of not contracting the virus while dining in. The hoteliers recognise this, as is visible, in the million-dollar campaigns where you find them articulating and emphasising the effort they are making in terms of cleanliness, hygiene, and following the WHO norms.

All indoor and public places have been instructed by the government to follow necessary safety and sanitary guidelines which covers the fundamental practice

of wearing a face mask and regular disinfection. Yet, guests face contact anxiety, wherein they are anxious about possible encounters with obscure contaminated objects or people.

"To provide your guests with the luxury of extra solace and security, we have introduced and patented Sipline, an innovative drinking shield. Sipline is designed to fit perfectly on the glass rim and allows the guests to enjoy their drink without stressing over spillages or cross-contamination. The shield is sterilised and comes in medical-grade packaging.

Sipline is a small yet significant addition to the 'Let's make it safer for our guests' gesture which comes with numerous benefits. For starters, it illustrates your diligence towards your guests' well-being. It helps brings to light your willingness to take that extra step for them. Sipline is a habit-changing but effective pocket-friendly tool which will help enhance your guests' confidence in your establishment and enable them to relax and enjoy the luxury of comfort you have worked hard to provide," says Warriar.

He adds, "This reusable drinking shield could well become your marketing tool. If the guest carries it with him/ her and uses it elsewhere your logo on the Sipline will announce their visit to your facility and instil confidence in their peers that it is a safe place to visit. And who would ever oppose such a free-of-cost marketing strategy."

**Sipline allows the guests to enjoy their drink without stressing over spillages**





info@wepune.co.in  
+91 8806 44 99 00, +91 77558567450  
Warrier Safe Shields OPC Pvt Ltd  
180/1, Ravet, Ganesh Nagar, Dehuroad, Pune-412101.

www.sipline.com

# Enhance Your **GUEST EXPERIENCE!**



MEDICAL GRADE  
**STERILIZED  
PACKAGING**



Sipline is a Novel invention by Warrier Group, used on the rims of a glass to avoid lips coming in direct contact with the glass while drinking; thus comforting the guest while using a glassware!

## **BENEFITS**

Improved *Brand Recall* | Improved *Guest Satisfaction*  
Additional *Layer of Hygiene & Safety*

Co-Branding  
Colour Customization  
Vending Machines



Distributors enquiries  
solicited

# COVID-19 trainings amid the pandemic



FHRAI's first batch of the Food Safety Training and Certification (FoSTaC) programme aimed to prepare hotel and restaurant players for a post lockdown scenario.

**T**he Federation of Hotel & Restaurant Associations of India (FHRAI) in collaboration with the Food Safety and Standards Authority of India (FSSAI) initiated a dedicated training programme on COVID-19 awareness for hospitality professionals across the country. The programme aimed to prepare hotel and restaurant players for a post lockdown scenario to ensure the safety of their guests and to

instill customer confidence. The programme covered training on precautions to be taken and procedures that establishments needed to implement, including receiving of raw materials, guest service, lobby management, and rooms maintenance post the lockdown. FHRAI conducted the trainings in collaboration with its training partner – Parikshan. The first batch of the Food Safety Training and Certification (FoSTaC) programme for its



members was held on May 5, 2020. The association aimed at imparting this training to approximately 5,000 hospitality professionals in the next three to six months.

Commenting on the FoSTaC programme, **Gurbaxish Singh Kohli**, Vice President, FHRAI, said, "The idea behind initiating this training programme was to have at least one senior staff thoroughly trained in safety, security and hygiene of an establishment. Once the lockdown was lifted, the trained staff would be in a position to impart knowledge to fellow staff in each section. The underlying objective of this programme was to ensure the health and safety of our guests. The programme was organised keeping in view the awareness requirements about the pandemic and necessary precautions that needed to be taken by Food Business Operators (FBOs) before restarting their operations. FHRAI organised these sessions to instill confidence in its members, guests, and the workforce to prepare them to tackle the post pandemic situation."

The trainings were conducted online using Zoom platform and the training team was led by Dr. V Pasupathy, National Advisor, FHRAI and FoSTaC Diamond Trainer. "In partnership with Parikshan, FHRAI scheduled a series of sessions in order to reach all its regional associations and



through them, to thousands of its members. In addition to the webinars independently conducted on COVID-19 awareness by FHRAI, these certified awareness sessions were also important, and we were very keen on promoting and learning from them. The hospitality industry, which is known for its hygiene and cleanliness standards, is sure to measure up to the emerging hygiene and sanitation demands of COVID-19 too," said **Pradeep Shetty**, Joint Honorary Secretary, FHRAI.

The sessions included video presentations, lectures, activities, chats and question-based discussions also. The

participants could register themselves through FHRAI to attend the sessions. After successful completion of the training, participants were recommended for certification issued by FSSAI through the training partner after verifying the individual's credentials. "The feedback post the first batch was overwhelming and many sessions have already been pre-booked and are lined up in the coming days. There were multiple trainers arranged by FHRAI in collaboration with Parikshan to conduct these trainings. The hospitality industry is committed and is sincerely working towards safety of the guests and staff," shared Kohli.

### FOOD SAFETY & COVID-19 AWARENESS

The world is facing an unprecedented threat from COVID-19. Many countries have resorted to following advices issued by the World Health Organization (WHO) regarding physical distancing measures as one of the ways to reduce disease transmission. Amidst such a crisis, it is essential for food & beverage (F&B) professionals to maintain good hygiene practices and mitigate the risk. Since such risks are constantly evolving and changing with time, it is critical for them to realign and upgrade their systems and processes to keep risk at bay.

To help and facilitate its members, HRANI organised dedicated training programmes on food safety and COVID-19 awareness for the hospitality fraternity under the flagship of FSSAI Food Safety Training & Certification programme (FoSTaC). The online training was free of cost for the member hotels and restaurants and hospitality fraternity industry at large, to reinforce safe food handling with a focus on practices to keep food and employees safe during coronavirus outbreak and address COVID-19 precautions for hotel and restaurant food preparations, takeout and delivery. The essential objective of this training was to study and implement the revised structure & basic requirements of 'food safety and hygiene' with respect to COVID-19 and enable the food handlers and the top management to implement food safety standards to improve the effectiveness of Food Safety Management System (FSMS) & add value to the organisation. This training also helped to demonstrate compliance to the standard's requirement.

"Five rounds of training sessions have been already organised by HRANI and around 500 hospitality professionals have been trained and certified by FSSAI through HRANI as training partner. The best part is that the content and training is being appreciated by our members and lot of positive reviews are being received by us through social media channels," said **Surendra Kumar Jaiswal**, President, HRANI. "We are thankful to our trainers who are also FSSAI national level resource persons for their valuable time and knowledge. Sessions will be organised in future also so that the members of North region can get their staff trained and certified," he shared.



**Gurbaxish Singh Kohli**

**The objective was to ensure the health and safety of our guests**



**Pradeep Shetty**

**The certified awareness sessions were important**



**Surendra Kumar Jaiswal**

**500 hospitality professionals have been trained and certified**





# Safe and hospitable

Family leisure & private mobility is bringing more bookings & there is demand for safe stay packages, says **Kunal Shanker**, GM, InterContinental Chennai Mahabalipuram Resort.



Neha Rawat



**Kunal Shanker**

## **How has the hotel industry changed post the pandemic?**

Amid the current scenario, hoteliers have been required to acquire additional skills or even reskill for the safety procedures. Hotel operators have relearned to study the market trends, operating costs and package pricing have been reworked to ensure that the 'safety protocols' do not make the visitors' stay awkwardly expensive. Guests are now travelling for experiences and not just the product and service. This is one of the reasons that the hotels in India have become innovative, experiential and environment conscious.

For COVID-19 safety measures, InterContinental Chennai Mahabalipuram has implemented IHG Clean Promise programme with SOPs on temperature check on arrival, Aarogya setu app is mandatory along with 24 hours prior self-assessment form, contactless check-in, a Guided Room Orientation Video is available as a part of luxury check-in experience, prior reservation is required in restaurants as per social distancing norms, baggage sanitation, luxury car sanitation (in case guest requests for

transportation), guest masks & sanitisers are available in rooms and on request, it is mandatory to wear masks in all public areas.

## **Has there been an uptick in leisure travel?**

Campaigns like Vocal for Local have somewhere helped in building momentum for a destination like ours i.e. Mahabalipuram, we have seen an uptick of eight per cent on traditional occupancies with improved ARR, though with governing protocols and ensuring safety measures as hotel operators we have consciously worked to avoid overdrive occupancy and continue to service safe and quality experience for our guests.

## **What trends do you see post-COVID?**

Family leisure & private mobility is bringing more bookings to InterContinental Chennai Mahabalipuram, there is a demand for safe & all-inclusive stay packages. Guests are looking at drivable leisure locations for short burst vacations. Another interesting trend noticed in the resort has been the growth in private room dining preference by guests. InterContinental Chennai Mahabalipuram has used this trend to curate themed set meals from our signature restaurants like Tao of Peng as a part in-room dining, while at the Beach side restaurant private enclosures are built on the water's edge to create one-of-its-kind dining experience.



**An interesting trend is the growth in private room dining preference**





# Global mattress brand

Over the years, King Koil has emerged as a prominent global mattress brand offering one of the best sleeping solutions in the hospitality industry.

**K**ing Koil, the oldest and largest global mattress brand, has been a pioneer in the mattress industry since 1898. Today, King Koil has a presence in over 100 countries, and each country has a state-of-the-art manufacturing unit to give its customers nothing but the best. The brand offers premium mattresses made with high quality sleep grade raw materials for ultra-durability and enhanced comfort.

Over the years, King Koil has emerged as a prominent global mattress brand offering one of the best sleeping solutions in the entire hospitality industry. Comfortable, ultra-durable and engineered to perfection, is what you get when you choose a King Koil mattress for your hotel.

King Koil offers mattresses for hotels of all sizes, from luxury to budget to enhance the sleeping experience for guests. Popular for providing customised solutions as per specifications of hospitality brands, King Koil is a preferred vendor for top hospitality chains and groups worldwide. It is on the speed dial list for the bedding requirements of all the major hospitality chains such as IHG, Marriott, Radisson, Starwoods, Hilton, ITC and more.

The brand has always reinvented itself by introducing cutting-edge technology in its designs and products, to match the needs of its customers. All King Koil mattresses come with higher count of pocket springs, which features do-not-disturb technology, superior edge protection, 100 per cent sleep grade pure foam and fire-retardant fabric for the safety of your guests and your property.

Customised bedding solutions are tailor-made to fit your sizing and budget requirements. From down & feather pillows to rollaway foldable hydraulic beds, King Koil is a one-stop solution for all bedding requirements be it high thread count bed sheets, pillows, mattress



protectors, toppers and comforters/duvets to keep guests comfortable and relaxed.

Changing times call for innovation, with people experiencing back troubles more than ever; King Koil's research and development team works tirelessly, and new technology is at the forefront of the latest manufacturing trends. Its state-of-the-art research & development centres focus on designing and testing and also do in-depth market research of products to provide superior sleep experience. For instance, iMattress is made with multiple layers of sleep grade memory foam for the best comfort and body contouring. The core layer of the mattress is made with high density High Resilience Foam to support your body and back, while YouBed is a flippable i.e. both sides usable pure PU Foam mattress that is comfortable and supportive.-



**KING KOIL**

**Customised bedding solutions are made to fit your budget**





# AAHAR from Apr 6-10

The 36<sup>th</sup> edition of AAHAR features the emergence of India in F&B as well as hospitality services including food processing, culinary technology, retail and news innovations.

**A**AHAR 2021, the International Food & Hospitality Fair, is a flagship B2B event organised by India Trade Promotion Organisation (ITPO), the premier trade promotion body of the Government of India. The event will be organised from April 6-10, 2021 at Pragati Maidan, New Delhi. AAHAR is one of Asia's best-known brands in Food & Hospitality shows. The show has grown by leaps & bounds in recent years and is today the well-known destination for global vendors and sourcing professionals.

The five-day event is being hosted with a discounted rate of 45 per cent on participation charges to support the Indian industry. The 36<sup>th</sup> edition of the fair features the emergence of India in F&B as well as hospitality services including food processing, culinary tech, retail and news innovations. All exhibitors as well as business visitors are required to strictly adhere to the COVID-19 related guidelines / SOPs issued by the relevant government authorities. The fair assumes tremendous significance especially when there is a focus of the Union Government

to promote agri-community as well as the MICE sector which complements the hospitality segment. This year too, AAHAR offers an ideal opportunity for brand expansion and business networking especially when the industry has been facing tremendous challenges due to the pandemic.

Significantly, AAHAR 2021 is being organised in the halls of the iconic International Exhibition-cum-Convention Centre (IECC) at Pragati Maidan, the display profile is segregated into four categories namely, 'Food Products, Ingredients & Additives', 'F&B Equipment', 'Housekeeping & Engineering Equipment' and 'Confectionery'.

The fair features a wide range of food products, machinery, F&B equipment, hospitality and décor solutions and confectionery items. The event is supported by the Ministry of Food Processing Industries, Agricultural and Processed Food Products Development Authority (APEDA) and apex industry associations. The apex support trade bodies include the Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Food & Hospitality Support Association of India (FHSAI), to name a few.



**The focus is on promoting agri-community as well as the MICE sector**





# ‘A new momentum’



The key driving factor for our brand has been our strong on-the-ground distribution and trade network, says **Manish Aggarwal**, Director, Bikano.

### What is the USP of your brand?

Our USP lies in truly knowing the pulse or taste buds in this case, of snack lovers in our country and beyond. By keeping up with people’s evolving tastes and preferences, we have built a connection that transcends time, geography, food culture and even taste groups.

### What was the impact of COVID-19 on the FMCG industry?

There is no doubt that COVID-19 has adversely impacted the broader economy including the FMCG sector. However, food FMCG has been an exception. On account of the initial lockdown, physical mobility restrictions, the overnight surge in e-commerce and a large section of workforce taking to remote work, the packaged food industry has somewhat been a beneficiary. I think the key driving factor for our brand has been our strong on-the-ground distribution and trade network which

proved to be COVID-proof with the result that both offline and online channels have worked quite efficiently for us.

### Do you have any plans for expansion?

Apart from plans for going deeper into our existing North India markets of Delhi, UP, Punjab, Haryana and Rajasthan more specifically, we now have the South India market with Hyderabad serving as our base in our sights. Now that COVID seems to be ebbing, we are mulling extending our reach in export markets from our current presence in 45 countries.



**Manish Aggarwal**



**Both offline and online channels have worked quite efficiently for us**



# Versatile vinyl flooring

We have a passion for innovative products, says **Moisen Evarist**, Founder, Charms Classic Deco.

### What is the USP of your brand?

Since its inception in 2005, Charms Classic Deco has taken on the mantle of introducing its clients to state-of-the-art interior products. Today we are one of the leading companies specialising in floorings and cladding materials for all sectors. We are synonymous with the highest standards of quality, reliability, and services.

### How has the response been for your products?

We have a passion for developing innovative products and offer versatile, luxury vinyl flooring with the look of simply beautiful, natural floors. Our brand Volonté, which has been created for luxury vinyl tiles as well as premium wooden floorings, has appealed to a number of our clients.



### What kind of clients do you cater to?

We have created and designed space for some of the most distinguished names. Mahindra and Mahindra showrooms, Volkswagen showrooms, Global Hospital, Huntsman International India, McDonald’s Restaurants, Givaudan India, and Surya Hospital are some of our success stories.



**Moisen Evarist**



**Our brand Volonté has appealed to a number of our clients**



# For sheer comfort

Platinum Bed International is well equipped to produce quality & world-class hospitality products and has earned a reputation for itself amongst buyers, both in India and overseas.



**P**latinum Bed International, New Delhi was founded in 2013 by a visionary whose dream was to cater to the best of hotel industry, high-end residential apartments, luxury homes & tourist resorts across India. So he began with a simple mission, to provide the finest quality bedding products like mattresses, hotel beds, pillows, duvets, bed sheets, mattress protectors and other related bedding products.

Platinum Bed ensures that its products reach throughout India & abroad. Its manufacturing unit facilities are state-of-the-art. The company is well equipped to produce quality & world-class hospitality products and has earned a reputation for itself amongst buyers, both in India and overseas.

When you buy a Platinum Bed product, you are not just buying a bedding product, you are hiring a team of experts dedicated to helping its customers to choose the best product suited to their needs.

Platinum Bed's specialisation & excellence is in luxurious & premium mattresses, pillows, duvets, bed sheets, mattress protectors, bed runners, bed bases, head board, roll away beds, and luxury white towels & spa towels. Major

products include the Crystal range, Amber range, Ruby pillow top mattress and the Spinel series of mattresses.

The Crystal range of mattresses is made of bonnell springs which are the oldest spring type technology. Bonnell springs are hourglass-shaped, and the ends of the wire are knotted or wrapped around the top and bottom.

The Amber range of mattresses is made of pocket springs. The springs in the pocket spring system are mounted individually in the interconnected fabric pockets and are placed in the mattress. Amber is also the preferred choice of the hospitality industry.

The Ruby pillow top mattress gives a soft sinking feeling with unmatched comfort. The luxurious top layer provides enhanced comfort as multi layers of super soft PU Foam is used over inner spring.

The Spinel series of mattresses feature a layer of Visco-elastic Memory Foam in the upholstery layer for subtle contouring and pressure relief. The Spinel series helps to reduce tossing and turning throughout the night.

Platinum Bed constantly concentrates on continuous improvement to maintain the quality of the product, long-lasting durability and functional features, according to the customer needs and demands across the globe. The company's philosophy focuses on the delivery of an energising night's sleep, helping to fulfill dreams for a healthy and enjoyable life for its customers.

**“The Amber range is the preferred choice of the hospitality industry”**





# Redefining education

We are focused on providing students with the critical tools they need, says **Tarek Kouatly**, Director of Marketing and Development APAC, Swiss Education Group.



Neha Rawat

## **Tell us something about your experience with Swiss Education Group.**

Spending 15 years in the education and hospitality industry, my journey with Swiss Education Group (SEG) is very dynamic. In my current role, I oversee the operations, enrolment, marketing, and business development strategies for the group in Asia Pacific. At SEG, we are focused on providing students with the critical tools they need – how to strategise, analyse challenges & source solutions post-COVID – giving them an advantage while entering the job market & making career choices.

## **How has hospitality education changed in this post-COVID era?**

To make students' future-ready, hospitality education should focus on teaching new skill sets needed for a new way of doing hospitality post COVID-19. A paradigm shift in the industry asks to redefine the curriculum of the hospitality management schools to address the new normal. In terms of digitisation, the key will be to develop a flexible model that will impart the desired knowledge skills and prepare students for the new world.

## **How are you helping build agile leaders in an evolving environment?**

We prepare students for the working world armed with an excellent understanding of the hospitality industry and extensive practical experience gained through internship placements. Our curriculum combines

theoretical courses with practical internships that help students gain industry experience and remain abreast with industry best practices. Along with this, we are focusing on offering students the most authentic learning environment, providing real-world global education with a lifelong impact. We aim to furnish them with skills that can help them become agile leaders in today's evolving working environment.

## **What is SEG offering students which is different from other brands?**

We are committed to focusing on technological breakthroughs that revolutionise pedagogical approaches and ensure graduates develop the skills required in the international job market. Over the years, we have established strong links with many industry leaders. These companies provide the Group with valuable feedback, ensuring programmes remain industry relevant. Moreover, our Global Alumni and Career Network recruitment platform (powered by HOSCO) is a powerful tool that helps students expand their network and connect to top brands both inside and outside of the hospitality industry.



Tarek Kouatly



**We focus on developing skills required in the international job market** 





# Comeback bigger than **SETBACK**

Sarovar Hotels & Resorts' Regional Heads talk about their comeback post-COVID, health & safety protocols, region-specific challenges, MICE & business travel, and future plans.



Neha Rawat



Sanjeev Shekhar

## **Sanjeev Shekhar** Regional Director – West

### **What are the new developments in your region?**

We have 14 hotels for now and are looking at opening three more very soon. In addition to that talks are going on with six other owners in Mumbai and other parts of West India. Standalone hotels are looking at partnering with Sarovar. Having seen the kind of value we deliver I think we will be looking at over 21 hotels.

### **What kind of challenges are you facing?**

Though our resort property is doing great in India as international travel is restricted to Maldives and Dubai, our rates in the corporate sector are not going to rise as foreigners not coming in. So we have to handle the Indian palette in our corporate hotels. We would be able to reach 70-80 per cent occupancy in the summers but the rates will really suffer.

### **What about MICE and business travellers?**

There are restrictions on the number of people allowed at events, so MICE travel will not be coming in a hurry, corporates have started moving a little bit, however public sector undertakings (PSUs) will take off faster than the others. Also, Work From Home for the corporates will continue.

Domestic footfall is seeing an uptick in Goa. But due to the rates going down in a lot of cities where we never saw footfalls, like in Tier-2 & 3 cities, we are seeing an increase in the number of people coming to high-end hotels.

### **Anything else you would like to mention?**

We are a tad behind other regions because of the problems occurring in Maharashtra. We hope to overcome them very soon and come at par with the Northern and Southern regions in a couple of months once the pandemic is under control. Once the train travel opens up in Maharashtra, it's going to be game changer for the hotel industry.



**We would be able to reach 70-80% occupancy but rates will really suffer**





## Ajoy Balkrishna Regional Director – North

### **Please tell us about what's happening in your region.**

Currently under the North region umbrella, we have around 47 operational hotels, and out of 50, about 8-9 are in North. Our growth in the North has been the fastest and the highest, we have mostly been focused on business destinations but in the last couple of years we have started opening in our leisure segment, and hence our leisure portfolio is growing faster. Even in the pilgrim, beach and hill areas our hotels are popping up very rapidly.

### **What changes have you made post-COVID?**

COVID has made us change our strategies and adaptability is the key word now. In addition to the business segment, we have started focusing on weddings, leisure, workcations and staycations. So there are different things that we have started incorporating in our selling and stay strategies for our guests. The way things are changing now are very dynamic. It's the nimble footed, the fast one who captures business. So we are adapting to the fast paced environment.



### **How are you adapting to the new normal?**

We need to learn how to adapt to these trying times. In hospitality unfortunately, we have learned to greet our guests with a smile, shake hands and these things are not possible now, so we are falling back on our traditional greetings style like Namaste. Also, we are taking all the necessary to maintain social distancing.

### **What are your plans for this year?**

2021 is going to be a great fight back year and we will be back to normal. Hopefully with the vaccine, by October everything will come back on track and the bounce back will be much bigger than the setback has been.



**Ajoy Balkrishna**



**COVID has made us change our strategies and adaptability is the key word now**



## Swarup Datta Regional Director – South

### **How are you faring in these post-COVID times?**

We are recovering from the pandemic which has caused a major setback for us as we are a travel dependent industry. Due to travel restrictions hotels are seeing low occupancies. However, as travel has been restarted, we are seeing a gradual pick up in demand. So we are in the process of trying to re-establish our businesses and to drive revenue from our non-traditional sources as COVID has forced us to look at alternate source of revenue. We have been optimising our costs, rightsizing our teams and looking for new avenues of business.

Sustainability of the business on the revenue and the cost model is the prime thing, which is how a business should run. We are looking at revenue also as without it no business can survive. At this the stage the revenue which is coming in is at lower rates because of low demand.

### **How are you managing the MICE and domestic travellers in your properties?**

There are certain directives given by the local governments for the gatherings, that depends upon the case load of the area. So there are limitations to the number of people that we could host at the given area or who could assemble at one place, so we tell our clients

that it is done for their own safety. Small conferences and meetings still do happen, however the WFH and Zoom call meetings scenario has curtailed travel which hits us in a big way. However, to increase footfalls we are looking at various cost-effective options.

### **What is Sarovar doing to incentivise domestic guests to their properties?**

We are doing a lot of attractive marketing activities on our website. We offer interesting destinations of consequence and packages. We are also doing a lot of alliances with many other standalone hotels. We want people to come out and experience our product, we cover almost all the destinations of consequence in India like Goa, Pondicherry, Tirupati and many more. The major thing that has happened is that asset owners have realised that they need to have brands operating their hotels. The travelling public is more inclined to go to a branded hotel as the brand assures you of following stringent health, hygiene and safety protocols along with offering exemplary service standards.



**Swarup Datta**



**We are in the process of trying to re-establish our businesses**





# 'Tasting' success globally

We share the journey of Bikanervala, a global brand, whose story began in the mid twentieth century, right here in Delhi.

**T**he story of Bikanervala started over a hundred years ago in the city of Bikaner; in Rajasthan, India. Then a part of the family moved to Delhi in 1950 and established an outlet in the historic Chandni Chowk. The people of Delhi relished the Bikaneri Bhujia and Rosogollas and lovingly started calling them 'Bikanervala' – and thus a global brand was born. Today, Bikanervala is like an ambassador of Indian

culinary culture. With 86 mega outlets in India and 27 overseas, Bikanervala certainly has a strong global presence.

They have truly come a long way in presenting to the world a wide range of Indian Sweets, Namkeens, Snacks, Chaat and Pan-Indian Cuisine. The brand portfolio also includes Bikano packaged products, Angan family restaurants and Bikano restaurants – a chain of fast-food and chaat outlets. The brand has a global presence in India, Nepal, USA, UAE, New Zealand and Singapore.



**Bikanervala has a strong presence with 86 outlets in India and 27 overseas**



# Blending fragrances

**Vishesh Vijayvergiya**, Perfumer & Scent Branding Consultant, Vedic Aroma Lab shares more about trends in the industry.

## What are your focus areas?

We are probably the first perfumery house in India to deploy Artificial Intelligence in blending. Another area which we will be focusing on will be gifting. We will be offering an array of highly customised aroma gift packs with latest cutting-edge technology that can even print the photos of guests on the bottles.

## Please share the latest trends.

Hoteliers know for sure what they have in mind and which sensory perception they want to implant into the memories of their guests. More and more hoteliers are keen on implementing our strategic scent marketing wherein, for example, we diffuse the aroma of coffee in a coffee shop thereby attracting guests to come in and

have some coffee which in turn increases the revenue. Another shift is from using basic fragrances to more complex accords. For instance, a hotelier will not just look for lemongrass, but lemongrass with some hints of bergamot, lemon and orange.

## Kindly elaborate on your offerings.

We are actively promoting our division that creates Signature Scents enabling each hotel to have its own, unique olfactory logo. Apart from that, there has been a rise in the usage of odour neutralisers to combat the problem of cigarette smoke etc. Another good concept that is now getting accepted is that of aroma gifts to be given to guests as souvenirs during their stay in the hotel. These gift sets come in a variety of shapes, sizes, budgets and offer several customisation options – from printing and embossing of the hotel name and logo to matching the hotel's colour theme, and printing the guest's name, to make it more personal.



**Vishesh Vijayvergiya**



**We will be offering an array of highly customised aroma gift packs**







Platinum Bed®

*For perfect sleep*



Designed For a

# Luxurious and Comfortable sleep

Mattresses | Hotel Beds | Bed Sheets | Pillows | Quilts



POCKET  
SPRING



ABSORB  
SWEAT

Platinum Bed International  
New Delhi

For Business Enquiry, Contact Arun Pandita: +91 9818324109

Tel.: +91 - 85 86 912 912, Email: [info@platinumbed.com](mailto:info@platinumbed.com)

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



ECO  
FRIENDLY



ANTI  
BACTERIAL

# Let your walls talk

Using wallpapers is an art that requires high precision, says **Hitesh Golchha**, Director, Vishal Productions.

 Neha Rawat



**Hitesh Golchha**

**W**allpapers from Vishal Productions are 100% water resistant, fabric back/paper back scratch resistant, odourless, fire retardant, eco-friendly (as they use green inks) and have a life span of seven to eight years. They offer 50,000 + designs which are available in over 10,000 shades and textures. "Whether it is customised wallpapers, customised leather printing of sofa and puffy, printed roller blinds, canvas frames, glass films, artificial grass or wooden floorings, we do it all," says **Hitesh Golchha**, Director of Vishal Productions.

## WHY MUST YOU CHOOSE WALLPAPER, NOT PAINT

Wallpapers tend to be more durable than paint. Paint can chip and peel from moisture or accidental collisions, whereas wallpapers will stand up to most situations much better. This gives wallpapers greater longevity, meaning that you won't have to go back and refinish the walls for years, or even decades in some cases. This increased lifetime means that you won't find yourself having to redo the whole room as often, saving you money in materials and labour over time. "Always remember that using wallpapers is an art that requires high precision along with patience. Let the wall dry by waiting for at least two hours after using oil primer. Doing this will let your wallpapers stick better on

the wall and will offer better durability," says Golchha. Another point towards the use of wallpapers is that it is much easier to clean than paint is. When wallpaper gets a dirty spot, you can just wipe it off. While you can wipe down some paints, it may take the finish off of them, or leave a shiny spot. "To keep the look of the wallpapers they need to be maintained after application. With due maintenance and care, wallpapers are not likely to lose their sheen for many years. A good quality wallpaper if not exposed directly to sunlight is likely to retain its glamour for minimum five to six years. Wallpapers can be wiped every month to retain their quality," shares Golchha.

## DO'S & DON'TS

Talking about do's and don'ts, Golchha explains, "Leakage treatment should be done before installing wallpapers. Before using any wallpaper, plastering needs to be done properly, since any cracks, uneven surfaces, leakages can spoil the wallpaper. The surface should be made flat and clean, coats of lambi and primer must be done for smooth application of wallpaper. The ideal thing to do is to use an oil-based primer as this helps in maintaining a good grip of wallpaper on to the surfaces."

"When it comes to wallpapers, please don't compromise on quality. You might refrain from using most expensive wallpaper, but trust us, going in for cheap options is not going to help you either. Always look for a decent brand while selecting your wallpapers and use only those wallpapers which are green ink certified," adds Golchha.



**A good quality wallpaper is likely to retain its glamour for 5-6 years**







**NO MAGIC!**

THE TRUE FLEET OF KITCHEN PERFORMERS!



*Ideal for*

HOTELS | RESTAURANTS  
CATERERS | CENTRAL KITCHENS  
FOOD PROCESSING COMPANIES | BAKERY  
INSTITUTIONS/INDUSTRIAL/HOSPITAL KITCHENS



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.



RICE WASHER



MULTI UTILITY GRINDER



INSTANT RICE GRINDER



TILTING CUTTING MIXER



MULTI UTILITY GRINDER



INSTA GRIND



COCONUT SCRAPER



VEGETABLE WASHER



POTATO PEELER



VEGETABLE CUTTER



TURBO DICER



DOUGH KNEADER



COOK WOK



COOK WOK PRIME



STEAMER



**EssEmm Corporation**<sup>®</sup>  
TRANSFORMING COMMERCIAL KITCHENS

#270, GKS Nagar, Sathy Road  
Saravanampatti, Coimbatore - 641 035  
Tel : +91 422 4243800  
Email : info@essemmindia.com

Experience **COSMOS** ... Experience Quality

## Inhabit unveils statement consoles

◆ Inhabit has launched a collection of statement consoles, which seek to introduce a fresh aesthetic and a festive spirit into your home. These consoles from the Jasper collection are inspired by Quatrefoil, an architectural design motif integrated in woodwork combined with straight lines. They exhibit a blend of modern hues and industrial design to offer a unique appeal. Inhabit's Studio collection features hues like sapphire, emerald, turquoise, ruby, quartz and opal that possess the power to make you feel rich. This festive palette thus is more of a spirit rather than style. Some of these hues are found in this collection of consoles.



## Mirrors from The Great Eastern Home

◆ The striking range of mirrors by The Great Eastern Home are beautiful with delicate design elements that give a majestic feel to your space. Every mirror in this collection has been handcrafted in brass, bronze and wood adding distinction and exclusivity to the décor of its owner. The mirrors introduced in this range have been hand painted in gold to add lavishness to the space. These Italian vintage mirrors make a great focal point in any room.

## Ochre launches sculptures

◆ The latest collection of sculptures unveiled by Kolkata-based Ochre at Home (OAH) bring an element of fun and playfulness to your space. Some of the sculptures are inspired by famous vintage European sculptures but are given a surprising contemporary flavour.



## Ashley recliners

◆ Ashley Furniture Home Store has launched a collection of stylish and sturdy recliners, brought to India by Dash Square. With its metal drop-in unitised seat box, the Pranit Wall Recliner offers strength, durability, comfort and style. Cushions are constructed of low melt fiber wrapped over high-quality foam. The reclining mechanism features infinite positions for comfort. The plush and comfortable Bolzano Rocker Recliner is just what you need for your long binge-watching sessions, while the polyester fabric-clad McCade Rocker Recliner with rounded sides and pillowy armrests offers on-trend looks.







## MADS unveils bar areas

◆ Fun, pizzazz and a luxurious environment are the highlights of the bar areas unveiled by MADS Creations. Founder and Principal Designer Meenu Agarwal's signature feature of golden accents adds an unmistakable opulent touch. Bar areas range from those offering a bar counter in emerald green that seems to hang from the ceiling. The exotic stone top further elevates the counter. The gold finish accents of the bar cabinets at the back and the rich flooring create the perfect backdrop for an exquisite bar. While a geometric shaped counter finished in gold, chic bar stools and the modern light both in a gold finish – come together to create a uber stylish and sophisticated bar.



## Sources Unlimited unveils Feathers

◆ Sources Unlimited has unveiled an exclusive hand-made rugs collection, Feathers, by CC-Tapis, a brand for iconic furnishing accessories based in Italy. Feathers is an extension of the Feathers Collection that introduced marvelous colour combinations and textures conjuring a vibrant set of plumage. The collection comprises Feathers Rectangular, Feathers Freeform big and Feathers Runner – a flock of unique rugs.



## Bedside tables by Yomei

◆ The S100 Bedside Table collection, a sophisticated range by Yomei is launched in India by Plüsch. Designed by Siegfried Schelbach for Yomei, the S100 Bedside Table collection is a stylish and avant-garde take on the traditional bedside table. These furniture pieces comprise elegant cylinders made of solid wood and leather that can be individually adapted into three different heights – 25cm, 36cm and 51cm. These compact side tables exhibit style, charm and function. The series showcases sleek design, masterful workmanship and luxurious materials. You can choose from walnut or maple wood in combination with leather or micro leather in your favourite colour from the Yomei colour collection.



## Maishaa launches Odilia

◆ Luxury home furnishings brand, Maishaa, has unveiled a new collection of bed linen, Odilia, that is all set to brighten up your summer. Fresh colours and joyful prints are the hallmark of the Odilia collection. It features fine fabrics of 100% cotton with 465 thread counts per 10 sq cm, and an array of prints and patterns with diverse inspirations – floral, geometric, classic and contemporary. Premium quality material means less upkeep for regular usage. From floral prints to ditsy designs, hand-drawn style patterns to sailor style and minimal pattern designs – you have a fun variety to choose from. Also, superior quality of stitched pillow covers in this collection can be used in multiple combinations. The best part is, Maishaa collections also come in beautifully designed gift-able boxes.

# Appointments



## VINAY NAIR

General Manager  
DoubleTree by Hilton Pune

★ DoubleTree by Hilton has appointed Vinay Nair as their new General Manager. A veteran with more than two decades of experience, Nair has been a part of global brands such as Hilton, Marriott, IHG, Accor, Taj Hotels, Resorts & Palaces, Guoman & Thistle Hotels, Menzies Hotels etc. In his new role, Nair will be responsible for curating strategic initiatives to ensure the highest levels of guest engagement, profitability & continue to build on the positioning and the reputation of DoubleTree by Hilton Pune - Chinchwad.



## KUNAL SHANKER

General Manager  
InterContinental Chennai Mahabalipuram

★ InterContinental Hotel Group, South West Asia has appointed Kunal Shanker as the General Manager of InterContinental Chennai Mahabalipuram Resort. Shanker brings with him over 22 years of extensive hospitality experience both in commercial and operational roles. He has a track record of adapting to diverse cultures and regions and driving performance. In his new role, Shanker will oversee the complete operations and management of the hotels along with the senior leadership teams.



## SITA LEKSHMI

General Manager  
ibis Kochi City Centre

★ Ibis has appointed Sita Lekshmi as General Manager of ibis Kochi City Centre. Lekshmi comes with over 15 years of hospitality experience including six years with Accor India. After spending seven years in hotel operations, she joined Accor in 2014 as Sales Manager for Novotel & ibis Chennai Sipcot and eventually handled the role of Associate Director of Sales. She joined the pre-opening team of Novotel Chennai Chamiers Road as Director of Sales in 2018 and was instrumental in the positioning of the hotel in the market.



## AMIT MATHURI

General Manager  
The Fern Residency, Jamnagar

★ Amit Mathuri has joined as General Manager of The Fern Residency in Jamnagar. He brings with him an experience of 13 years in the hospitality industry. Mathuri has been associated with Concept Hospitality since the last eight years. Prior to joining The Fern Residency, Jamnagar, he has served as Operations Manager at The Fern Kesarval Hotel & Spa, Goa where he successfully achieved customer and team satisfaction. Mathuri has also worked with Royal Orchid, ITDC, Kohinoor Continental & Sarovar Hotels.



## RAHUL R. NAIR

Director of Sales and Marketing  
Hyatt Centric MG Road Bangalore

★ Hyatt Centric MG Road Bangalore has appointed Rahul R. Nair as Director of Sales and Marketing. With more than a decade of sales experience, he has worked with leading luxury hospitality brands such as The Taj hotels resorts and palaces, Fortune Hotels, ITC hotels, Park Hyatt and Hilton hotels worldwide. His most recent position was as Director of Sales with Hyatt Place Rameswaram. In his new role, Nair will be responsible for the entire sales and marketing and will spearhead the growth and development of the hotel.

### Form - IV

Statement about ownership and other particulars about newspaper FHRAI Magazine to be published in the first issue every year after the last day of February

1. Place of publication : Durga Das Publications Pvt. Ltd.  
72, Todarmal Road  
New Delhi - 110001
2. Periodicity of its publication : Monthly
3. Printer's Name : Devika Jeet  
Nationality : Indian  
Address : 72, Todarmal Road  
New Delhi - 110001
4. Publisher's Name : Devika Jeet  
Nationality : Indian  
Address : 72, Todarmal Road  
New Delhi - 110001
5. Editor's Name : Devika Jeet  
Nationality : Indian  
Address : 72, Todarmal Road  
New Delhi - 110001

6. Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital :  
Federation of Hotel and Restaurant Associations of India, B-82, 8th Floor, Himalaya House, 23, Kasturba Gandhi Marg, New Delhi - 110001.

I, Devika Jeet, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date : 01/03/2021

Sd/-  
Devika Jeet  
Signature of the Publisher



# ecoleen

Your Partner in Cleanliness



### What to Compost

- Fruits & Vegetables
- Egg & Crab Shell
- Fast Food
- Meal Leftover
- Poultry, Fish & Meat
- Garden Waste

### Compact, fully automatic & user friendly - suitable for

- Households
- Societies
- Canteens
- Hotels
- Markets
- Hospitals

### Models/Capacities

- Household 10 kgs & 25 kgs
- Commercial 50-1000 kgs & above



### Product Range

- Air Purifier
- Composting Machine
- Handsfree Dispenser

## **SYNERGIA MÉTIER PVT. LTD.**

C-10, Industrial Focal Point, Chanalon, Distt. Mohali, Punjab-140103 (INDIA)  
Ph: +91 94170 03170, + 91-160-2920228 | synergiametier@gmail.com



ONE WALL  
**FREE**  
SPECIAL OFFER

**INSTANT**  
**WALLPAPER**

SINCE 1997

INDIA'S #1 CUSTOMISE WALLPAPER MANUFACTURER

CALL/WHATSAPP : 9867330001  
10000+ HOTEL ROOM WALLPAPER INSTALLED

SAVES ELECTRICITY

FIRE RETARDANT

SCRATCH RESISTANT

1 YEAR WARRANTY

VARIETY OF TEXTURES  
& SHADES

100%  
WATER RESISTANT

ODOURLESS

CEILING WALLPAPER

ECO FRIENDLY

LIFE 7 TO 8 YEARS

ALL INDIA  
INSTALLATION FREE

DESIGN  
CUSTOMISATION

FABRIC BACK /  
PAPER BACK

- 5000+ HAPPY CUSTOMER INCLUDING FORTUNE 500 COMPANIES
- ISO 9001 & QUALITY CONTROL INDIA CERTIFIED
- 5 NATIONAL AWARD WINNER & MANY INTERNATIONAL AWARD WINNER
- WALLPAPER AVAILABLE FOR CORRIDORS & HIGH MOVEMENT AREA
- UNDER THIS OFFER, YOUR HOTEL WILL GET 1 WALLPAPER 10' X 10' FREE ON PURCHASE ORDER OF RS. 69999\*/- ONLY ONE TIME OFFER.

## VISHAL PRODUCTIONS PRIVATE LIMITED

29M, LAXMI INDUSTRIAL ESTATE, LINK ROAD, ANDHERI WEST, MUMBAI: 400053, CALL 022-40032314/9820904411/9324357378

Email: [hitesh@vishalproductions.com](mailto:hitesh@vishalproductions.com) / Website: [www.vishalproductions.com](http://www.vishalproductions.com)

CANVAS  
FRAMES



ROLLERS  
BLINDS



GLASS  
FILM



FIRE  
SIGNAGES



ARTIFICIAL  
GRASS



WOODEN  
FLOORING

