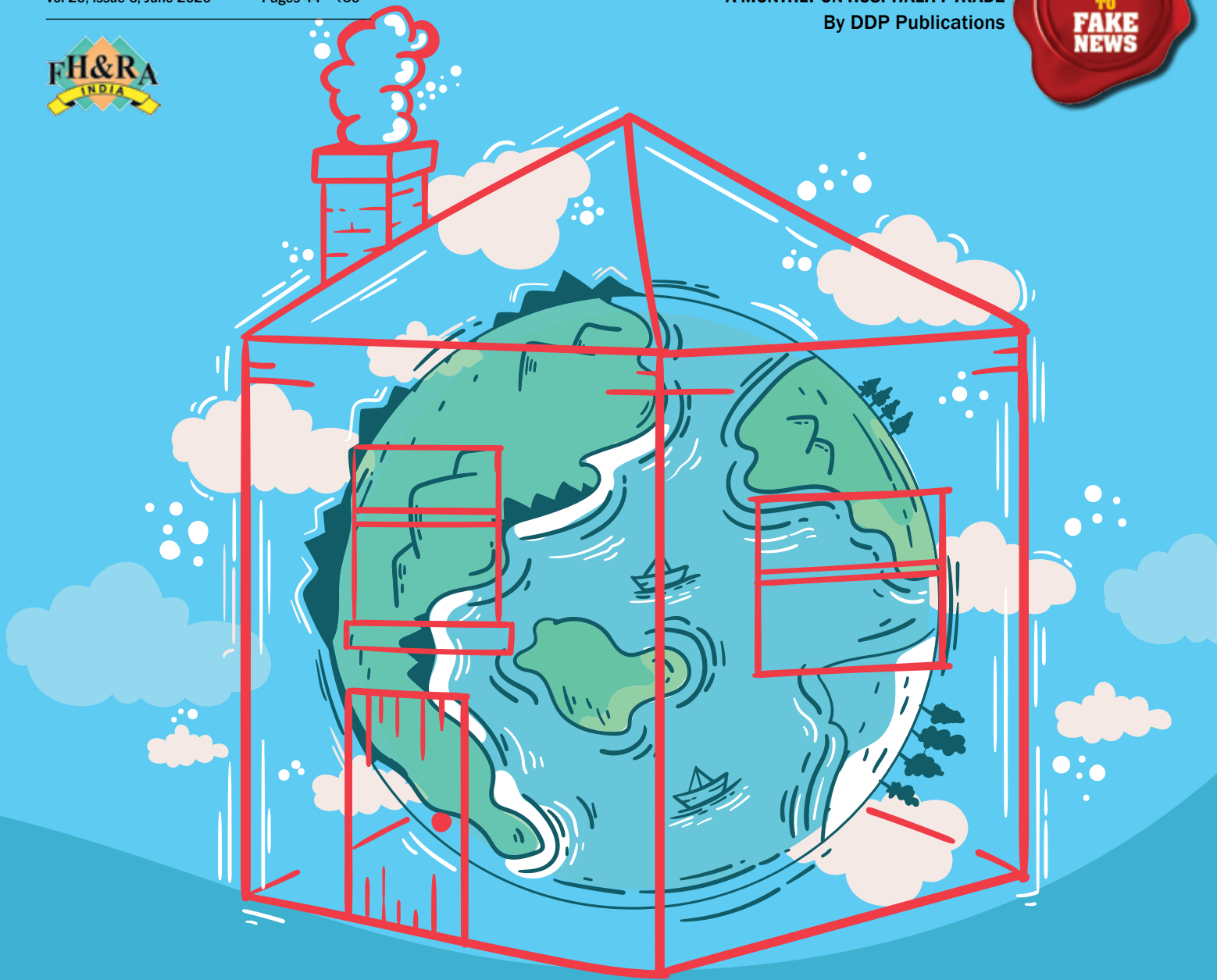


# HOTELS & RESTAURANTS INDIA fhrai magazine

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A MONTHLY ON HOSPITALITY TRADE  
By DDP Publications



## COVID-19 LOCKDOWN LOGS



# WHALE WATCHING

## IT'S MORE FUN IN THE PHILIPPINES







## Dear fellow members,

I wish to reassure members that the FHRAI Executive Committee and Secretariat stand in solidarity with the fraternity and committed to tackling the COVID pandemic.

As you are aware that the Government of India and various state governments have announced that from June 8 onwards Unlock 1 shall be implemented. You would be aware that from time to time the FHRAI has been circulating the best practices to be followed when reopening and during the lockdown. For the hospitality industry, respective departments and ministries have shared guidelines and standard operating procedures which have been circulated by FHRAI. I would request members to please adhere to the documents circulated. FHRAI is in touch, especially with the Ministry of Tourism, Ministry of Health and Family Welfare, and the Food Safety and Standards Authority of India (FSSAI) to address the variances and have a standard document in place for the industry.

With reference to the COVID-19 training programme organised by FHRAI exclusively for its members, we would like to thank members for attending/ nominating their colleagues to attend the same. Based on the guidelines of FoSTaC, the programme covered precautions and steps hospitality industry establishments should ensure to implement starting from receiving of raw materials, guest service, lobby management, and rooms maintenance post COVID-19. FHRAI organised these sessions to instill confidence in its members, their guests, and the workforce and to prepare them to tackle the post pandemic situation. The training was conducted online. As of now, more than 2,000 FHRAI and Regional Association members have attended the training.

We would like to thank all our members for joining the webinars organised by FHRAI on the subjects related to Housekeeping, Restaurant

Management, and especially the interaction with the young and dynamic Tourism Minister of Maharashtra, Shri Aditya Thackrey. We have covered extensively the outcome of the webinars in this edition and recordings are available under the Events section of the FHRAI website.

Friends, this is a time for pressing the reset button in the hospitality business. The new norms will require greater levels of hygiene and comfort, and confidence among guests will be more important than the price. We are living in trying times and this pandemic has brought unprecedented societal changes that may result in long-term reductions in travel, be transformative for the entire planet, and will dramatically affect tourism. Lockdown has created too many barriers. Hopefully, the worst is over, as things begin to open everywhere as the lockdown lifts. Man is a social animal; post lift of lockdown he will continue to look at a quality live experience as distinguished from the lockdown computer-generated E mode. Hopefully, soon, we won't continue to work from home and contactless will be a word in the past. Our association is doing its best for the industry in these tough times and we are hopeful that the country and industry will come out of it strongly. Till we start living our lives again normally,

Be Safe and Stay at Home.

**Note:** The June 2020 edition of the FHRAI magazine will not be available as a printed version due to the pan-India lockdown announced by the Central Government. However, the e-version of the same shall be available on the FHRAI website and circulated to all members as broadcast on registered email.

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

**Gurbaxish Singh Kohli**  
Vice President  
FHRAI



This is a time for pressing the reset button in the hospitality business. The new norms will require greater levels of hygiene and confidence among guests will be more important than the price



# JUNE 2020

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We share details on two FHRAI polls which focused on resuming business post lockdown, challenges faced by the hotel industry and strategies for recovery.

Cover Image: Freepik



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#### SECRETARY GENERAL

Rahul Lall - [sg@fhrai.com](mailto:sg@fhrai.com)

#### PUBLISHER

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

#### ASSOCIATE EDITOR

Kanchan Nath - [kanchan.nath@ddppl.com](mailto:kanchan.nath@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

Vikas Mandotia  
Nitin Kumar

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Himanshu Talwar, ASG, FHRAI says that the period after lockdown will be extremely testing for the hospitality sector and all of us will need to rethink the way we define the term 'hospitality'.

## GETTING THE HOTEL HYGIENE IN ORDER BEFORE REOPENING 26

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The webinar discussed the issues and challenges ahead for the Food & Beverage divisions of hotels, hotel restaurants as well as independent restaurants and bars.

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Hotel guests need assurance that they will be in a virus free environment in a place they call 'home away from home'. Let's see what hoteliers have to say on the same.



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### 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

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Editor: Devika Jeet

Email: fhraimag@ddppl.com  
Tel: +919818767141

This issue of FHRAI Magazine contains 40 + 4 pages cover

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# HRAWI requests govt to consider abeyance of liquor licenses

The Hotel and Restaurant Association of Western India (HRAWI) has written to the Maharashtra Government, requesting to devise a policy whereby hotels, restaurants and bars in the state would be able to keep their licenses under abeyance or in custody for a period of one year or until the next renewal date. The Association has further requested the State Excise Department to provide an extension of time on the installment scheme by two months in view of the severe loss to business incurred by hospitality players during the lockdown. The Association had earlier asked the government for a waiver of the 15 per cent increase in annual excise license fee. To this, the government offered liquor license holders the choice to either pay the entire fee by June 1 to receive a waiver or to pay the whole in three installments spread over one year.

"Since March 22, 2020, hotels and restaurants have been closed and in-dining specifically has been prohibited. We are not generating any revenue nor are we sure when will we be able to in the foreseeable future. We aren't even being allowed to sell liquor as take-away or deliveries. Against this backdrop we have been asked to pay the liquor license fee with a 15 per cent increase and our request for the rollback of the increase has been ignored.

Furthermore, we are not being allowed to sell liquor as take-away or deliveries. So now we are requesting the government to devise a policy whereby restaurants & hotels are able to keep the license under abeyance or in custody for a period of one year or till the next renewal date during the subsistence of this pandemic or till such time that the circumstances are not favourable for doing business. I am sure that this is a very reasonable demand, and which is fair to both the government and the businesses," says **Gurbaxish Singh Kohli**, President, HRAWI.



**Gurbaxish Singh Kohli**  
Vice President, FHRAI

We request that the installment scheme be modified by extending the time to pay fees



**Pradeep Shetty**  
Jt Hony Secy, FHRAI

Paying such a huge fee is difficult and it will drain whatever little liquidity an establishment may have

HRAWI has also suggested that establishments that choose to keep their licenses in custody should be free to revive their licenses upon payment of fees and with no further new or additional conditions attached when reviving. "For many small establishments ₹8 lakhs is a significant amount of money especially, to be paid in advance, at once.

There is zero cash flow and no assurance if business will continue to survive tomorrow. Under this situation, paying such a huge fee is difficult and it will drain whatever little liquidity an establishment may have in reserve for the uncertain times to come. There are around 18,000 FL III license holders and if the situation persists, the industry will partially collapse. We are afraid that 40 to 50 per cent of businesses will be forced to shut and the fee is an unwarranted financial burden at this time," says **Pradeep Shetty**, Vice President, HRAWI. Pursuant to the

Excise Department circular dated March 25, 2020, in view of the pandemic and lockdown, renewal of license was subject to two schemes whereby the license holders could pay full amount as per old fees rate without 15 per cent hike before April 30 and or pay the fee at the new increased rate in three installments. The time to pay in the first scheme above has been extended up to June 1, 2020.

"The lockdown is still in force and there is no likelihood of service of liquor to resume in hotels and restaurants. It will not take any less than six to eight months after the lockdown opens for the industry to revive. Keeping this in mind and the fact that our industry is severely impacted, we request that the installment scheme be modified by extending the time to pay fees by two months on each of the installments. We plead that the payments to be due on August 31, 2020; November 30, 2020 and February 28, 2021," concludes Kohli.

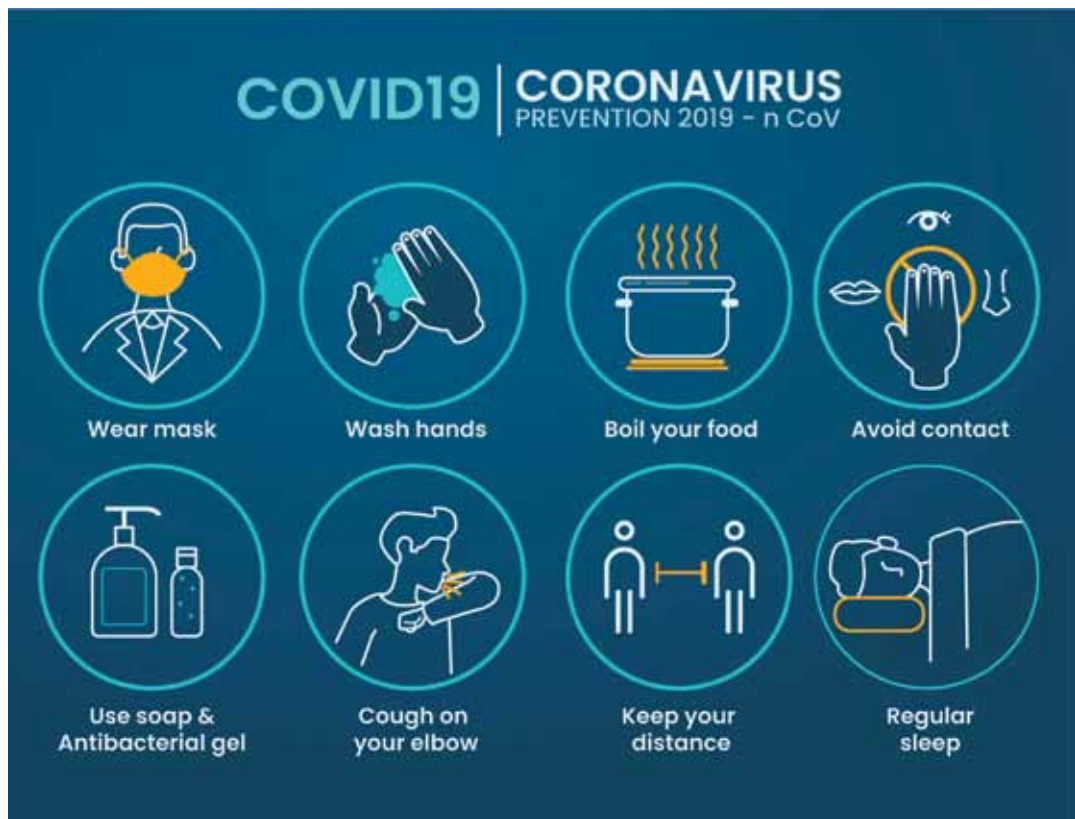
# Training programmes on food safety & COVID-19 awareness

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 our members, Hotel and Restaurant Association of Northern India (HRANI) organised dedicated training programmes on food safety and COVID-19 awareness for hospitality fraternity under the flagship of FSSAI Food Safety Training & Certification programme (FoSTaC).

The online training is free to 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 is 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 will also help to demonstrate compliance to the standard's requirement. The online masterclass will help participants understand the necessary steps involved in reinforcing food safety, personal hygiene, cleaning & sanitation, and food transportation & distribution during COVID-19.



**Surendra Kumar Jaiswal**  
President, HRANI

The best part is that the content and training is being appreciated by our members

The trainings have been conducted by Celebrity Chef Rakesh Sethi, Corporate Executive Chef, Operations, South Asia, Radisson Hotel Group and Dr. Vikas Gupta, Professor, Amity University, Noida. "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 added.

**HRANI**

# Vande Bharat Mission offers a mix of business & CSR for hotels



**Pranav Singh**  
President, HRAEI



**Sudesh Poddar**  
Honorary Secretary, HRAEI

Those opting for hotel quarantine could hire app cab services at the airport to travel to the hotel while those who wish to stay at government quarantine centres for free will be transported to the facility by bus.

"All the rooms are in luxury and good hotels. We (HRAEI) have negotiated a discounted rate of more than 50 per cent considering the current pandemic situation. It is a mix of business and CSR for hotels. They are charging much less than usual. On the other hand, it is getting some business as well," says **Sudesh Poddar**, Honorary Secretary, HRAEI.

As more and more flights from the Middle East, Southeast Asia and the UK fly in, more and more people may go for paid quarantine.

Top executives of some of the hotels by the Eastern Metropolitan Bypass and those closer to NSCB Airport

The additional rooms are in both luxury hotels and budget hotels. We have negotiated a discounted rate of over 50%

Hotels are charging much less than usual. On the other hand, they are getting some business as well

After inclusion of Kolkata in the Vande Bharat Mission – Central Government's endeavour to bring stranded Indians home amid the COVID-19 lockdown – more than 2,600 rooms in Kolkata hotels were opened up for paid quarantine of citizens who are arriving from abroad. In the first batch of arrivals on May 17, the hotels got 27 bookings.

All those flying into the city have to get into compulsory institution quarantine for 14 days; home quarantine is not an option. The returnees can either pay and get quarantined at earmarked hotels or opt for free quarantine at government facilities.

The state government, which had initially reserved 750-odd hotel rooms for quarantine, had asked the Hotel and Restaurant Association of Eastern India (HRAEI) to add another 650 rooms to the quarantine



Photo Courtesy: Das Aritra

inventory to prepare for a large number of returnees from abroad. "The additional rooms are in both luxury hotels and budget hotels. We have negotiated a discounted rate of over 50 per cent," says **Pranav Singh**, President, HRAEI.

have received queries from possible customers who are intending to fly to the city, according to T S Walia, President Emeritus of HRAEI. However, there haven't been many confirmed bookings, according to managers of the hotels.



# FHRAI issues reopening guidebook

The comprehensive guidebook for hotels and restaurants covers all basic do's & don'ts in everyday operations and step-by-step processes for ensuring customer safety.

The Federation of Hotel & Restaurant Associations of India (FHRAI) has issued a comprehensive guidebook listing all precautionary measures for hotels and restaurants to ensure the prevention of spread of COVID-19. The 44-page manual covers almost every aspect of the day-to-day operations of establishments and advises processes to follow for ensuring a secure environment for customers as well as for staff. The guidelines lay out preventive measures to minimise physical contact between staff and guests and maintain social distancing.


"The manual is an exclusive guidebook for the hotel and restaurant industry and has been designed in association with the FSSAI. The objective is preparedness and through this, we are trying to bring a change in habits. FHRAI members have been kept informed and updated about best practices in addition to the MHA guidelines for ensuring guest safety and most of these best practices have now been adopted in the MHA guidelines. Some of these guidelines need to be amended, about which we have already briefed the authorities. Everyday activities will be required to be put under a microscope since safety of our guests is paramount," says **Gurbaxish Singh Kohli**, Vice President, FHRAI & President, HRAWI (Hotel and Restaurant Association of Western India).

The guidebook covers all functions of hotels and restaurants that are essential to everyday operations. From guest rooms and room service to housekeeping to laundry care, the manual provides step-by-step instructions on best practices. It has detailed instructions on

training of staff on food handling, deliveries and food transportation and distribution.

"Other than the strict protocols in production, for home deliveries we have outlined processes for maintaining safeguards. We have suggested that there be designated persons in charge of packing and dispatching the orders or food deliveries. These designated persons should be imparted COVID-19 training on handling food safely and are required to wear PPE gears viz. gloves and masks. All delivery packs would be handed over to delivery boys outside the premises in bags to avoid direct contact. Mandatory temperature checks and training for self-declaration of any symptoms are imparted to these persons. All payments will be made easy online and restaurants will use all digital modes of ordering and payments," says **Pradeep Shetty**, Jt. Hon. Sec., FHRAI & Vice President, HRAWI.

"The FHRAI through its member hotels and restaurants is serving people even amidst the COVID-19 crisis. Hoteliers and restaurateurs are the frontline warriors during this pandemic and are already quite equipped in ensuring the safety of its customers as well as its staff. The new norms require greater levels of hygiene and comfort to the consumer and for this the industry is making concerted efforts. The government will also have to play a pivotal role in bringing back consumer confidence and in reassuring them. Safety is paramount for all of us and given that we ourselves are present in the premises along with our staff, should be a testament to our commitment to guests' safety," concludes Kohli.



Everyday activities will be required to be put under a microscope since safety of our guests is paramount



# What the polls show

We share details on two FHRAI polls which focused on resuming business post lockdown, challenges faced by the hotel industry and strategies for recovery.

**T**he first poll themed "Survival to Revival: Restart and Resume Operations Post Lockdown," queried attendees on whether they preferred pay cut for all as compared to some job losses, 85% of the attendees favoured pay cut for all, while 15% opted for some job losses out of the total 728 attendees. In the second poll,

which focused on challenges and strategies going forward, respondents were asked about what do they expect from FHRAI in terms of topics, out of 1,770 attendees, 24% chose Front Office & Lobby Management; 26% chose Housekeeping Management; 26% opted for Kitchen, Food Handling and Receiving; and 25% chose Restaurant Management.



**Poll 7 Poll 6 Poll 5 Poll 4 Poll 3 Poll 2 Poll 1**

Pay cuts for all - save everyone	Cut off some jobs & protect the balance employees	TOTAL
622	106	728
85%	15%	73%

Yes	No	TOTAL
98	630	728
13%	87%	73%

Yes	No	<b>TOTAL</b>
261	467	<b>728</b>
36%	64%	<b>73%</b>

Always	Sometimes	Never	TOTAL
701	23	4	728
96%	3%	1%	73%

Yes	No	<b>TOTAL</b>
687	41	<b>728</b>
94%	6%	<b>73%</b>

Yes	No	<b>TOTAL</b>
664	64	<b>728</b>
91%	9%	<b>73%</b>

Physical training at the hotel	Webinar	Check List & SOP	Online Video	<b>TOTAL</b>
197	129	302	100	<b>728</b>
27%	18%	41%	14%	<b>73%</b>



## POLL TALK

# RECOVER & REDISCOVER - CHALLENGES & STRATEGIES GOING FORWARD - 25 APR 2020

Poll 1	What are you willing to pay for FHRAI's Sanitisation Audit SOP & Certification?				
	Less than ₹5000	₹7,000	₹5,000		TOTAL
	338	33	150		521
	65%	6%	29%		52%
Poll 2	For customers confidence, which Sanitisation Audit Certification by IHQS-FHRAI do you prefer?				
	Don't want anything at all.	Self audit as per IHQS-FHRAI SOP & Checklist & receive a paper certificate.	Physical hotel audit by IHQS-FHRAI & receive a 18" x 15" engraved glass certificate to display at the entrance.		TOTAL
	77	150	276		503
	15%	30%	55%		50%
Poll 3	What topic of webinars you want from FHRAI?				
	Front Office & Lobby Management	Housekeeping Management	Kitchen, Food Handling & Receiving	Restaurant Management	TOTAL
	426	456	453	435	1770
	24%	26%	26%	25%	
Poll 4	Since the food aggregators like Zomato & Swiggy are not FSSAI trained & they have also caused cross contamination, are you willing to risk your hotel reputation & continue working with them?				
	We want the food aggregators to have 100% FSSAI certified delivery boys.	My hotel will stop working with them & do direct delivery to our customers.	My hotel is willing to take the risk & work with the "NON FSSAI" delivery boys.		TOTAL
	404	77	11		492
	82%	16%	2%		49%



# Safety signage for reopening business

Hotels will need a lot of signages before they can think of restarting operations.

**Amit Ahuja**, Co-Founder, letsbesafe.in is providing options for the same.



**Amit Ahuja**

The coronavirus outbreak is consuming headlines everywhere. As the pandemic is on the rise, it continues to take a toll on every major sector of the economy. The travel and hospitality sector is not an exception, and there is no doubt that it is one of the worst-hit sectors due to COVID-19.

After 11 weeks of lockdown, as the Government of India unveiled the Unlock 1.0 plan, most of the establishments and organisations are gearing up to resume businesses in this new normal. The travel and hospitality sector has been working on SOPs to resume operations in the current situation. Safety from COVID-19 most certainly is going to be paramount for the travel and hospitality industry globally. Government authorities are working on guidelines before organisations resume work. For instance, the travel and hospitality industry has been provided with a mandate to make use of COVID-19 related safety signage and posters in all the necessary areas as a precautionary measure. It is anticipated that the government would soon impose the mandate to

organisations falling under other sectors such as schools, colleges, corporate offices, malls, public areas, etc.

Amit Ahuja, a hotelier by profession and a creative head by instinct sensed an opportunity amidst COVID-19. While Ahuja was designing safety signage and posters for his hotel, he realised that every other hotel and restaurant in his vicinity was going to need the same before they resumed operations. This led to the foundation of his new venture, letsbesafe.in. With about 5,000 orders per day, letsbesafe.in has reached a point of inflection in no time, offering safety signs and posters for hotels, schools, colleges, malls, residential and commercial premises, etc.



With about 5,000 orders per day, letsbesafe.in has reached a point of inflection in no time





# Lockdown Logs

FHRAI EC members share with us their experiences on functioning during the lockdown, along with inspiring stories of these trying times.



Kanchan Nath



## SK Mohapatra Co-opted EC Member, FHRAI

### DEALING WITH THE LOCKDOWN

Since Lockdown 1.0, which was enforced on March 24, all our hotels have remained closed and continue to be so in accordance with the directives of Ministry of Home Affairs, GOI. As we are not operating any quarantine facility or hosting any stranded guests, none of our properties are operational as of now.

As far as the future is concerned, it will be very challenging and daunting, to say the least. Some sort of reasonable restrictions on travel and social gatherings are expected to be in place even when the lockdown is lifted as the COVID-19 cases in the country are witnessing a progressive increase. If not on anything else, apart from heavy decline in inbound traffic, it will certainly have a major impact on MICE and wedding segments, which are the prime revenue spinners for the industry. To describe the situation in simple terms, it is an existential crisis for the tourism and hospitality industry and for it, we or for that matter no one, has any definitive solutions as of now. While bracing ourselves adequately to face the challenging times that await us going forward, the only thing we can do is to hope for the best and prepare for the worst.

### INSPIRED EVEN IN THE LOCKDOWN

The worst of the times brings out the best in us and this is in fact so true or at least I have felt so during these



It is an existential crisis for the tourism and hospitality industry and no one has any definitive solutions as of now



turbulent times. MAYFAIR is a family of around 3,000 members and while we are regularly coming across the news of retrenchment en masse, I say it with a great sense of satisfaction that we have so far neither initiated any retrenchment nor has anyone been sent on furlough. By and large, our staff proactively made efforts to help their organisation tide over these times, be it through social media or discussions on webinars or offering prospective suggestions on what should be our business strategy post the lockdown. Even those at the margins of the organisational hierarchy left no stone unturned to do their bit in this hour of crisis.



**SK Mohapatra**

## Lakshyaraj Singh Mewar EC Member, FHRAI

### FUTURE TOUGH FOR HOSPITALITY

Across the world, India, and in the state of Rajasthan, there has been a complete lockdown; Udaipur where HRH Group of Hotels is headquartered is no exception. Our HRH Group palace-hotels in Udaipur and Gajner, our sanctuary-resorts in Udaipur, Kumbhalgarh, Ranakpur, Jaisalmer and Bikaner have shut down, as per government orders and regulations.

The future for the entire country, and for the hospitality industry in particular, will be tough, to say the least. But

we need to have the optimism, confidence and ability to take on these challenging times. There will be many tough decisions to take, but our intentions have to be humane and compassionate, fair and designed to provide the 'greatest good for the greatest number'. I firmly believe in this axiom.

### INSPIRING STORIES FROM THE LOCKDOWN

Everyday is filled with inspiring stories coming from Udaipur. People are doing their best to help one another; reaching out with food, medical aid and whatever is required. HRH Group staff members have been actively networked among themselves and with their friends and families across the state. We are there to facilitate any assistance required at any time. Adversity brings out the best in us, we are seeing that happen.



People are doing their best to help one another; reaching out with food, medical aid and whatever is required



**Lakshyaraj Singh Mewar**





**Param Kannampilly**

## **Param Kannampilly** Co-opted EC Member, FHRAI

### **'STAYGIENE' THE NEW NORMAL**

The virus has literally brought the world to a standstill and we are getting used to the new normal. The entire hospitality industry is reeling under extraordinary circumstances. Out of the 72 hotels and resorts we operate, 14 are operational right now with guests coming from abroad and staying in quarantine. As far as the future of hospitality is concerned, it is bright, the glitch is only in the immediate future. Six months down the line we should see business picking up with the lockdown slowly unlocking and hopefully we would look forward to the virus being contained and the world getting back to normal.

The Fern Hotels and Resorts has a strong and bright future. We are very confident as a brand and have a great belief in our fundamentals. We have currently launched 'Staygiene', the new normal which basically is a set of guidelines being implemented across our 72 hotels countrywide.

All our hotels have done staff engagement activities



The team stationed at the hotels have gone out of their way to help guests staying in quarantine



like yoga sessions, poster competitions on COVID, to name a few. Recipes have been shared by our executive chefs on social media. The team stationed at the hotels have gone out of their way to help guests staying in quarantine as well as team members.

### **TOP QUALITY AND COMMITMENT**

One of our hotels, UK 27 The Fern Belagavi, has a story where the top quality and commitment level of an executive were reflected during the hour of need. One of the associates who was staying in the staff accommodation, reported that he was having a temperature and COVID like symptoms and he needed help to get hospitalised. As it was in the middle of the lockdown, the hotel did not have any driver, but our security head without being afraid of COVID-19 took the initiative to drive him to the ESI Hospital. However, the staff was busy treating other patients and the hospital refused to accept him. Our security head took him around and got him admitted into a private hospital where he was treated, and to our relief he was found to be suffering from dengue, not COVID.



**D.V.S. Soma Raju**

## **D.V.S. Soma Raju** Hony. Treasurer, FHRAI

### **NEW WAYS OF DOING BUSINESS**

Lockdown is really bad for all businesses and hospitality sector is in a bad shape. Due to this global pandemic, no one is willing to travel, conferences and training programmes are happening online. Post COVID-19 will be a new business era for hospitality sector, we need to find the new ways of doing business along with the protocols and guidelines given by the government.

Coming to the restaurant business, it will be a little better as it will be driven more from local markets. For conferences, banquets and weddings it will take more time to decide the business model and implement



Post COVID-19 will be a new business era for hospitality sector with protocols & guidelines given by the government



it. As of now, it's too early to think about it unless government gives proper guidelines which we are expecting soon. Overall, the hospitality business will take some time to get back to normalcy.

During the lockdown, hotels are allowing their facilities to be used by doctors and health workers, and for quarantining people who come from abroad. Also, lot of hotel kitchens are being used for making food for the needy, all the hotel owners and the staff need to be appreciated for their kindness.

Going by the current situation, the hospitality sector is in dire need of a stimulus package from the government. As of now, the tourism and hospitality industry has no cash inflow and it is expected that it will be next to nil for at least until the mid of next year. The scenario will change with the complete eradication of the virus, however, for the present, we have to adapt ourselves to the new normal.

## M. Venkadasubbu Jt. Hony. Secretary, FHRAI

The lockdown has been a never-before event and no amount of contingency planning could have prepared us for the events of the last few months. In India, we had early warnings from other countries, and we were able to understand the enormity of what was in store for us before the first lockdown. This helped us warn and request our guests to return to their homes at the earliest when transport was still available. Almost 95 per cent of the hotels across the country have been closed. About five per cent of the hotels close to hospitals are operating on a 'non-profit' basis to show their solidarity and support

open at all after the lockdown due to insufficient cash flows to sustain operations.

Those hotels and owners who have cash reserves to last at least six months would be the ones to survive this lockdown and open. The 10 per cent ad hoc additional borrowing limits set by the government is a step in the right direction. Since it is not mandatory on the banks to lend this additional loan, many bankers are yet to release the same. Hotels have postponed their capital expenditure budgets for the financial year to conserve cash. They are



M. Venkadasubbu



to the healthcare professionals. There is a huge financial cost, manpower cost, utility and maintenance cost, and customer cost incurred due to lockdown. Let's take a look at these aspects in detail.

**Financial cost:** The financial cost involved in running hotels is humongous today. The chief component is the cost of financing (interest paid on borrowings) at about 10 -12 per cent in India. Government of India has only permitted banks to defer this repayment and has not waived it. RBI initially deferred payment of interest and principal for three months from March 1 till May 31, 2020. Now this has been extended by a further period of three months. This has helped several hotels to avoid bankruptcy. However, this will not provide enough liquidity for hotels which still had to pay their employees' salaries, utility costs and maintenance expenditure during the lockdown period. Hotels that don't have enough liquidity (about 30 per cent of them) may not



Hotels which have cash reserves to last at least six months would be the ones to survive this lockdown and open



also decreasing their inventories and other maintenance expenses. Money saved is money earned.

**Manpower cost:** Hotels are labour-intensive. Relief provided by the government by reduction in PF contribution is marginal and limited to organisations that have 100 or fewer employees. Many hotels will not be able to avail this benefit due to this constraint. Hotels have encouraged employees to go on leave without pay which could eventually result in retrenchment. Existing staff have had their salaries slashed by up to 50 per cent or more. Hotels are retraining their employees in



multitasking to reduce their payroll costs. Layoffs may be construed as heartless treatment of employees by the hotel management, but this harsh step is necessary to control costs and survive this period of uncertainty and close to zero cash flow environment. The cost of providing security for the hotel assets 24 hours a day is an ongoing expense that never stops.

**Utility and maintenance cost:** Hotels need to spend a certain amount of money on utility and maintenance based on their size even if they have zero customers. Minimum lighting and air conditioning have to be operated. Annual Maintenance Contracts expenses have to be incurred for elevators and other equipment. The government has been unwilling to provide concession to hotels on the maximum demand charge which is paid on contracted demand. This means even when the hotel is consuming zero energy, it has to pay demand charges on the contracted demand which can run to several lakhs of rupees per month.

**Customer cost:** This cost refers to the way customer loyalty and preference is about to change post the



Hotels need to provide package rates for long stay guests who will continue to quarantine themselves after travel



COVID experience. A huge branding cost and customer retention cost is ahead of us. It is crucial how we restart the business afresh and boost customer confidence in our brands. Banquet halls that could accommodate a 1,000 people can accommodate only 40 per cent or less of that capacity due to social distancing. This lower volume will increase the cost incurred in servicing per customer.

For the next two years, leisure travel may not improve as no one will risk their lives to go on a holiday. Essential travel such as business and medical tourism will be the first to sprout followed by leisure. Guests will insist on safety first and we need to make visible changes in the way a hotel is cleaned, sanitised and maintained. Guests will be fewer in number, but they would stay longer. Hotels need to provide package rates for long stay guests who will continue to quarantine themselves after travel for their own safety and the safety of others.

In future, guests who travel from afar will not choose to stay with their friends and relatives due to the element of risk that they could be asymptomatic carriers of the disease. Everyone will prefer a hotel or an outside accommodation which can be a boost for hotel occupancy. Hopefully, after a viable preventive vaccine and medicines to cure the disease are discovered in

## SOCIAL DISTANCING IN A RESTAURANT



the years to come, we can revert to pre-COVID model of operation.

## SUPPORTING THE COMMUNITY THAT SUPPORTS US

This crisis has given us an opportunity to give back to the society which supported us all these years. We converted our central kitchen to a community kitchen and provided over 21,000 food packets a day for state refugees and homeless people with government support. The employees boldly came to work and did their part to ensure that hygienic and tasty food was prepared on time in large volumes. In addition to this, we provided rooms for doctors treating COVID patients to quarantine themselves away from their families. This ensured the safety of doctors' families.

We understand that making money and giving money are both opportunities. Business is beyond revenue and balance sheets. As key hospitality members we have a prominent role to safeguard our society and stand up for our community during this crisis. Hoteliers across the country have contributed by way of food and accommodation. I am sure this action would earn us respect and goodwill in the long- term among our communities.

# Keeping pace with new age dynamics

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

## USP@ELANPRO

Elanpro provides energy efficient, convenient, safe and reliable products equipped with revolutionary features. No matter the foodservice application, we aim at delivering a variety of new solutions to fit operators' needs. As a brand we have been witnessing positive growth over the past five years and we grew almost 25% as compared to 2017. Our target for 2019-20 and 2020-21 is to continue with the same growth momentum of 25%. We want to be at pace with new age dynamics. Towards the end of 2018, we started expansion in international markets like Nepal, Bhutan and Sri Lanka. We plan to enhance our presence in these markets in the coming year. Also, as a brand, we are aggressively working towards bringing in eco sensitive products to the country apart from bringing technological innovations. In 2020, we will be focusing towards moving to an entirely green product portfolio.

## MARKETING AND PROMOTION STRATEGY PAN INDIA

Marketing and promotion is the key to sustained growth of your business in an organic and cost-effective manner. Indian hospitality market is varied due to cultural and regional diversity. We work very closely with our regional dealers to understand the market demand. Our strategies are more regional than national.

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

## TRENDS IN KITCHEN EQUIPMENT

The F&B industry in India is evolving. Innovation is on every menu. Considering that, it is natural for global trends to make a place in the Indian industry. A conscious move towards eco-friendly products is

visible. The advent of polyurethane protection permitted environment-friendly refrigeration solutions to be bought to the business market. Apart from that powerful, user-friendly, noiseless products are in demand.

## IN THE PIPELINE

Modernisation is in our DNA. We have launched an array of technologically advanced products that can help our customers optimise—whether



**Sanjay Jain**

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



they're looking to improve energy efficiency, reduce their environmental footprint, or simply reach new levels of performance. We introduced an effective solution to dispense variety of beverages such as sherbet, lemonade, iced tea, slush apart from fruit juice. The new product, Elanpro Beverage Dispenser blends expertise, quality and fine craftsmanship.

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

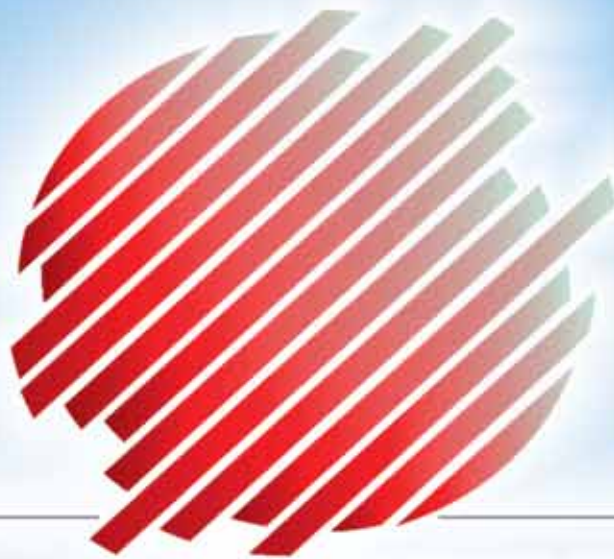
# **Classification & Rating** of **Hotels and Restaurants**



+91 96501 96525,  
priya.singh@qualstar.co.in  
kuki.chawla@qualstar.co.in



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# Survival of restaurants

Regional Presidents share how restaurants are faring in their different regions, whether they will survive the COVID-19 pandemic and what can the govt do to ease their pain.

Kanchan Nath



**Gurbaxish Singh Kohli**  
President, HRAWI

## 80% RESTAURANTS CONTINUE TO REMAIN SHUT

Restaurants are shut so that's how they are doing. Though the lockdown on them has been lifted in some areas, most of them remain closed. Restaurants require staff to operate and more than 70-75 per cent of restaurant staff are migratory, who have migrated, and God knows when they are coming back, if they are. Unless transportation is arranged for them to come back, they won't be able to do so and until they are back, restaurants will continue to remain shut. Some have opened in states that have

“20% restaurants which have opened are thinking of shutting down till normalcy prevails”

allowed them to open, however more than 80 per cent still are shut for want of staff and other reasons. Out of the 20 per cent that have opened, most are thinking of shutting down till some kind of normalcy prevails. Want of staff, new social distancing norms and other SOPs, besides zero liquidity have ensured that they remain shut. As this continues, the obituary of 40-50 per cent restaurants has been written.

High rentals, no reprieve from the government, constant and further burdening from authorities like increasing the excise fee by 15 per cent, statutory payments, license fees and other costs continue to crop up in times of zero liquidity. To top that, total ignorance by the government towards this industry and zero stimulus from them adds to the burden.

## GOVT MUST TAKE ACTION

If the govt does not wake up and smell the coffee immediately, it may be too late for survival of this sector. We need a strong stimulus package, govt needs to take action. We need liquidity and working capital. We need our license fees to be charged pro rata for only the period we are operative for. How can we be expected to pay the govt for the period that they forced us to shut? There are so many ways in which the govt can ease our pain, but this sector seems very unimportant to them.



**Pranav Singh**  
President, HRAEI

## THE SITUATION IS GRIM

Most of the restaurants in the region are shut down. Only a select few are open for home delivery of food. But these too are not doing good business because consumers are scared of COVID infection. The situation is extremely bad. Going by the current situation, 20-30 per cent of the restaurants will have to shut down and go out of business unless they get support from the government.

“Going by the current situation, 20-30% of the restaurants will have to shut down and go out of business”

Even if the lockdown gets lifted, we don't expect footfalls to increase in the near future. The social distancing norms will be difficult to maintain in most premises. Especially,

the small restaurants can't do viable business if they have to maintain social distancing norms. Also, following strict hygienic norms in the post COVID world will add to the expense. There will have to be arrangement of masks & gloves for all workers. Even then many customers will refrain from visiting restaurants for quite some time. Home deliveries may take off, but this will not benefit big restaurants which draw customers for fine dining experiences. We also don't expect too many parties or block bookings in the days to come.

## WHAT CAN THE GOVT DO?

As hospitality is a capital-intensive industry, and most of the companies run on huge loans, the main challenge for the industry will be paying off the loans. In this situation, the govt has to take an action on loan repayment. Our association has appealed to Chief Ministers of states in the region for waiver of excise duties, electricity and utility charges, and certain tax holidays. But unfortunately, we haven't received any assurance from the govt (neither Central nor state governments) for this industry that contributes over 10 per cent to the country's GDP. The industry is also one of the highest employers in both organised and unorganised sectors. At least 4 crores of Indians are employed by the industry. So, the government must save this industry.



**K. Syama Raju**  
President, SIHRA

### TAKEAWAY BUSINESS NOT ENOUGH FOR RESTAURANTS TO SURVIVE

The COVID-19 pandemic has brought most of the world and the global economy to a grinding slowdown and a total halt in many places. The aviation, hospitality and tourism industries have been severely affected with travel coming to a complete halt.

The extended lockdown period that was imposed for safety reasons, resulted in the closure of hotels and restaurants everywhere. The livelihood of many who work in these industries has been severely affected.

Social distancing will continue to be the 'new normal' for a long time till a vaccine is found and that is estimated to take over a year.

During the lockdown, restaurants were allowed to offer takeaway services and deliver food to customers who placed their orders either through the online food aggregators or directly with the restaurants themselves.

This option allowed many restaurants to open, though with limited offerings. In

some ways it helped keep the restaurant business alive, even though dining in was strictly prohibited. The restaurants in the larger hotel chains also joined in and began to offer takeaway menus for customers.

With the easing of some lockdown norms, restaurants could offer takeaway right through the day up to 6 pm.

While this may have helped some restaurants stay open, many have had to close down,



We are looking forward to the day when restaurants can begin dining in services in the 'new normal' way

simply because they could not afford to keep the restaurant open. The takeaway business alone is not enough for restaurants to survive.

### ADOPT THE NEW NORMAL

The hospitality industry is keenly awaiting the relaxation of the norms post the lockdown. It is clear that safety cannot be compromised, hence there will be a lot of changes in the way restaurants function in the future.

They will need to adapt to the changes that are required to be made in terms of distancing and the new hygiene norms that have to be complied with.

Training of staff is of paramount importance. We are optimistic and are looking forward to the day when restaurants can begin dining in services in the 'new normal' way.



**Surendra Kumar Jaiswal**  
President, HRANI

### HOTELS AND RESTAURANTS HAVE GONE INTO HIBERNATION

As the COVID-19 pandemic devastates service industries around the world, dining-out culture has taken a particularly bad hit from lockdown regimes. The restaurant industry is facing its worst existential crisis. The hotels and restaurants have gone into hibernation throughout the region. The revenues dropped to zero, with businesses struggling for payment towards infrastructure and expenses. Perhaps the pandemic has purely exposed the cracks that already existed.

Players with high debt levels will face pressure to shut unprofitable outlets to save costs and raise money. While large players with low debt will be able to raise money, business revival remains a big question for them, too.

### CONTACTLESS DINING

With consumers emphasising on greater hygiene in both restaurants and the supply chain, cost will increase. Contactless dining will also need to be facilitated, such as enabling ordering from a customer's phone instead of a menu card. With the dine-ins facing stiff competition from the delivery segment,

restaurateurs will have to retune their strategies since consumers are less likely to queue up for a table.

### SURVIVAL AND REVIVAL PACKAGE

HRANI has sent representations to Central and state government with a request for 'Survival & Revival Package' comprising of soft loans for longer periods at lowered rates of interest; Increase in moratorium; refund / adjustment of bar license fee; waiver of demand /fixed charges levied in electricity bills including property tax / house tax along with revisit on the GST and input tax credit issue. With the Unlock 1 guideline, we also urge the government that bars should be allowed for operations at par with restaurants as the stocks have been held up and there is a timeline / expiry date for consumption on



Players with high debt levels will face pressure to shut unprofitable outlets to save costs

certain items stocked in bars. Also, the limit of 50 on social functions should be removed and only the protocol of social distancing should be maintained. To ease operations, the renewals of licenses, NOC should be extended automatically and policy of one-time special renewal valid up to March 31, 2021 should be provided to hotels and restaurants. With a common SOP (Standard Operating Procedure), every individual restaurateur is preparing a roadmap for the future.





# For a 'hospitable' experience

Continuing his series on tourism, we have the third article from **Himanshu Talwar**, ASG, FHRAI on the road forward for hospitality post COVID-19



**Himanshu Talwar**

**T**he COVID-19 pandemic has left the world shaking on its foundation. Experts say that the coronavirus pandemic is by far the largest the world has faced on a global level since World War II, and with a global crisis comes the crisis that erupts in the market. This pandemic has forced almost the entire world into lockdown and has left every sector shaken. This unpredictable crisis has hit the hospitality and tourism sector the hardest. The period after lockdown will be extremely testing for the hospitality sector and all of us will need to rethink the way we define the term 'hospitality'.

To lead a hospitable life post lockdown will be extremely necessary for any sign of revival. You may ask how could

one lead a hospitable life? For us to actually be friendly and welcoming to our guests, we will first need to assure them of their safety. The world was unprepared for a pandemic of this scale, so now everyone will tend to be more prudent and guarded.

People in the hospitality sector will need to be welcoming in a way that assures the customers. Talking about welcoming, guests might start viewing handshakes more as signs of germ transmission than as signs of greeting and acknowledgement. It is the best time to start embracing our culture and use the traditional Namaste instead.

Sanitisation will have to be the topmost priority to create a hospitable setting. Guests will expect to see evidence of a greater public area hygiene. Automatic electric doors will be favourable to push/pull. The frequency of wiping down high use items such as door handles and lift buttons will be expected, and it is likely that guests will use provided or their own disposable wipes and will require waste bins to dispose of these items. It is clearly the case that



People in the hospitality sector will have to be welcoming in a way that assures the customers





guests, and customers will be far more aware of cleaning and sanitising within public areas. To provide utmost hospitality, it is key that the guests are provided with confidence that they are staying in a risk-free property.

Masks and gloves will have to be compulsory once business resumes. All staff must strictly adhere to these policies for their own safety as well as the guest's safety. Assurance on both ends is necessary to build a strong hospitable base. Screening and temperature checks of all guests and staff on arrival should be a part of the daily routine. Health and hospitality will now walk hand-in-hand once hotels and restaurants resume business.



Social distancing norms will be followed. In kitchens, there would only be three staff members for every 10 feet



The spacing of tables may become a critical decision for guests looking at venues and the Restaurant Manager's ability to space guests to different areas of a room to ensure space is maximised. Guests are likely to be nervous about over intrusive service, such as, frequent visits to the table by staff for additional sauces, condiments, and service checks. The staff should conduct a one-stop delivery with a step back to provide optimum and appreciable hospitality service.

Social distancing norms will be a part of the picture, at least in the short-term. The staff as well as the guests should be made to stand on allocated or marked areas or follow social distancing during most forms of communication. Check-ins would be digitised with as less interaction as possible. In kitchens, there would only be three staff members for every 10 feet.

Every person is now more cautious, especially when it comes to socialising and travelling. The hospitality sector needs to adapt quickly and steadfastly to the changing environment. The way we project our hospitality may have changed but at its core, being hospitable still maintains the same definition of being warm and welcoming.

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

## PRECAUTIONARY MEASURES

- Clean your hands often. Use soap and water, or an alcohol-based hand rub.
- Maintain a safe distance from anyone who is coughing or sneezing.
- Don't touch your eyes, nose or mouth.
- Cover your nose and mouth with your bent elbow or a tissue when you cough or sneeze.
- Stay home if you feel unwell.
- If you have a fever, cough and difficulty breathing, seek medical attention. Call in advance.
- Follow the directions of your local health authority.



# Getting the hotel hygiene in order before reopening



FHRAI's webinar on 'Housekeeping Redefined – COVID-19 Era Safety Procedures,' focused on housekeeping & safety procedures to be followed in order to restart operations.



Kanchan Nath



Dr V. Pasupathy

Over 1,000 + members actively participated in the webinar, while registrations had been made by 4,000+ members. Priority was given on the first-come first-serve basis. The online recordings were later viewed by 10,000+ people. Yet again the session was made interactive with questions posed through the Q&A section at the bottom of the page and most of the same were covered through the discussion.

The webinar was moderated by **Nirav Gandhi**, EC member, FHRAI. Panellists included **Sareena Kochar**, Vice President – Housekeeping, Lemon Tree Hotels; **Abha Dwivedi**, Corporate Housekeeper,

Fortune Park Hotels; **Debashis Chatterjee**, Corporate Executive – Housekeeper, Sarovar Hotels; **Namrata Marwah**, Corporate Housekeeper, The Leela Group; **Dr V. Pasupathy**, National Advisor FHRAI, Lead Expert National Resource Person – FSSAI; and **Dilpreet Singh Bindra**, Area Director Operations – North India, Bhutan, Nepal, Marriott International. The facilitator was **Pradeep Shetty**, Joint Honorary Secretary, FHRAI. The vote of thanks was given by **Gurbaxish Singh Kohli**, VP, FHRAI. The administrator of the webinar was **Himanshu Talwar**, Assistant Secretary General, FHRAI.

Broadly, the following points were discussed – FSSAI & BIS Directives for Hotels; COVID Officer – Checklists & Compliances; Guest Services – Front Office Operations; Servicing Rooms Pre-check-in & Post check-out; Common Areas – Guest Services Policy; BOH – Back of the House Policy; and Laundry & Staff Uniform Policy. Elaborating on the key five principles recommended by



**Dr V. Pasupathy:** Key principles include hand washing, social distancing, personal & respiratory hygiene & sanitation







the government for front office, housekeeping and hotel operations, Dr V. Pasupathy stated that these principles include hand washing, social distancing, critical personal hygiene care, respiratory hygiene and cleaning and sanitation. He also stated that it is a nine-step formula. He said, "Since it's a new normal for the industry, you need to have a plan. You need to appoint a special COVID-19 Response Officer. He/she needs to be a senior person as he/she will be the nodal officer to work with the government. Also, create small special facilities, train personnel on special facilities created, then implement and monitor it scientifically, maintain records and reports as contact tracing becomes very important in an emergency and finally modify as per the local authority suggests as new information about this virus is emerging from time to time."

He further said that other directives include that nobody with fever or flu like symptoms is to be allowed to enter the hotel whether he is a visitor, guest, vendor, supplier or an employee. In case any employee develops fever at work, he is not to be sent back home but isolated, treated and based on advice of a doctor, reported to local authorities. There need to be posters everywhere, also in the back of the house, motivating staff to disclose all information on contact with any COVID patients. If anyone refuses to use COVID-19 response uniform, he/

**Dilpreet Singh Bindra:** These are about 140 to 170 touchpoints depending on the size of a hotel

she will not be allowed to work. You must also have an isolation facility for emergency, with some ventilation. Some suggestions include – AC room temperature should be between 24 and 30 degrees and relative humidity of 40 to 70 per cent should be maintained. All housekeepers should be careful that they use 70 per cent alcohol for sanitation, disinfect with one per cent Sodium Hypochloride or an equivalent solution – 800 ml of chlorine in 10 litres of water. Also, one person should be responsible for linen handling.

#### IDENTIFYING TOUCHPOINTS

On the airport pick-up facility, Pasupathy said, "A vehicle needs to be sanitised with 70 per cent alcohol using a non-absorbent cloth on seats, door handles as well as touchpoints. The driver must wear gloves and luggage should be sanitised. Have sanitisers in the car and do not let guests enter the hotel without washing their hands and face." Dilpreet Singh Bindra added, "What we have done in our hotels is, actually mapped the journey from the airport to the car, porch, arrival, front desk, elevator,



**Dilpreet Singh Bindra**



Nirav Gandhi



**Namrata Marwah:** Personal hygiene, education and training of people is very important, fear should not set in



Debashis Chatterjee

guest room, F&B, public area, and to the check-out. We map this journey and identify the touchpoints, which the guest is actually touching during this time. These are about 140 to 170 touchpoints depending on the size of a hotel. The maximum touchpoints are in a guest room and they are above 70.

Then we look at all the five points suggested by Dr. Pasupathy. Surface areas, guest contact and food safety, these are the main areas to look at. We are relooking at SOPs. We are looking at a contactless stay for the guest right from reservations. Technology is key and can be used to maximise your front office experience, making the whole experience contactless."

He added that with BonVoy, Marriott is looking at a lot of digitisation. With the Bonvoy App you can chat with the hotel, you don't really need a person. They are looking at digitisation of registration cards, using ipads, digitisation of in-room menus, online pre check-in. So, there are number of things that they are looking at in terms of technology. "When a guest enters the hotel we are trying to minimise the contact and elevate the experience through the digital front with the BonVoy App", he said.

### LUGGAGE WOES

On the rooms, Bindra added, "Luggage is very important, we are working with our hygiene partners to understand what to use and all our hotels across the world are coming up with the latest technology to remain at the forefront in cleanliness. We need to declutter the room, there is a 'have to' and a 'need to' list, the 'need to' list items should be placed as per request."

To clean guest bags without ruining them, Marriott is looking at electrostatic spraying, it's a cleaning method, other things are also being looked at. There will be a paradigm shift, wherein people will carry less luggage and also try and carry their luggage themselves. Dr Pasupathy further said that the guest should not be allowed to lean in on the front office desk, there needs to be a 3 metre barricade in place. A guest must only be offered a sanitised tray with documentation. Leather and wood trays should be avoided, sanitised acrylic or plastic trays should be given which can be easily sanitised.

### NEW LEARNINGS

Namrata Marwah went on to say, "We need to unlearn what we have learnt, and we need to start afresh, anew. We should start thinking out-of-the-box. What I understand is that PPE is mandatory. The focus is on hygiene and sanitation. Hygiene was always there, now we need to sanitise everything, even the back of





Sareena Kochar

the house. Only then can you say that any guest or even an employee can get into the hotel. So personal hygiene, education and training of the people is very important. Technology is good, but the human factor remains important. Fear should not set in and people should feel that they are working in a safe environment. Washing hands is very important, wearing masks, gloves is essential. Disposal of garbage is vital."

### TRAINING IS KEY

Immediately after the lockdown opens many hotels would be looking at sustainable and inexpensive measures to restart operations. Abha Dwivedi added, "Training is key. Front office is being trained to take pre-arrival information and share their ids through photographs. Social distancing is being maintained. We will be having minimum number of associates in the front office counter and no queues. Also, we will receive one guest at a time, while others wait. We are not expecting too many people initially and we hope that time will yet again be a learning curve for us. We are also devising processes for larger check-ins. MICE will pick up, eventually banqueting will also look up. We should use this time for training and learnings. We need to redo our SOPs and LSOPs. We are looking at smartening up our procedures so that when guests come they have the confidence by way of how we do things. It's a digital media age, we need to give all the information the guests require to satisfy them that we have made the place safe for them to stay. We need to treat our associates with care. It should be part of the acculturation to even the humblest of associates to maintain hygiene and senior managers will have to walk the talk. We are working with Diversey for more information on disinfecting currency with a chemical. Right now for current practices, we are requesting clients to make online payments"

### GLOVES, MASKS AND HAND TOWELS

Dr Pasupathy said gloves, face masks and hand towels



## Debashis Chatterjee: Keep currency in a quarantine currency drawer and handle it with gloves



will be part of our lives. He added that wearing gloves for front office is essential and everyone needs to be provided with a personal hand towel. Five to six pairs of face masks which are washable need to be given. Also, to disinfect currency, it needs to be received with gloves and quarantined for 24 hours. He added that it is essential to have hand washing stations at staff, supply, and guest entry. He also suggested that mobile stations can be used for the same so as to not spoil the decor of the premises. A simple soap hand wash for 20 seconds is better than a hand sanitiser.

### CLEAN CARPETS

Debashis Chatterjee added, "Hand sanitiser has to be provided at every nook and corner of the hotel – porch, lobby, reception, etc. It makes sense to keep currency in a quarantine currency drawer, lock the drawer and take currency out the next day to be handled with gloves." On public areas, he added, "As far as high traffic areas are concerned, for front of the house, entry-based elevators, there will be dedicated people to sanitise them every hour. Handrails, remotes, all other touch points will be sanitised. Some bathrooms next to banquets may remain closed. Continuous training and retraining of staff is important. Wall-to-wall carpets cannot be removed immediately but area rugs need to be removed. On each and every table, sanitiser needs to be provided to the guests." On the common areas in the hotel, Sareena Kochar said, "In the lobby it would be best to place single seater sofas at a distance of six feet from one another." Dr Pasupathy added, "The virus is very unstable in a strong fabric and synthetics, it's stable in cotton. Carpets can be cleaned with shampoo."



Gurbaxish Singh Kohli



Himanshu Talwar





# Reviving business for hotels

Hoteliers share the way forward in terms of market strategy post survival on how to go about building consumer confidence and reviving the hotel business.



**Rohit Chopra**

## **Rohit Chopra** Regional Director – Sales & Distribution, India & South Asia Accor Hotels

The COVID-19 pandemic has created an unprecedented situation and has changed the travel industry. Through these times our utmost priority is to gain confidence of travellers with implementation of stringent health and safety measures across all departments at our hotels.

Considering the situation, we have revamped our service standards across the globe. We understand how imperative hygiene is and Accor is setting up appropriate safety standards and cleaning protocols to reassure guests that they are safe at our hotel.

We have introduced intensified hygiene and prevention measures to ensure safety. The ALLSAFE label, developed with and vetted by Bureau Veritas, represents new cleanliness protocols and standards.

Accor and AXA have also launched a strategic partnership to offer unique medical assistance



Accor is setting up appropriate safety standards and cleaning protocols to reassure guests that they are safe



across our hotels. The partnership will enable Accor guests to benefit from the highest level of care with the assistance of expert medical solutions of AXA Partners. Guests will have access to AXA's extensive medical network with thousands of medical professionals and travel insurance.

The safety and well-being of our guests is of utmost importance thus during this period we have implemented new cancellation and modification policies to give our guests more flexibility and convenience.

For our ALL members we have extended benefits of status, expiration of their earned points and advantage for Roll-over Status Nights/Points to further make their stay seamless.

We are seeing green shoots in few market segments as the state governments are partially opening lockdown across India and airlines are back in the sky.

We have also observed quantum in IT & ITes, banking, manufacturing, and government sectors. We have started receiving business queries at Gurugram, Chennai, Pune, Bengaluru and Hyderabad.

## Sarbendra Sarkar Founder and Managing Director Cygnett Hotels and Resorts

This pandemic has taught us a lot. With FY 21, we will be embarking on a transformational journey – we are already in the process of rebooting our strategies for the entire chain. For us, whether currently or post COVID, ensuring the health, hygiene and safety of our staff, guests and vendors takes precedence over everything.

As a company, digitalisation has been a priority – all our systems are digitised. The current pandemic has taken us one step forward. Even from a marketing perspective, we are now using digital marketing platforms and tools. Our focus now is to highlight to our audience and customers the safety protocols and procedures that we have implemented across our chain.

In the current environment, our primary goal is to reinstate and sustain guest trust and confidence. We are committed to upholding the highest standards of cleanliness and are following the guidelines set by the World Health Organization and other apex healthcare bodies. For starters, post-COVID, we will be focusing on our existing guest database and reinforcing our B2B relationships.

The last two months have been an eye-opener in

many ways. We are more prepared now than ever, we have formulated SOPs and drills to manage guest expectations as well as any potential unexpected situations that may arise. No doubt, the upcoming three months will be challenging. However, we are ready – we have done cost cutting in all the necessary areas; our individual hotels' fund flow statement is ready; we have a support team monitoring every hotel 24X7.

We intend to open up our hotels in three phases starting from June and we plan to have all our hotels operational by October. While we are working hard towards sustenance, our revival will depend on the free movement of the travel and transport businesses. We are resilient in our approach and will overcome this crisis.



**Sarbendra Sarkar**

We have formulated SOPs to manage guest expectations as well as any unexpected situations



# Challenges for **F&B** & restaurants

The webinar discussed the issues and challenges ahead for the Food and Beverage divisions of hotels, hotel restaurants as well as independent restaurants and bars.

 Kanchan Nath



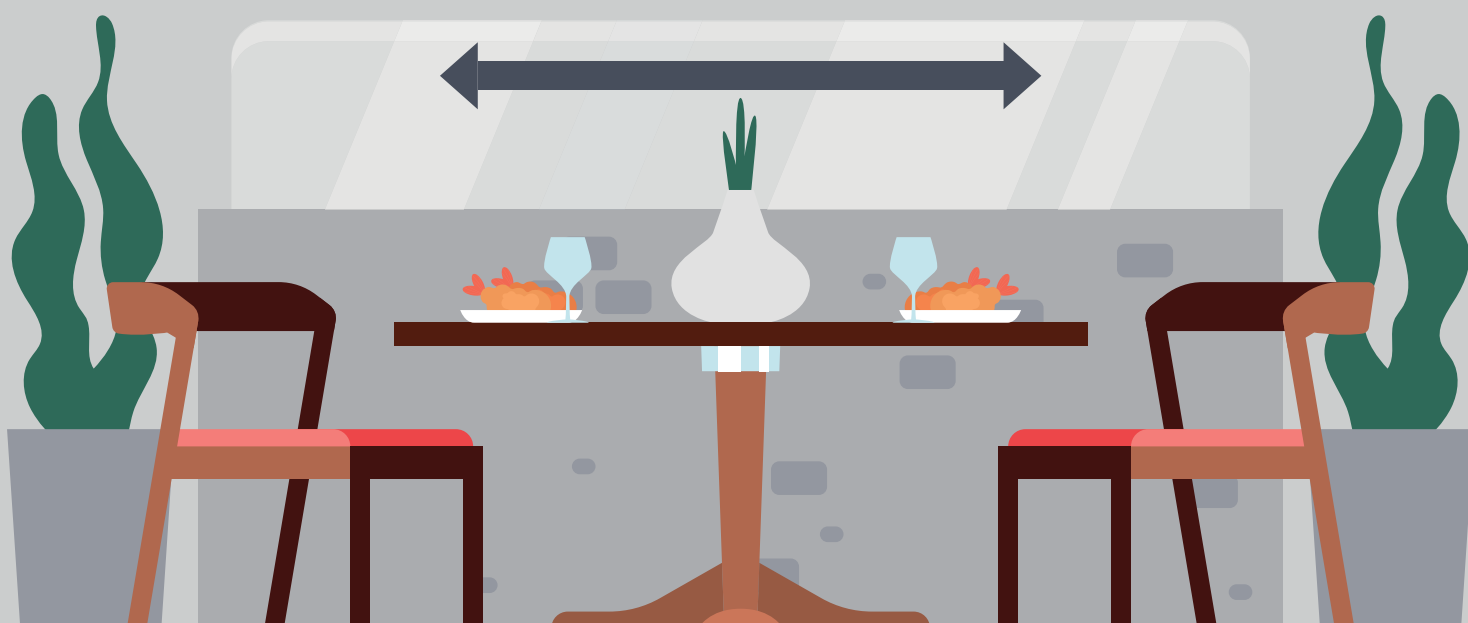
WEARING MASK



WASH ALL INGREDIENTS



WASH YOUR HANDS





In the fifth edition of the FHRAI webinar the focus was on F&B and restaurants. The topic was "Rejuvenating F&B Operations – Enhanced Restaurant Management." The webinar deliberated on the future of restaurant operations; FSSAI / BIS guidelines; expert analysis on new SOPs; and new protocol implementation dynamics.

Over 1,000 + members actively participated in the webinar, while registrations had been made by 4,000+ members. Priority was given on the first come first serve basis. The online recordings were later viewed by 10,000+ people. Yet again the session was made interactive with questions posed through the Q&A section at the bottom of the page and most of the same were covered through the discussion.

COVID-19 has taken the entire world by surprise, posing new challenges. Apart from the business challenges the pandemic has also led to the need for redefining hospitality with measures like social distancing, screening of all, to name a few. Government, with the help of scientific experts and on the basis of inputs from the hospitality fraternity, has come out with guidelines broadly for food industry. FSSAI more specifically issued guidelines on various food sectors including catering. 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 rapidly.

The webinar was moderated by **Pradeep Shetty**, Joint Honorary Secretary, FHRAI. Panellists included **Parveen Chander**, Area Director – West and General Manager Taj Lands End, IHCL; **Nishanth Vishwanath**, Area Director Operations, South India and Sri Lanka, Marriott Hotels; **Dr V. Pasupathy**, Founder – Parikshan and National Advisor to FHRAI – Lead Expert/ National Resource Person – FSSAI; **Shatbhi Basu**, Partner, Creative Consultants – STIR Academy of Bartending; **M. Mahadevan**, Director, Advantage Foods Pvt. Ltd.; **Navroze Bilimoria**, Founder and Executive Director, Smokin Joe's Pizza Pvt. Ltd; and **Kamal Singh**, EAM, Aurika by Lemon Tree, Udaipur. The facilitator was **Nirav Gandhi**, EC Member, FHRAI. The webinar was also attended by **Gurbaxish Singh Kohli**, Vice President, FHRAI. The vote of thanks was given by **Surendra Kumar Jaiswal**, Vice President, FHRAI. The administrator of the webinar was **Himanshu Talwar**, Assistant Secretary General, FHRAI.

Talking about IHCL, **Parveen Chander** said, "F&B is about 55 per cent of our entire company's turnover so it's very critical. Even as the lockdown opens, we all need to be more cautious. We have not yet reached the peak of the pandemic, the number of cases is going up, so the situation is that we will have to go very slow with

restaurant revivals. We are planning to start out with only limited services. We have around six F&B outlets in our hotel but are planning on starting with just all-day dining. It would be a graded approach. We need to win the confidence of the customers. I feel it will take two to three months to get 30 per cent of volumes and 50 per cent in five to six months."

Commenting on how the dynamics change for an independent restaurant, **M. Mahadevan** said, "We are in the red zone with total shutdown except for delivery which is just 10-12 per cent of my entire business. We will move from red zone to green zone, but that will take some time. Independent restaurant businesses are in a very tight situation, we do not know if that will be two months, six months or even a year. We have bills and salaries to pay. The restaurant owners are in a very tight situation. I myself have shut down three to four units in Chennai."

On scaling down operations, **Nishanth Vishwanath** said, "The country will reopen in a very phased manner, in the first one to three months we will be opening all-day dining and gradually as the business picks up, we will start opening the other outlets. As far as business goes, we see for the year 2020, closure of 50 per cent of the business by year end compared to pre COVID era unless there is a vaccine or other things happen."

Elaborating on business in bars, **Shatbhi Basu** said, "Bar is a place where people come to socialise, so something like social distancing becomes a complete opposite to what they are expecting. That is something we need to inculcate in them as well as our own staff as this is the norm and the way to be. It is going to be difficult, but it is something we have to accept as reality and move forward. I think encouraging reservations is the way to go in the beginning. Ask people to come in only by reservation and not walk-ins. Even with walk-ins, the protocols that we will follow will be based on what the government has given us. Obviously, we are looking at not more than one-third of occupancy inside the bar. We need to start sending digital menus in advance to regular customers. A couple of my colleagues working in the industry feel that taking pre-orders might work for them. It gives the restaurant or the bar the ability to be prepared in advance. In the bar there will be a lot of changes like reduction in the cocktail menus. There will be a smaller, exciting menu which will be rotated. It will open up an opportunity for creativity, such as, reducing



**Pradeep Shetty**



**Dr V. Pasupathy**



**Nirav Gandhi**



**Gurbaxish Singh Kohli**



**Parveen Chander:** I feel it will take two to three months to get 30% of the volumes





**Surendra Kumar Jaiswal**



**Himanshu Talwar**



## Navroze Bilimoria: As far as hygiene is concerned, what we are doing is, moving to a central operation



the use of fresh ingredients as much as possible, using equipment with which you are able to dehydrate your garnishes to a great extent, creating in-house syrups as heat used to make syrups would reduce risk, among other things."

On how COVID has changed things for QSR, **Navroze Bilimoria** added, "It has been very difficult for us as all of our shops are in the red zone. We have 50 odd outlets, plus or minus. Even after getting permission from the authorities to operate, the staff cannot come to us. They are being told in the places they stay, that if you go, we will not allow you to come back. So, we are operating just 10 per cent of the outlets that we have. As of now, we have been using Zomato and Swiggy for delivery. Their systems need to be checked as well as we could be held responsible. As far as hygiene is concerned, what we personally are doing as a group is, moving to a central operation. By buying from a central kitchen some independent restaurants can reduce their costs and the number of people at their outlets. In most cases half the staff has left and gone back to their villages." On what the future looks like with COVID, **Kamal Singh** said, "As a company, we are following all the guidelines given by GOI and

we have also made SOPs, which we have sent to all the hotels. We are emphasising on hygiene in the kitchen as well as social distancing. We have also been training our vendors for best hygiene practices. We have reduced our menus, keeping mainly the most popular dishes. A lot of challenges will be coming, and we will overcome those."

**Dr V. Pasupathy** repeated the five most important guidelines issued by the govt, which include hand washing, social distancing, critical personal hygiene care, respiratory hygiene and cleaning and sanitation. On material management, he added, "Material management is the entry point in all of the F&B operations. The virus is not food borne or water borne. We receive perishables and non-perishables. The problem is going to be with the non-perishables. There are two packings for non-perishables. The biggest suspect is secondary packing. So, we all must be clear that you need to do away with secondary packaging or quarantine the same for 24 hours. It is okay to wash perishables with just normal water, or with water having 50 ppm chloride that is 4 ml of chloride diluted in 10 litres of water. Have your own set of egg trays. Inspect meat with gloves and face mask. Disinfect the receiving area with one per cent Sodium Hypochloride, which means 800 ml of Chlorine mixed in 10 litres of water. This is called as swimming pool Chlorine by all hoteliers, it's about ₹7-8 a litre. Either take the product in your container or quarantine it for 24 hours."

Mahadevan said, "I spoke to my Chief Purchase Manager and now we are no longer doing 'just in time buying'. We buy on Monday and use by Wednesday, so that there is enough cooling time. We have a centralised purchasing store. We don't have that much space, so we have decided to get temporary enclosures for products. It has become paramount to give at the least 24 hours of cooling time before products are used. "

Vishwanath added, "In most of our hotels we have made a temporary enclosure to quarantine products before use. We have started disinfecting the vehicles which are coming with the vendor items. Basu shared, "We are recommending wiping of bottles and cartons as soon as they come in, with a non-absorbent cloth using disinfectant having 70 per cent alcohol.

Then put them in storage and when each bottle is put in the bar, it will simply be washed with water and a mild detergent in the sink itself. We have recommended, as far as possible not to do bottle service of a beer but pour it in a glass." Vishwanath said that employees at their hotels at the receiving points are using PPE for protection and hygiene. "Just remove the outer covering of the beer outside if govt allows you to do so. As far as soft drinks are concerned, just wash in water and put them in the chiller," concluded Dr. Pasupathy.

# End-to-end solutions for hospitality

Purple offers a wide range of hospitality services. **Ravi Chandran**, CEO & Co-founder, Purple Hospitality Services shares more about his company and trends in the industry.

## USP OF COMPANY

Purple assists in buying, selling or leasing of hotels, resorts and restaurants on a pan-India basis. Assuring you of the best and quick deals. Purple also assists standalone properties for a brand tie-up with national/international group hotels. Chandran says, "I have over three decades of experience in the Indian hospitality sector.

We provide correct assessment of the property helpful for both the buyer and seller. We provide excellent connections leading to pan-India deals. Our expertise is in handling stressed assets. We provide clients end-to-end solutions. We also try to provide quick, fair and transparent deals."

## TRENDS IN TERMS OF BUYING, SELLING AND LEASING

Elaborating on the same Chandran adds, "Like the entire business scene in changing with the time here too we can see a change in the demography of both the buyer and seller of a hotel.

There is a vast difference from two decades ago to present, that is the owners have a great choice to offer their hotel for management as numerous brands have entered the Indian market. The last few years has seen many owners regretting giving their properties due to disruptive online aggregators which has resulted in their properties getting downgraded and are fighting to regain the lost standards."

He states, "Huge investment made without having any future course in mind, without adhering to brand standards, many property owners unable to tie up with good brands. With the emergence of new mid-segment brands coming up, the demand for size and compact hotels is increasing. Influence of mid-segment international chain of hotels and restaurants has also opened up the market for a new experience."

## CHALLENGES TO GROWTH OF HOSPITALITY IN INDIA

On challenges he adds, "Government support in terms of ease of doing business is a major hurdle. High

investment is essential with sustaining capacity for any business to overcome the initial phase.

The industry is plagued with a high attrition rate and there remains a lack of investment in training of manpower. Big fish eating up all the small fish is a phenomena we have seen in retail also exist here." PHS is a team of professionally qualified and experienced young, creative, enthusiastic and dynamic persons with a sparkling stream of ideas having vast experience in the field of hospitality solution.



**Ravi Chandran**



Our expertise is in handling stressed assets, we also try to provide quick, fair and transparent deals





# Ensuring pure air for hotels

Hotel guests need assurance that they will be in a virus free environment in a place they call 'home away from home'. Let's see what hoteliers have to say on the same.



Kanchan Nath



Arun Raju

## Arun Raju

Vice President & Head of Projects, InterGlobe Hotels

### STRINGENT HYGIENE PROCEDURES

The COVID-19 pandemic has brought about a tough challenge for the entire economy, and amongst all the industries, travel and hospitality is by far the most impacted. While our hotels are facing a challenge of low room demand and uncertain future bookings, the focus has already shifted towards revival in the medium to long-term.

But during this whole lockdown we have not taken our focus off the safety and well-being of our staff and guests. We are following stringent hygiene procedures as per government directives to ensure that the facilities are managed well, and all our staff members are safe.

Our general managers and operations teams are working together to ensure all hygiene standards are being followed and we are making sure that our hotels are being sanitised every two hours.

### CLEAN INDOOR AIR QUALITY

While all these steps have ensured the facilities are safely managed, another key factor that was crucial and needed to be closely monitored was maintaining clean indoor air quality in our hotels.

The standards established by the Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE) on how organisations can control the spread of COVID-19 in public areas have been implemented brilliantly. These guidelines cover aspects related to all types of buildings, be it residential, commercial or healthcare and targets; from the simple, standalone air-conditioning system to the more complex, centralised and ducted air-conditioning systems and addresses the concerns related with it, viz., filtration system, humidity, ventilation, etc. In commercial buildings, multiple occupancy and transient visitors necessitate precautions, especially in the operation of their air



We upgraded existing filtration on AHUs to MERV 13 or above and recommended UV lights to disinfect the coils



conditioning systems. Hence, it would be prudent for all commercial buildings to limit risk by ventilating the indoor environment with outdoor air as much as possible. Going into the technicalities, a general coronavirus micro particle size is 0.1 microns while our face masks are capable of filtering particles of up to 0.007 microns which is why our HVAC systems had to be upgraded to those levels.

It is important to understand that the COVID-19 particle is not air borne. The guidelines that were issued clearly suggested that building owners should



We want to be ready to take on the upturn in the market once the situation improves

increase the fresh air intake as much as possible which can allow increased usage of the Dedicated Outdoor Air System (DOAS) units. Keeping this in mind, with help from our technical consultants and vendors we were able to find a technology which allowed us to upgrade our existing filtration on Air Handling Units (AHUs) to MERV 13 or above and recommend UV lights to disinfect the coils.

The combination helps to counter any harmful biological contaminants and particulate matter. With the installation of this technology we can counter any harmful biological contaminants and particulate matter that is unsafe for our guests. This combination of MERV 13 filtration and UVGI system on AHUs will also help in maximising the supply of outside air within the permissible limits of the system for the cooling performance. This machinery has been



put into operation in our Head Office and the biggest property of our portfolio, that is, ibis Aerocity. Once the lockdown is lifted and our team can travel to the other hotels, we would be looking at installing these retrofits at all our properties pan India. The safety and security of our guests, employees and staff members will always be of utmost importance. Needless to say, we want to be ready to take on the upturn in the market once this situation improves and travel recommences.

## Sarbendra Sarkar Founder and Managing Director, Cygnett Hotels and Resorts

### HYGIENIC HOTELS

It has not been proven yet that COVID-19 is airborne. However, people have concerns around this, and they would want to be doubly sure when they resume travelling post lockdown. We very much appreciate the fact that guests will seek and prefer only clean and hygienic hotels. They would want assurance that they would be safe in the hotel.

For us at Cygnett Hotels, cleanliness and hygiene have

always been a top priority. We are being extra cautious now and taking all precautionary measures as per guidelines outlined by WHO, ICMR, HRAIE, and FSSAI. Coming to the point of ACs, all our units have a centralised air-conditioning system and the treated chilled air comes from AC ducts through the AHU. Every AHU has filters installed in it. The air is pulled through the filters, where airborne particles such as dust, lint, and even microscopic pollutants are removed, and hence there is no chance of spreading the virus



Sarbendra Sarkar

To remove nanoparticles we are installing air purifiers in public areas and could provide them in rooms too

through air. To remove harmful nanoparticles we are installing air purifiers in all public areas and could provide them in rooms on request. We are also making masks mandatory for everyone. We are in constant touch with our vendor partners and industry bodies to ensure that we are aware of any new developments in technology that could help our hotels to be as much safe from the virus as possible. We will continue to assess all our systems on a regular basis and keep making changes as and when required based on guidelines from health agencies.







**Mukund Sahasrabudhe**

## **Mukund Sahasrabudhe** Director --Technical Services, Sarovar Hotels and Resorts

### **TAKING MEASURES TO BE SAFE**

The primary understanding today is that the coronavirus is transmitted through person-to-person contact which means that in the future it will be crucial to maintain the prescribed 'social distancing' norms between individuals in hotels and restaurants. It is also recommended that frequently touched surfaces and objects continue to be disinfected at regular intervals to ensure safety of guests and hotel staff.

Having said that, airborne transmission of the virus is said to occur when microbes within droplet nuclei i.e. particles less than 5  $\mu$  in diameter remain in the air for a long time and can be transmitted over distances

greater than 1 m. Using 3  $\mu$  filters will therefore ensure that air quality remains pure.

Special precautions need to be taken in order to address this issue. The conventional measures with respect to maintaining pure air quality in hotels include cleaning the FCUs (Fan Coil Units) and AHUs (Air Handling Units) coils and filters. Over and above that, additional precautions will involve thoroughly disinfecting air-conditioned areas as well as replacing the existing filter microns with 3  $\mu$  (microns) filters.

Apart from that, installing UV filters for AHUs, TFAs and ozonisation of designated areas as well as installing UV bulbs is now going to be inevitable. This will ensure that the air-conditioned spaces remain bacteria free.

While proper sanitisation measures are being implemented in the premises, it is still crucial to ensure that contaminated surfaces and objects in turn do not contaminate the air. This is because when hotels reopen, there is a danger of infected air spreading through the area.

Installation of 3  $\mu$  filters, UV filters for AHUs, TFAs and ozonisation of designated areas will be inevitable



**Shamitav Jana**

## **Shamitav Jana** Associate Vice President, Lords Hotels and Resorts

### **GUIDELINES BY ISHRAE**

We would continue with the changes we are currently adopting in our daily operations for our guests when doors reopen like enhancing our cleaning protocols, maintaining safe distance, wearing gloves and masks, directing chefs and housekeeping staff to maintain personal hygiene, reducing seating capacity of hotel and bars etc. For maintaining clean indoor quality air in our hotels, we will be implementing the guidelines set by the Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE) on preventing the transmission of novel coronavirus through central air-conditioning systems.

Timely cleaning of air filters and inspection of indoor unit coils will be followed. The temperature setting for the room will be between 24 & 30 degrees Celsius and relative humidity between 40-70 per cent. Fans will be used frequently to increase air movement. Exhaust fans in kitchens and toilets would be switched on.

The temperature for the room will be between 24-30 degrees Celsius and relative humidity between 40-70%







# Turnkey Interior Solutions

H. S. Ahuja & Associates (HSAA) has brought the best in the industry designs for their clients.



**T**hey started with one room renovations, based out of Delhi, India, HSAA has developed faith of esteemed clients PAN India. Clarks Inn, Ramada, Sagar Ratna, Oxford Public School, Graphisads, Embassy of Bahrain and the list goes on.

They have demonstrated their competence in luxurious residential interiors, restaurant & hotel designs, villas, schools, architectural consulting and commercial concepts. Their exceptional work can be explored at [www.hsaa.co.in](http://www.hsaa.co.in). In addition of being awarded with some of the most iconic awards like MAMR India's Most Prominent Architect & Design Awards and National Icons Award, HSAA has won a million hearts with their craftsmanship.

With end to end solution including civil, 3D, interior, custom paintings, custom furniture, custom lighting and almost everything that is needed to turnaround your imagination into reality; HSAA achieves it with their two massive in-house production facilities at the heart of Asia's largest hub. Hema, who is the Principal interior designer at HSAA, revealed her latest creation. "We are currently working on a new Hotel Project in Rishikesh,

which is one of its kinds, where we were given imagination independence. This hotel has multiple floors and every floor is different from the other. The idea is to create diverse experiences under one roof." Hema is a dynamic and thoughtful designer whose work is contemporary and emotionally expressive. "After weeks and months of creative brain storming and hard work, it really pays off when we see that "Surprising Smile" on the faces of our esteemed clients" she added.

"We at HSAA believe that empires are built with people. Our vision is to astonish humans with absolute creativity and to cultivate best places to work for our teams," says Subhash Ahuja, CEO, H.S. Ahuja and Associates.



**Hema**



After months of hard work, it really pays off when we see that 'Surprising Smile' on the faces of our clients



## Lucaris launches barware

◆ Lucaris, the luxurious crystal ware brand of Asia, have launched their new barware range – The RIMS Collection. The collection has been co-developed by Lucaris and Thomas Anostam, the famous creative hospitality consultant for leading bars in Asia. RIMS has recently won the prestigious world-class design awards as well as Good Design Award (GMark) and Design Excellent Awards (DEmark) in 2019. RIMS has also been selected to be used in Asia's 50 Best Bars. Lucaris RIMS Collection is available across India including Home Center, Home Stop, Danube Home, and Amazon.in.



## B Natural+ range



◆ ITC's B Natural and Amway India have collaborated to launch the first-of-its-kind B Natural+ range for the Indian consumer. B Natural Juices & beverages intends to provide the dual benefit of Immunity + Fruit & Fiber with the launch of the B Natural + range. The range will be available in two popular variants – Orange and Mixed Fruit.

## Faber's dishwasher

◆ Semi integrated Dishwasher by Faber, saves quite a bit of time and water in any kitchen. The latest generation of Franke dishwashers guarantee excellent washing & drying results in a short time. It embodies the company philosophy: premium quality raw materials and excellent finished products; ease of use and total safety; reduced water and energy consumption with environmental protection in mind.



## Enjoy gourmet coffee within seconds

◆ Coffeeza recently announced the launch of their flavoured gourmet coffee capsules, namely in-demand flavours like Chocolate and Hazelnut. Coffee capsules keep the coffee grounds fresh for as long as 24 months unlike ground coffee, which loses its aroma within a few days. Coffeeza addresses the innate desires of coffee lovers who want to enjoy great-tasting barista-style coffee such as Espresso, Lungo, Cappuccino, Americano and more in a matter of seconds, in the comfort of their home or office. The product range comprises of Italian & Belgian coffee in the form of capsules and best quality coffee machines.





# Cloud solutions are in demand

**Zubin Bilimoria**, CEO, Bingoforge, shares inputs on his company and solutions for the hospitality industry. He also shares a perspective on the plans of Bingoforge in 2020.

## **Kindly share the USP of your company**

Bingoforge brings over 30 years of distribution and sales expertise in the travel and hospitality domain. Our USP is to help our customers grow their business by virtue of selecting the right solutions for their business. Some of our signature solutions are the Bingo Sales CRM, BINGO Valet for digital valet parking solutions for Hotels, Digital Marketing, Hotel GDS Audits and more.

The Bingo Sales CRM has helped hotel sales teams automate their sales operations, reduce data entry work, manage and send out offer letters in under a minute, manage sales follow up as well as schedule meetings and record DSR's on the fly. Overall automation has helped hotel partner increase sales by 36 per cent and convert an average of 12 per cent loss leads into sales. In today's competitive marketplace these numbers speak a lot.

## **What are the tech trends that we are witnessing for the hotel and restaurant industry?**

Cloud solutions are very much now in demand and

solutions i.e. Sales CRM and BINGO Valet are solutions that are game changers for any hotel or chain. Hoteliers are opening up, enabling and trying out solutions that are easy to use as well as low on budget. However, the key focus still remains on solutions that help drive more revenue.

## **Kindly elaborate on the new offerings/products that you have lined up for the hospitality industry in 2020.**

2020 looks very promising for us at Bingoforge, as we expand our horizons with providing more and better solutions i.e. Property Management Solutions (Cloud), Hospital Management Solutions, Point of Sale for Hotels, Restaurants and Retail, Enterprise Solutions for any industry type and size or business house. 2020 shall also see a lot more of AI based applications for the Hotel Industry from Bingoforge, many of them shall be first launch for the Industry. A very exciting year as well as complete integrated solutions for large as well as small hotel properties and chains.



**Zubin Bilimoria**





# Appointments



## SANJAY RAI

Senior Vice President – Sales & Marketing  
Sarovar Hotels, Gurugram

★ Sanjay Rai has been appointed as Senior Vice President – Sales & Marketing at Sarovar Hotels, Gurugram. Armed with a rich and extensive experience in the hospitality industry, Rai, in his new role, will be responsible for overseeing the planning and implementation of sales, marketing and product development programmes for each of the Sarovar brands, targeted towards existing and new markets. Prior to this job, he was the Executive Vice President – Global Sales at Oberoi Hotels.



## DINESH DAHIYA

Vice President Sales  
Sayaji Hotels, Mumbai

★ Sayaji Hotels has appointed Dinesh Dahiya as Vice President Sales. He is an accomplished sales & marketing leader with more than 20 years of work experience across verticals in the hospitality and travel industries. Before being appointed to the new role, Dahiya has worked with reputed brands such as The Fern Hotels and Resorts as Director of Sales & Marketing, Mumbai; Al Nahda Resort & Spa and The Jungle Restaurant, Sultanate of Oman; TUI Travel PLC; Accor; The Park Hotel, to name a few.



## RAJESH NAMBY

General Manager  
The Lodhi, New Delhi

★ The Lodhi, New Delhi has appointed Rajesh Namby as the General Manager of the hotel. He has a rich experience spanning over two decades, during which he was associated with renowned hotel chains like The Leela, Hyatt, Hilton and Taj Group. His last assignment was as General Manager of The Leela Palace, Udaipur, and prior to that he was the Resident Manager of The Leela Palace, Chanakyapuri. During his 17 years of association with the Leela Group, he was an integral part of their culinary operations.



## VINOTH KUMAR

Director of Sales  
Crowne Plaza Chennai Adyar Park

★ Vinoth Kumar has been appointed as Director of Sales at Crowne Plaza Chennai Adyar Park. Kumar brings with him an extensive track record of sales experience managing rooms for well-known establishments. He joined Crowne Plaza Chennai Adyar Park as Assistant Manager Sales and in a short span of four years, has been promoted to Director of Sales. In the new role, he will be managing room sales, overseeing a team of proactive and reactive sales managers, and implementing sales strategies for the property.



## MAYANK TUTEJA

Director of Sales  
One Rep Global, New Delhi

★ One Rep Global has appointed Mayank Tuteja as Director of Sales in New Delhi. Tuteja comes with over 12 years of experience across global luxury hospitality brands like IHG, The Imperial, Hyatt and till most recently he was a pivotal member of the Leading Hotels of the World office in India. At One Rep Global he will expand the customer base while fostering relationships with existing partners across luxury travel agents, tour operators, MICE companies, event planners, high-end luxury operators and forging new tie-ups.



## ASIF IQBAL

Executive Chef  
Holiday Inn Chennai OMR IT Expressway

★ Holiday Inn Chennai OMR IT Expressway has appointed Asif Iqbal as Executive Chef, this would be his second innings with the IHG Brand. With over 14 years of experience, Iqbal brings a dynamic and innovative energy to Holiday Inn Chennai's culinary scene. With an enriched professional career, his journey started with Hotel Clarion, Goa and milestones were added with brands like Marriott (the Starwood), Oberoi, Wyndham, Hyatt, IHG and Radisson. He has expertise in cooking Awadhi, Rajasthani & Punjabi cuisine.





**buzz travel marketing**  
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CIN UB304HDL2004PTC123838

seema.datt@buzzindia.in, +91 9650196531  
ritesh.ahluwalia@buzzindia.in, +91 9650311775





AWAY  
RESORTS & VILLAS

## A photograph of a modern infinity pool with a glass railing, overlooking a lake and greenery. The pool is filled with blue water and has a blue and white tiled bottom. A wooden deck with lounge chairs is visible on the left side of the pool. The background shows a lush green landscape and a body of water.

A photograph of a modern, multi-story apartment building with a swimming pool and lounge area. The building has a blue and white facade with many windows. The pool is surrounded by a green lawn and a dark blue lounge area with white cushions. A small, round, dark blue table with a glass of water is in the foreground.

A modern hotel room with a large bed, a sofa, and a balcony with a view of a lake and mountains. The room features a large bed with white linens and a wooden headboard, a striped sofa, and a coffee table. A balcony with a glass railing offers a view of a lake and mountains. The room is decorated with a framed picture on the wall and a small potted plant on the coffee table.

CROSS  
HOTELS & RESORTS



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