HOTELS & RESTAURANTS INDIA

# Thraimagazine

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FHRAI HOSTS HARIT YOGA NATIONWIDE



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### President's Note



#### Dear Members and Stakeholders,

t is with immense pride and heartfelt joy that I write to you in this special edition of the FHRAI magazine, which focuses on India's blossoming wellness renaissance—where tradition meets innovation and hospitality embraces health with renewed purpose.

In recent months, a transformative wellness movement has taken root across the country through the *Harit Yoga* initiative, led by the Ministry of Ayush and the Morarji Desai National Institute of Yoga (MDNIY). FHRAI has had the honour of being at the forefront of this initiative, organising a series of impactful *Harit Yoga* events that beautifully aligned with the themes of sustainability, integrative health and mental well-being.

These were not merely programmes—they were immersive experiences seamlessly woven into the fabric of the 100 days countdown to the International Day of Yoga (IDY) 2025. Each destination selected offered a distinct ambiance, harmonising India's rich wellness traditions with the warmth and excellence of Indian hospitality.

Our journey began at the serene Atmantan Wellness Centre–Yoga Retreat in Pune, where nature, wellness and purpose converged to set a powerful tone. This was followed by vibrant yoga sessions at FHRAI-IHM and the celebratory Yogotsav Countdown Programme at Radisson Blu Resort, Cavelossim Beach, Goa—an idyllic coastal setting where the sound of waves merged with chants of yoga, creating an atmosphere of deep rejuvenation.

The wellness trail continued through the verdant landscapes of JW Marriott Prestige Golfshire Club, Nandi Hills in Bengaluru; BK Academy in Greater Kailash, New Delhi; the Embassy of Ethiopia in New Delhi; JIVA-GRAM Krishna Bhumi in Vrindavan; and at Yashoda Super Speciality Hospital and Yashoda Medicity in Ghaziabad—each venue adding its unique resonance to this collective journey.

This nationwide initiative will culminate on 21 June 2025, with the grand celebration of the International Day of Yoga in New Delhi. This landmark event will be graced by the virtual presence of the Hon'ble Prime Minister Shri Narendra Modi, and FHRAI is privileged to be a proud

partner in this historic movement—uniting tradition, health and hospitality on a global stage.

To cap off this incredible journey, FHRAI is delighted to announce a flagship initiative: the Medical and Wellness Tourism Summit, to be held in New Delhi on 17 July 2025. Envisioned as a confluence of global leaders in healthcare, hospitality and wellness, this summit will feature thought-provoking dialogues, high-impact B2B networking and experiential showcases. It will reaffirm India's emergence as a premier destination for integrated wellness and clinical excellence.



This nationwide initiative will culminate on 21 June 2025, with the grand celebration of the International Day of Yoga in New Delhi."

The summit will be graced by dignitaries from the Ministry of Ayush, Ministry of Health & Family Welfare (MoHFW), NABH, AHPI, QCI and other key stakeholders—demonstrating a unified public-private commitment to advancing India's global leadership in holistic healthcare and wellness tourism.

As we reflect on this journey with pride and look forward with purpose, I extend my deepest gratitude to all our members, partners, wellness practitioners and esteemed ministries for their unwavering support. Together, we are shaping a movement that is inclusive, impactful and authentically Indian at heart.

Let us continue this shared commitment towards greener hospitality, empowered communities and a global wellness vision rooted in compassion, culture and consciousness.

> Warm regards, **K Syama Raju** President, FHRAI

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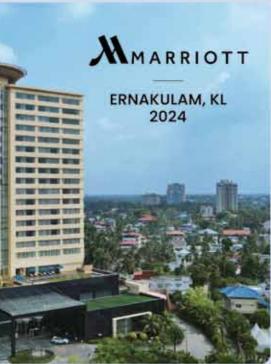




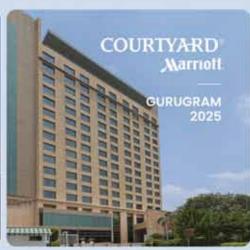






















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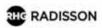
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#### **FHRAI powers Yoga Movement for 2025**

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# Leadership is beyond titles or authority

From positivity to leading by example, **Dr Lakshyaraj Singh Mewar** outlines core characteristics of leadership that transcend traditional hierarchies.



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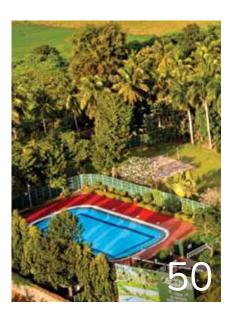
# IIHM's NamAlste puts India on global Al map

IIHM's NamAIste marks a bold leap in AI powered education, offering hospitality-specific insights and knowledge.



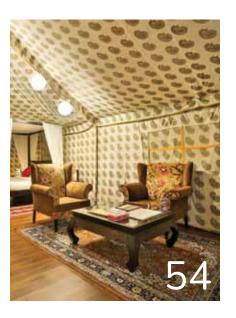
# Reimagining hotel's public spaces

Making a significant spatial statement, The Leela Art Gallery debuts at The Leela Ambience Gurugram Hotel & Residences.



# Small changes, profound impacts

**Vikram Cotah** delineates how a tiny responsible action can create a ripple effect in the industry, leading to sustainable hospitality.



# The great outdoors

Glamping enters a new frontier of expansion as travellers' demand for authentic and off-the-grid experiences grows. SECRETARY GENERAL Jaison Chacko - sg@fhrai.com

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## FHRAI powers Yoga Movement for 2025

In the lead-up to International Yoga Day 2025, FHRAI sets the tone for the national countdown with the pan-India celebration of Harit Yoga.



s the world prepares to celebrate International Day of Yoga (IDY) 2025, FHRAI's pan-India celebrations of 'Harit Yoga,' a signature event of IDY 2025, have gained momentum in advancing India's global leadership in wellness tourism. Led by Hon'ble Prime Minister Narendra Modi, the initiative is a tribute to wellness, sustainability and global harmony.

The crescendo of IDY 2025 will arrive with Yoga Sangam, a nationwide synchronised demonstration of the Common Yoga Protocol, to be held across over 1,00,000 locations, on 21 June 2025. FHRAI stands proudly as a strategic partner in this historic moment of collective wellness that aligns with the enviornment protection.

Aligned with the Ministry of Ayush's initiative and supported by the Morarji Desai National Institute of Yoga (MDNIY), FHRAI has curated a transformative journey of yoga events across the country, each rooted in tradition, sustainability and holistic well-being.

Recognised by the Ministry of Ayush for its proactive leadership, FHRAI has been instrumental in amplifying the PM's vision of taking voga to every corner of the nation. What began as a spiritual discipline has evolved into a national wellness movement—one that merges India's ancient philosophy with modern hospitality.

In a run up to the International Yoga Day, FHRAI hosted a series of yoga events in the following locations nationwide.

#### Mulshi, Maharashtra

With over 100 participants, Harit Yoga-Embrace Wellness, Embrace Nature retreat was organised on 22 April 2025 at Atmantan Wellness Centre. The session featured the Common Yoga Protocol (CYP), mindfulness meditation and breathwork programmes.

"Hosting Harit Yoga 2025 on our grounds allowed us to present yoga not just as a practice, but as a lived experience," expressed Nikhil Kapur, Co-Founder and Director, Atmantan Wellness Centre.

While meditation and breathwork programmes invoked peace and calm, the event also saw the planting of 50 medicinal plants along with a guided nature trek, reinforcing FH-RAI's commitment to sustainabile tourism and green hospitality.





#### FHRAI-IHM, Greater Noida

The FHRAI Institute of Hospitality Management was transformed into a vibrant hub of wellness with the support of the Ministry of AYUSH and MDNIY on 29 April 2025. The session, led by Mokshayatan Yog Sansthan, brought together students, wellness enthusiasts and hospitality professionals in a meaningful convergence of health and harmony. A symbolic highlight of the event was the distribution of saplings by SC Suneja, an alumnus of IIM Bangalore, and Dr Narendra Kumar, representing a commitment to both personal and planetary well-being.

The yoga session was conducted by expert trainers from Mokshayatan Yog Sansthan, Noida, including Yogacharya Mukta Sharma and Yogacharya Divya Sharma, with the support of Yogi Vaibhav, Yogi Rahul, Yogini Nikki and Yogini Kavita. Following the session, over 2,000 saplings were planted across the campus by students and dignitaries—underscoring the event's core message of sustainability and holistic wellness.

"Yoga is a quiet conversation with the world. A tree planted, a breath taken with intention—this is hospitality with heart," remarked **Jaison Chacko**, Secretary General, FHRAI.

#### Cavelossim Beach, Goa

In collaboration with HRAWI, FH-RAI organised a 'Yoga Mahotsav' at Radisson Blu Resort on 10 May Yoga is a gift from India to the world, inspiring unity and holistic health

2025. The celebration observed the 42<sup>nd</sup> day of the 100-day countdown to the International Day of Yoga.

Vishal Pathak, Corporate General Manager, Radisson Blu Resort, said, "Goa's natural beauty and serene environment make it an ideal destination for wellness and yoga tourism. We take pride in supporting initiatives that promote holistic wellbeing while enhancing Goa tourism."

With over 350 representatives from the wellness, tourism and hoaspitality sectors, the event concluded reflecting the region's growing interest in holistic wellness.

#### JW Marriott Prestige Golfshire Resort, Bengaluru

In partnership with the Prestige Group and backed by the Ministry of Ayush, this yoga session was held at the foothills of Nandi Hills on 17 May 2025, drew over 150 participants. From university students to wellness enthusiasts, all gathered in unison for a soulful yoga experience.

K Nanda Kishore conducted a CYP session, demonstrating holistic practices aimed at improving physical, mental and spiritual well-being. "Harit Yoga is a celebration of har-







mony between body, mind and nature," said Manjunath Hegde. The event saw the planting of 250 medicinal plants, reinforcing FHRAI's commitment to sustainability and green hospitality.

#### **Embassy of Ethiopia, New Delhi**

Co-hosted with the Embassy of Ethiopia, FHRAI conducted a Coffee & Harit Yoga session on 20 May 2025, celebrating yoga's ability to foster global harmony.

"Yoga is a gift from India to the world. Its power to inspire unity and holistic health is unmatched," said H.E. Ambassador Fesseha Shawel, as he welcomed guests.

Alphons Kannanthanam, former Union Minister, drew parallels between coffee's energy and yoga's FHRAI, as a strategic partner, ensures each event is rooted in tradition, sustainability and holistic wellbeing

cosmic connection. H.H. Acharya Dr Lokesh Muni Ji praised PM Modi's efforts in placing yoga on the global map.

Dr Blossom Kochhar also praised the blend of cultural rituals and wellness, commenting, "The fusion of yoga and Ethiopian coffee ceremonies demonstrates how diversity in traditions can unite to enhance well-being."

Subhash Goyal, Founder Chairman, STIC Travel Group of Companies, said, "Yoga and cultural diplomacy are powerful tools in positioning India as a global wellness hub."

Payal Swami, ASG, FHRAI, underscored, "Collaborating with the Ethiopian Embassy symbolises our belief in wellness as diplomacy and shared human progress." To support green hospitality, 50 medicinal plants were planted as part of the event.

#### Yashoda Medicity, Ghaziabad

On the World Environment Day, FHRAI, in collaboration with Yashoda Medicity and with the sup-









port of the Ministry of Ayush, Government of India, also organised a special yoga session, 'Harit Yoga,' on 5 June. With more than 150 participants, the event promoted not only physical and mental well-being but also strengthened the bond between human life and nature. Dr Upasana Arora, Managing Director, Yashoda Group of Hospitals, said, "Through the practice of Harit Yoga, we are reminded of the deep harmony that exists between human health and the well-being of our planet." Payal Swami, ASG, FHRAI, added, "This collaboration is part of FHRAI's broader commitment to environmentally conscious practices across the hospitality and wellness industries." Meanwhile, FHRAI also organised events at the following locations across the nation:

- Jivagram Centre for Well-Being, Faridabad, Haryana
- BK Academy, GK, New Delhi.

The sessions promoted principles of wellness and environmental harmony through yoga, aligning with India's vision of sustainable living.









# FHRAI-IHM records 100% placement

### for 2022-25 batch

Establishing a new benchmark in job placements and excellence, FHRAI-IHM avers the symbiotic relationship of academia & industry.



**DDP Bureau** 

etting a shining example of academic and industry alignment, the Federation of Hotel & Restaurant Associations of India Institute of Hospitality Management (FHRAI-IHM) has achieved a 100 per cent placement for the 2022-25 batch. With students landing coveted roles at some prestigious hospitality brands across the globe, the institute has reinforced its reputation as a premier centre for hospitality education in India.

The placement success of FHRAI-IHM is not just about numbers—it reflects the institution's commitment to quality education, practical training and industry readiness, marking a significant achievement.

#### Global opportunities

The 2022-25 placement witnessed participation both from India and overseas. Brands like Taj Hotels, The Oberoi Group, Marriott International, ITC Hotels, Compass group and IHG were among the top recruiters. The diversity of profiles offered ranged from management trainees and operational executives to guest relations associates, food and beverage supervisors and kitchen management trainees.

#### Real-world success

One of the key factors behind this success is the institute's strong

"Guest lectures from industry veterans and international masterclasses provide students with a 360-degree view of hospitality."

emphasis on industry-integrated learning. From day one, students at FHRAI-IHM are immersed in a curriculum that blends theory with practice. Regular internships, live kitchen labs, restaurant simulations, guest

lectures from industry veterans and international masterclasses provide students with a 360-degree view of the hospitality ecosystem. Furthermore, FHRAI-IHM's strategic location in the NCR ensures unparalleled exposure to hospitality giants and luxury properties, giving students a distinct edge during placements.

Impressed with the quality of talent, a senior HR manager from Marriott International shared, "Students from FHRAI-IHM come with great fundamentals, strong operational know-how and excellent communcation skills. They are industry-ready from day one."

#### **Looking ahead**

FHRAI-IHM plans to expand international internship tie-ups, introduce specialisations in luxury hospitality and bring in more international recruiters for the upcoming batches. FHRAI-IHM is also working towards becoming a centre for hospitality research and innovation.



#### **Key highlights**

- Over 18 leading hospitality companies conduct rigorous interviews, group discussions and practical assessments over multiple rounds.
- Achieve a 100 per cent placement rate within three months of placement season kick-off.
- Over 95 percent of students secured positions with management training or supervisory roles, indicating high potential for career growth.
- Average annual package of 3.8 lakh per annum

#### PI score determines hotel category: CPCB

CPCB spells out hotels using clean fuels can drop PI below 79.4 and change their status from red to orange category.



DDP Bureau

n response to FHRAI's concerns regarding hotel classification, Central Pollution Control Board (CPCB) clarified that the current classification of industrial sectors, including hotels—is based on a scientific methodology using a Pollution Index (PI). This index accounts for the potential impact of water pollution, air pollution and waste generation from a sector's operations.

CPCB elaborated that hotels rated above 3-star or having 100 rooms or more have a PI of 81.3,

classifying them under the red category presently. However, when such hotels utilise cleaner or gaseous fuels, the PI reduces to 79.4, bringing them under the orange category.

FHRAI recently approached the CPCB and the Hon'ble Minister for Environment, Forest and Climate Change of India, raising concerns over the environmental categorisation of hotels rated 3-star and above or those with more than 100 rooms. Despite the hotels increasingly adopting sustainable practices, they continue to be classified under the red or orange categories, which brings heavier regulatory requirements for the hotel.





#### **Wedding and MICE Conclave** to debut in Kerala

KTM's ambitious initiative 'Wedding and MICE Conclave' aims to position Kerala as the global leader for wedding and MICE tourism.



erala Travel Mart Society (KTM), in association with the Department of Tourism, Government of Kerala, is set to host the 'Wedding and MICE Conclave' from 14 to 16 August. For the first time, the state is turning the spotlight on two of the fastestgrowing segments in global travel: destination weddings and MICE (meetings, incentives, conferences and exhibitions).

Witha high-profile opening at the Grand Hyatt Kochi Bolgatty, on Bolgatty Island in Kochi, and subsequent business sessions at Le Meridien, Kochi, the conclave aims to position Kerala as a serious contender in the world of experiential, high-spend tourism. The conclave will also organised a networking dinner at the Chakola's Pavilion Event Centre, Kochi on 15 August 2025.

"This is more than a trade event, it is a turning point," remarked PA Mohamed Riyas, Kerala's Minister for Tourism and PWD. "Kerala has the vision and the assets to emerge as a global leader in wedding and MICE tourism."

#### **Tapping untapped potential**

Long celebrated for its serene backwaters, palm-fringed beaches and Ayurvedic retreats, Kerala has primarily drawn leisure travellers and nature enthusiasts. But with international demand rising for exotic, wellserviced event destinations, Kerala sees an opportunity to pivot without compromising its cultural soul.

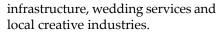
"From the highlands of Wayanad to the luxury lakeside properties in Kumarakom, our venues are versa-



tile and compelling," noted K Biju, Secretary, the Department of Tourism, Government of Kerala. He futhher added, "It's time we say that story to a global audience."

The conclave's format is comprehensive: curated B2B meetings, destination familiarisation tours, expert-led workshops and an expansive exhibition space featuring MICE

Kerala has the vision and the assets to emerge as a global hub for wedding and MICF tourism



The goal is to build bridges between international as well as domestic buyers and the tourism ecosystem of Kerala while spotlighting the state's authentic strengths and potential—its rich heritage, hospitality and holistic experiences.

#### Platform for business & culture

More than just a business fair, the event will serve as a multisensory showcase of Kerala's cultural choices. "We want every event hosted here to be infused with Kerala's essence. We are looking at varied tourism product offerings while reiterating our strength in leisure holidays," said Sikha Surendran, Director, Kerala Tourism. The event will feature workshops on various topics from sustainable MICE strategies to digital disruption in event logistics. Besides, buyers will engage directly with hotels, resorts and planners.

#### **Cohesive ecosystem**

One of the conclave's standout features is its focus on local supplier integration, ensuring every part of the event value chain is represented. "This is a catalyst for structured growth. It is about enabling meaningful partnerships that go beyond the conclave," said KTM Society President Jose Pradeep.

#### Vision for sustainable growth

This initiative will focus on building a resilient foundation for tourism diversification—bringing year-round business while distributing economic benefits across regions and sectors. "Kerala is not just entering this space, we are elevating it," emphasised KTM Secretary S Swaminathan, adding, "We are setting the stage for world-class events that respect place, people and purpose."

#### **Toward a new identity**

As Kerala boldly courts the global event circuit, this conclave will markthe beginning of a broader redefinition. No longer just a leisure destination, Kerala is laying claim to a more nuanced identity—one rooted in hosting, not just welcoming.





#### Paving way for inclusive growth

MoT and Ladakh Tourism conduct workshops to encourage tourism-led development and sustainable economy for local communities.



n an effort to boost tourism-led development in border villages, the Ministry of Tourism, Government of India, in collaboration with the Ladakh Union Territory Administration and other key stakeholders, organised a hands-on workshop at Durbuk and Tangtse in District Leh on 9 June 2025. The initiative, conducted under the Vibrant Villages Programme (VVP), aims to promote sustainable livelihoods by leveraging tourism, cultural engagement and community participation in strategically important areas.

#### **Local engagement**

Led by Ajit Pal Singh, Regional Director (North), Ministry of Tour-

The event witnessed enthusiastic participation from locals, including artisans, students and tourism stakeholders

ism, the workshop was structured to create awareness and integrate local communities with national tourism schemes and initiatives. Participants were introduced to the Incredible India Tourist Facilitators Certification Programme (IITFC) and the Incredible India Tourist Guide (IITG) initiative digital learning platforms that enable individuals to gain tourismrelated knowledge at their own pace.

#### **Champion of change**

Another key focus of the workshop was the introduction and promotion of YUVA Tourism Clubs in the region. These clubs are intended to instill a deeper sense of awareness, pride and responsibility among the youth towards India's rich natural and cultural heritage. The initiative also aims to cultivate values of responsible and sustainable tourism, encouraging young minds to become ambassadors of change.

The event witnessed enthusiastic participation from locals, including artisans, students, youth and tourism stakeholders from the villages of Durbuk, Tangtse, Man, Thrauk, Chushul and Merak.

#### **Inclusive tourism**

Addressing the gathering, Hon'ble

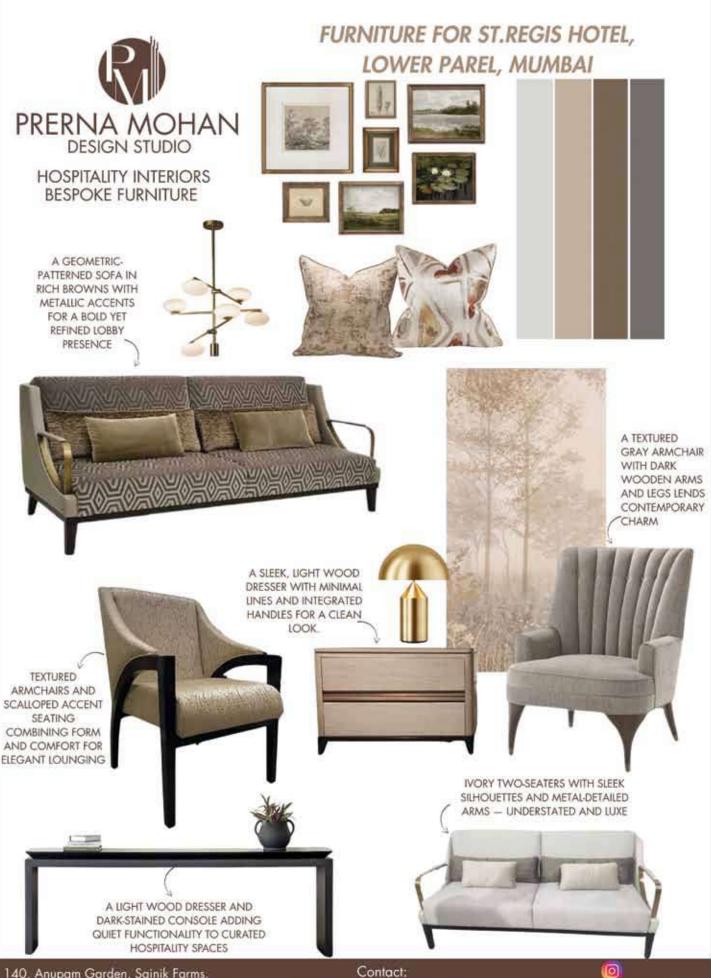


AJIT PAL SINGH Regional Director (North), Ministry of Tourism

Executive Councillor Tashi Namgyal Yakzee highlighted the need for effective strategies that foster inclusive tourism and encourage stakeholders to design travel packages that showcase villages like Tangtse and Durbuk rather than focusing solely on Pangong Lake.

The workshop reflects the Ministry's ongoing commitment to empowering border communities of the region, by linking them with tourism-led opportunities and also fostering skill development, awareness and cultural pride among the people of Ladakh.







#### **Elevating food safety practices**

With positive response from professionals, HRAEI hosts a training programme in Kolkata, raising awareness about food safety and regulatory compliance.



DDP Bureau

RAEI conducted a Food Safety Training and Certification (FoSTaC) programme on advanced catering at The Lalit Great Eastern Kolkata. The event, inaugurated by Kamal Raza, General Manager of the hotel, witnessed enthusiastic participation from hospitality professionals across the city and neighbouring states.

The training focused on advanced food safety protocols and best practices in catering, aligned with the latest FSSAI (Food Safety and Standards Authority of India) guidelines. The session was conducted by Dr Anup Kumar Tiwari, National Diamond Trainer, FoSTaC, whose in-depth insights added significant value to the programme.



This initiative is part of HRAEI's continuous efforts to promote food safety, hygiene and skill development within the hospitality sector. Over the past four months, the association has organised eight such

"We aim to instil a culture of excellence and accountability that meets global standards."

training sessions across Kolkata, Bhubaneswar and Guwahati, reinforcing its commitment to capacity building and regulatory compliance.

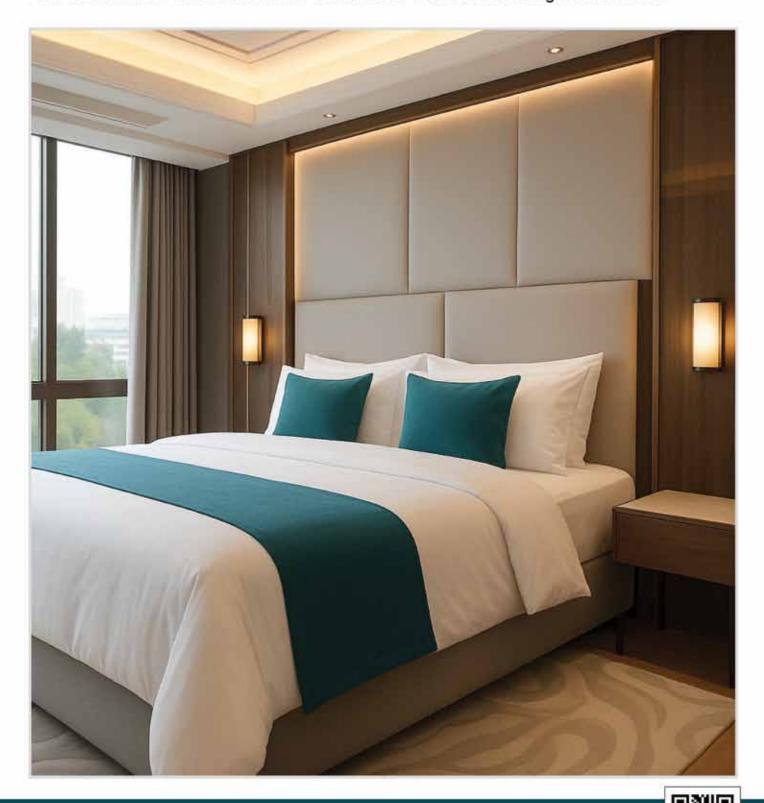
Sudesh Poddar, President, HRAEI, stated, "Food safety is not just a regulatory requirement but a fundamental responsibility of the hospitality industry. Through these training programmes, we aim to instil a culture of excellence and accountability that meets global standards."





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# Leadership is beyond titles or authority

From positivity to leading by example, Dr Lakshyaraj Singh Mewar outlines core characteristics of leadership that transcend traditional hierarchies.



he beauty of the learning process goes beyond the confines of school environment or corporate setting. But we invariably create separate compartments when it comes to learning, such as schools, colleges, workplaces and homes. It is crucial to recognise that learning is a continuous journey regardless of where we are or what we are doing in life. Therefore, we must consciously break free from this siloed approach and look at life and work more holistically.

#### Hallmark of leadership

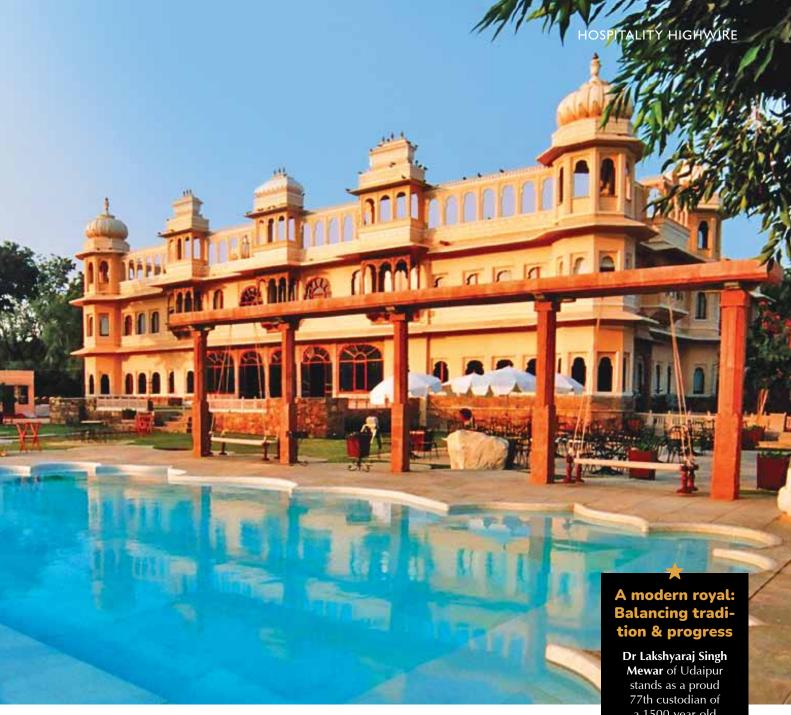
In the hospitality industry, in every large or small hotel establishment, leadership is undoubtedly a challenging and demanding role. Leadership is not about being at the top of the hierarchy. Unquestionably, the head of the organisation is the designated leader; he has been given the power and the authority to lead.

Having worked for almost two decades, I can affirm with considerable confidence



DR LAKSHYARAJ SINGH MEWAR Chairman and Managing Director Historic Resort Hotels, The Palace, Udaipur, Rajasthan

that every person, every staff member, no matter senior or junior, is a leader. You could call it the 'redefinition of leadership.' There are certain traits that a leader must possess – positivity, optimism, confidence



"Even the most mundane task also becomes radiant with positive energy."

and deep involvement in the tasks. It is this energy that makes a leader, enabling them to transform the ordinary into the extraordinary. This is the 'Lesson One,' the fundamental aspect of leadership.

In the hospitality environment, it is important to be able to follow instructions, adhere to the standard operating procedures (SOPs) and provide the feedback wherever it is called for. These are the signs of an efficient worker or manager. The real chal-

lenge before us is to ensure that the seeds of leadership get the opportunity and the environment to sprout. It is here that even the most mundane task also becomes radiant with this positive energy.

As you walk around a hotel garden, you can see the gardeners tending from the smallest shrubs to the largest trees. This is often seen as a mechanical and routine task but suddenly begins to glow and shine. This distinct glow reflects the leader's hard work to bring out the best results possible. When excellent outcomes are clearly visible, such leadership needs to be acknowledged, respected and promoted wherever it is encountered.

I am often questioned about the importance of training and learning new technologies and equipment, especially

a 1500-year-old legacy rooted in valour, tradition and community service, embodying the ethos of his legendary ancestor, Maharana Pratap. . As a modern royal, he redefines what it means to be a 'working royal'—a free spirited traveller, rational philosopher and a scientific sadhu who balances heritage with contemporary thought. Commended by the Hon'ble President of India, he is a global ambassador for Indian culture and an icon for the youth.



in hotels and restaurants. It is crucial to stay abreast and alert about the latest tools to empower the staff. While mastering these skills is easier with proper training, the more significant and challenging aspect is the quest to be the best version of yourself. What counts here is the spirit and positivity that exude from within. That is the 'Lesson Two' for you.

#### **Long-lasting effects**

We often do not remember the cup of cappuccino served to us, but we remember the smile and the care of the person who served

"The real challenge is to ensure that the seeds of leadership get the opportunity and the environment to sprout."

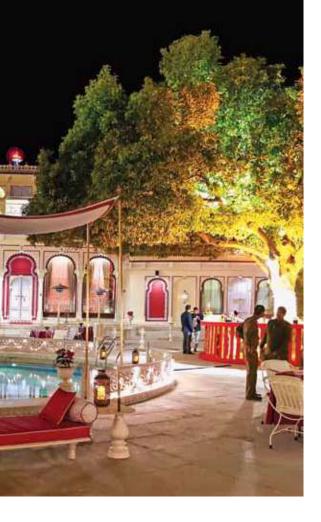
> it. It is this warmth that gives hospitality a distinctive touch. Having travelled across the continents, I can recall innumerable examples of such warm gestures, even after years. It could be a simple chutney or sauce accompanying the main course at a dinner; but the taste, the aroma and feel of that chutney linger on for years while the rest may fade away. That is what I

want to highlight —a leader's work stays with us but the energy becomes a part of our memory.

It is a constant challenge to bring in, nurture and develop the people who work with us. Qualifications and certifications are important for jobs, but the larger picture is even more significant: the zeal and the enthusiasm to do their best and exceed their own capabilities, are what truly important for the organisation. When I was studying at the Blue Mountains International Hotel Management School in Australia, I often witnessed to this phenomenon. The chefs and their teams, the bartenders and their co-workers—the magic they would create not with what they were serving but how they were serving it and winning over their guests! Those memorable working experiences have stayed with me.

#### **Setting an example**

The 'Lesson Three' is about leading by example. As the Chairman and Managing Director of the company, I must lead through my own actions, performance and commitment towards the work at hand. Being a sportsperson, I can give the example of a cricket captain, who must perform both on and off the field. While I am refraining from using the word 'failure', there is little or no room for non-performance.

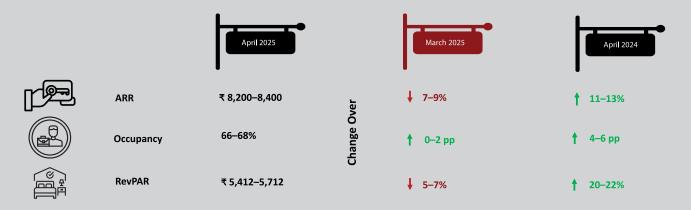


In the hospitality industry too, the mantle of leadership is best carried by the men and women who are walking examples of performance under all kinds of pressure. It is their optimism, confidence and faith that shows them the way ahead. The pandemic was a major test of leadership for all of us-how we managed to survive, keep the ship afloat and stay healthy, productive under such duress?

I have taken on the challenge of pursuing Ph D in 'Stress Management,' with a focus on school students, assessing stress, identifying sources and understanding their impact on students' behaviour and health. It has helped gather insights for both my workplace and my family. It complemented the MBA programme I undertook on 'Human Resource Management' earlier.

While the future is not for us to see, we have to be prepared for the years ahead, where challenges are inevitable. There is volatility, uncertainty and chaos in every domain. The challenge is to keep oneself focussed and unafraid of these times.





Source: HVS Research; Data for Calendar Year Cover Image Courtesy: Four Points by Sheraton Sonmarg Resort

### Mumbai, New Delhi top occupancy growth

The occupancy growth slightly increased for May 2025, with Jaipur showing strongest year-on-year growth in hotel occupancy, reveals HVS Anarock.



ccording to the May 2025 report released by HVS Anarock, the Indian hotel sector continued to post strong year-on-year growth across all major performance indicators in April 2025. The occupancy rate saw

a marginal uptick over March 2025, even as average rates softened during the same period.

#### **Occupancy trends**

Among key markets in India, Mumbai (79-81 per cent) and New Delhi (78–80 per cent) registered the highest occupancy level. They reaffirmed their position as the top-performing

Mumbai and New Delhi record the highest average rates, exceeding ₹11,500 and ₹10,500 respectively





hotel markets in the country. Meanwhile, Jaipur recorded the strongest year-on-year growth in occupancy, followed closely by New Delhi, reflecting robust demand in both leisure and business travel segments.

#### **ARR** trends

As per the report, Mumbai and New Delhi recorded the highest average rates during the month, exceeding ₹11,500 and ₹10,500, respectively.

In terms of year-on-year growth, Jaipur registered 19-21 per cent and Hyderabad with 18-20 per cent leading the charge with the sharpest increases in ARR.



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### IIHM's NamAlste puts India on global AI map

IIHM's NamAIste, in collaboration with Entiovi Technologies, marks a bold leap in AI powered education, offering hospitality-specific insights.



n a first-of-its-kind move for India's hospitality education sector, the International Institute of Hotel Management (IIHM) has launched NamAIste, an AI-powered GPT tool, specifically designed for hospitality training and workforce upskilling. Unlike generic AI tools, NamAIste delivers verified, hospitality-focused knowledge for students, teachers and hotel professionals, helping bridge the skill gap in a tech-led, service-first industry.

Built in collaboration with Indian AI company Entiovi Technologies, NamAIste is more than just a chatbot. The tool is a contextual, learning-first assistant that understands the nuances of the hospitality business, from front-office etiquette to guest safety innovations like facial-recognition lockers. It supports both new learners and seasoned staff in updating themselves with real-world applications of AI in hospitality.

**DR SUBORNO BOSE** Chairman

"We call it advanced intelligence not artificial, because hospitality is human-first," said Dr Suborno Bose, Chairman, IIHM. "NamAIste merges India's warmth with smart tech and will change how the world learns hospitality."

Unlike mainstream GPTs trained on unverified or generic data, NamAIste draws from authenticated content and training material, making it a reliable learning companion for over 60 international partner institutions associated with IIHM. It is free for IIHM students to use, targetting to be adopted globally in the education ecosystem.

Meanwhile, IIHM is extending its footprint to tier II cities such as Shillong, Dehradun and Agartala, aiming NamAlste supports both new learners and seasoned staff with real-world applications of Al in hospitality

to democratise access to world-class hospitality education. "NamAIste is India's gift to the global hospitality community," said Dr Bose. "It is about preparing our people for the future, with roots in Indian values and eyes on global standards."





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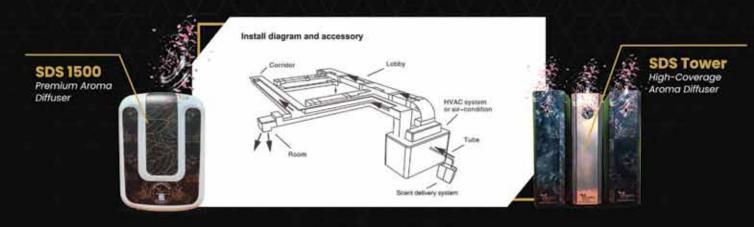
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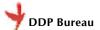
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## How hospitality can reclaim enrolment programmes

To navigate the declining enrolment, students can be engaged by highlighting diverse career prospects and ensuring promising future in hospitality.



ospitality enrolment in the pre-COVID world was quite good, with the National Council of Hotel Management Joint Entrance Exam (NCHMCT JEE) attracting more than 30,000 candidates, resulting in a good number of admissions in government and private IHM affiliated with NCHMCT. However, the sudden outbreak of the pandemic, coupled with a lack of information, badly affected the hospitality industry. The situation compelled them to take some unpleasant decisionsto cut down salary or no salary as many hotels and restaurants were closed indefinitely.

The extreme move affected the livelihood of several staff members as well as the morale of their families. The ripple effects of the pandemic were also felt in hospitality management institutes, impacting the enrolment to date.

#### **Key factors**

Low enrolment in hospitality management programmes can be attributed to several factors, including a major shift of target students from the urban middle class to the economically weaker section with very limited resources of financing education. The unprecedented growth of 'Skill Centres' initiated by leading hotel groups, independently or in association with organisations like the Job Plus, VFS Global, and

The three-year programme in hospitality is significant in developing the right attributes and skills for successful placements

institutes working in association with the Tourism and Hospitality Skill Council.

Decision-makers need to understand that two-to-three monthfocused skill training programme is sufficient for basic and entry-level roles for budget hotels and restaurants. Whereas for large hotels/ international brands, the focus is on training candidates with hotel management (BHM) qualification of three-to-four-year duration. It will help mould them properly with the right service attitude, pleasing personality, fluent communication, deep subject knowledge and relevant skills, along with the basic managerial input like finance management, revenue management, etc.

#### **Clear approach**

The budding professionals need a encouraging approach from the industry in terms of initial wages, fixed duty hours, six weekly off in a month and proper mentoring with a clear career path. Management institutes must also work more purposefully and convince budding professionals of the significance of a three-year





**AK SINGH** Director, FHRAI Institute of Hospitality Management

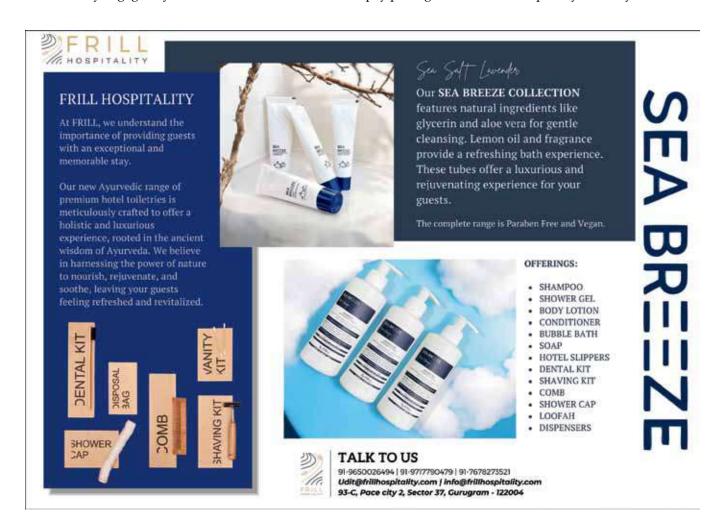
programme, terming it as an 'investment year'. This will help to develop the right attributes and skills for successful placements. Besides, educational institutions need to develop a curriculum that fulfils the expectations of the hospitality industry.

#### **Effective measures**

To be actively engaged by the indus-



try, budding professionals should give their hundred percent during their professional programmes and improve their personality and communication skills. The industry must work on the initial pay package with better working conditions, which will help retain talent in the organisation for years. Further, all stakeholders should join hands to effectively communicate the career advantages of the hospitality industry.





To assert a destination identity on global landscape, India must revamp its branding campaigns, not just a destination but an experience resonant with today's travellers.

#### Shift from metro to regional uniqueness: SIHRA



We need to adopt integrated digital campaigns that leverage data analytics and immersive content."

K SYAMA RAJU President SIHRA

ndia's vast cultural diversity, natural beauty, heritage wealth and spiritual legacy make it one of the most compelling destinations in the world. Yet, as we aim to position India as a global tourism powerhouse by 2047, it is crucial that we move beyond conventional narratives and rethink how we promote our destinations—especially in the context of the rapidly evolving preferences of modern travellers.

The "Incredible India" campaign has undoubtedly built strong global brand recognition. However, in today's world of digital storytelling and immersive experiences, traditional promotional methods need to be complemented by fresh, tech-driven and community-led approaches. We must move from monolithic, metro-centric promotion strategies to decentralised, hyperlocal narratives that celebrate regional uniqueness.

Tourism promotion should no longer be confined to glossy brochures and limited ad spends. We need to adopt integrated digital campaigns that leverage data analytics, influencer collaborations and immersive content such as virtual reality experiences and 360-degree tours. Usergenerated content should be harnessed to create trust and relatability among new-age travellers.

Moreover, sustainability and inclusivity must be at the heart of promotion. Highlighting eco-tourism, community-based travel, heritage restoration projects and lesser-known rural circuits not only diversifies footfall but also spreads tourism benefits to underserved areas. At SIHRA, we have actively supported numerous initiatives in partnership with government bodies to enhance the visibility of South India as a premier travel destination. These include the Tamil Nadu Travel Expo (TTE), Karnataka International Travel Expo (KITE) and Kerala Travel Mart (KTM), among others. These events not only showcase the diversity of our region but also provide platforms for stakeholders to connect, collaborate and craft compelling destination offerings.

#### Harness power of immersive storytelling: HRAWI



Our approach must evolve from showcasing destinations to curating experiences."



JIMMY SHAW President **HRAWI** 

ndia is not merely a country; it is an experience. With its rich tapestry of culture, history, landscapes and spiritual depth, India stands unrivalled in its potential to captivate global travellers. Yet, to transform this potential into sustained economic and social value, we must fundamentally rethink how we promote our destinations.

The "Incredible India" campaign has been a powerful identity on the global stage. However, today's traveller demands more than glossy imagery. Modern tourism marketing must shift from passive promotion to immersive storytelling. Every region has a narrative, be it the spiritual solitude of the Himalayas, the backwaters of Kerala or the vibrant heritage of Rajasthan. Our approach must evolve from showcasing destinations to curating experiences that

resonate deeply with diverse traveller personas.

Religious and wellness tourism, in particular, offer transformative opportunities. With thousands of temples, mosques, churches, gurudwaras and sacred pilgrimage routes, India is the spiritual heart of the world. The Ayodhya-Ram Mandir circuit, Char Dham Yatra and Sufi shrines attract millions annually. Similarly, India's deep-rooted yogic traditions and Ayurveda-based wellness tourism position us uniquely for global travellers seeking healing and mindfulness.

To support these efforts, connectivity is key. Rapid improvements in roadways, the expansion of our airport network under the UDAN scheme and integrated transport corridors are dramatically reducing travel times and opening access to remote areas.

At this critical juncture, rebooting tourism in Jammu & Kashmir must be recognised as a national priority. While recent developments have cast a shadow, we must not let fear define our future. With strong security assurances and strategic marketing efforts, we must restore traveller confidence and revive the flow of tourists.

Equally critical is the need to spotlight lesser-known destinations like the Northeast, Chhattisgarh and the Andaman & Nicobar Islands and Lakshadweep, that offer untapped potential. Strategic investments in infrastructure, digital connectivity and last-mile accessibility are crucial to ensure these destinations are both discoverable and deliverable.

Collaboration between the Government and the private sector must become the cornerstone of our promotional strategy. Policymakers, hospitality stakeholders, airlines and tour operators must align to present a cohesive, seamless tourism experience.



#### Showcase India with authencity & purpose: HRANI



66

From Al-driven travel assistance to ecoconscious infrastructure, modern tourism must be future-ready."

**SURENDRA KUMAR JAISWAL**President

ndia's tourism landscape is as diverse as it is rich—with a spectrum that spans spirituality, heritage, adventure, cuisine and wellness. The 'Incredible India' campaign has successfully built a strong global identity. Yet, as we move towards the national vision of Viksit Bharat@2047, it is time to rethink and realign how we promote our destinations to create long-term, sustainable impact.

The key lies in moving from generic promotion to purposeful positioning. Each destination in India holds its own essence—its culture, community, history and local narratives. Our promotional strategies must reflect this uniqueness through storytelling, curated experiences and immersive content. Digital campaigns and shortformat video sensitisation highlighting local customs, festivals and people can powerfully connect with modern audiences.

Culinary culture must also take centre stage. India's regional cuisines are not just about taste—they are living traditions. Promoting local food trails and authentic din-

ing experiences can enhance tourism value and support local communities.

However, promotion must be backed by readiness. Infrastructure is the backbone of tourism. Last-mile connectivity, clean amenities, digital accessibility, multi-lingual support and emergency services are essential. Developing tourism circuits and designated tourism zones will also help distribute football, reduce pressure on overburdened destinations and bring lesser-known places into the spotlight.

A decentralised and state-driven approach is key. Each state must be empowered to develop its own niche—be it spiritual tourism in Uttar Pradesh, adventure tourism in Uttarakhand or culinary tourism in Punjab. This "Viksit Rajya" model will help realise the larger national goal of Viksit Bharat.

Furthermore, integrating technology and sustainability is non-negotiable. From AI-driven travel assistance to eco-conscious infrastructure, modern tourism must be responsible and future-ready.

In conclusion, rethinking how we promote our destinations is not just about inviting more tourists—it is about showcasing India with authenticity, preparedness and purpose. To make this transformation meaningful, policy support is equally crucial. Rationalising taxation, delinking food services from room tariffs and simplifying compliance frameworks can significantly ease doing business in the hospitality sector.  $\Box$ 



#### Digital innovation essential for wider reach: HRAEI



Develop strong public relations strategies to promote positive media coverage."

SUDESH PODDAR President

o effectively promote India's tourist destinations to foreigners, a multifaceted approach is needed, encompassing digital marketing, partnerships and infrastructure improvements. This includes leveraging online platforms, collaborating with travel agencies and influencers, and ensuring a positive experience through better infrastructure and services.

#### **User-friendly websites**

To strengthen digital marketing and online presence, all stakeholders must focus on well-designed websites and social media handles. A user-friendly website with high-quality images and videos showcasing India's diverse attractions, including cultural sites, natural beauty and culinary experiences must be created. The website and relevant social media channels must be adequately promoted to reach a global audience.

Search engine optimisation tools must be adopted. Website content and structure must be optimised to rank high in search engine results for relevant keywords and phrases, making it easier for potential tourists to find India. Online advertising platforms must be utilised to target specific demographics and interests, focusing on travel and adventure enthusiasts. Marketing partnerships with travel bloggers and influencers should be planned in order to create engaging content and reach a wider audience with authentic experiences.

#### **Strategic partnerships**

There must be collaborations with travel agencies and tour operators

to develop and promote attractive packages and itineraries, including cultural tours, adventure trips and wellness retreats.

Participation in international travel fairs and exhibitions to showcase India's tourism offerings and connect with potential partners is essential. There is a need to develop strong public relations strategies to promote positive media coverage and build a strong reputation for India as a safe and welcoming destination.

#### **Infrastructure improvements**

The country needs to enhance infrastructure and services, such as improvement of sanitation and hygiene, connectivity (road, rail and air transportation), upgradation of accommodation and hospitality facilities to international standards. These development will ensure quality and comfort for tourists. We need to provide easy access to information and support services for tourists, including language translation, maps and emergency contacts.

Finally, the promotion of green tourism practices to protect the environment and promote sustainable tourism development and community involvement. Local communities in tourism activities, ensuring that they benefit from tourism development and feel valued.







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# Reimagining hotel's

## public spaces

A spatially defining statement in cultural storytelling and luxury differentiation, The Leela Art Gallery debuts at The Leela Ambience Gurugram Hotel & Residences.



rt is the thread that runs through all Leela properties. Synonymous with the brand's identity, it is both the focal point and the living spirit of the luxury hospitality it is renowned for. The unveiling of The Leela Art Gallery at The Leela Ambience Gurugram Hotel & Residences is a natural extension of this artistic ethos.

The gallery's integration into the hotel lobby reflects a growing trend: lobbies or lounges, often referred to as a hotel's 'third places.' They are

no longer just transitional or waiting zones but rather being reimagined as curated experiential spaces that build brand loyalty and unlock new ancillary revenue opportunities.

"Art is embedded in the personality of the brand," concurred Shridhar Nair, Senior Vice President and General Manager of the hotel, who has been associated with the brand for over three decades.

Nair described the initiative as 'experience oriented' rather than just revenue driven, reinforcing the brand's commitment to creating culturally rich environment for the guests.







Senior Vice President. The Leela Ambience Gurugram and General Manager, Hotel & Residences



#### Art for brand positioning

Dedicating a significant space to an art gallery in one of the country's most expensive real estate and corporate hubs clearly reflects strategic intent. Pointing to the growing demand for unique, experienceled stays, Nair elaborated, "While the space was not conceived with revenue generation as its primary goal, it will ultimately elevate the hotel's luxury and experiential value, which in turn drives revenue. No other luxury hotels in the Delhi-NCR region house a full-fledged art gallery. This distinction allows us to meet the evolving expectations of guests and enhances our positioning in the market."

Predominantly a corporate hotel, The Leela Ambience Gurugram Hotel & Residences aims to leverage its strategic location with this initiative. "About 70 per cent of our guests are corporate and 30 per cent are here for leisure or leisure related purposes. For both the segments, having an art gallery offers immense value. For example, a corporate guest, staying with us for about three nights, has a unique avenue to maybe call his corporate colleagues over a drink at the art gallery and use this as an experiential interaction," he explained.

#### **Future development**

At the moment, the gallery has already collaborated with a few artists.



Though not envisioned as a revenue stream, the gallery aims to elevate luxurious and culturally rich environment

"If you walk into space today, you will find about 10 to 12 contemporary paintings which are on display," Nair informed. The team is actively exploring all options, beginning with a monthly calendar of exhibits. "We are open to collaborating with art institutions and are in discussion with a couple of art galleries to potentially serve as their extension in Gurugram. All options are on the table," he added, reiterating that the initiative is driven more by guest experiential than commercial intent.

The promotion of Indian art, culture and heritage is deeply woven into all the brand's endeavours. Looking ahead, the gallery aims to

offer a platform to a broader spectrum of art forms—including sketches, dance, installations, and more. "Today, we have commissioned The Leela Art Gallery with tangible, physical artworks on display, and our vision is long-term. We plan to celebrate other art forms as well, including dance through various curated formats. We will seize every opportunity to showcase and support

both traditional and contemporary artists," said Nair.

Establishing a full-fledged art gallery inside a hotel in a corporate hub like Gurugram signals a shift in luxury hospitality—where experiential, culturally rich touchpoints are becoming essential. It is a reimagining of hotel's public spaces, where the lines between business and leisure are being subtly blurred.



# Colonna.

Design Giulio lacchetti







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# Timeless saga of royal grandeur and luxury

Exuding Rajasthan's royal charm, Anantara is focused on offering rich, immersive experiences ideal for destination weddings and MICE events.



**Anantara Jewel Bagh Jaipur** marks Minor Hotels' debut in India. What is your go-to-market strategy and target plan?

We are thrilled to bring Anantara to India for the very first time, and Jaipur felt like the perfect place to begin. Our go-to-market strategy is creating unforgettable journey-bringing to life the soul of Jaipur through immersive experiences, strong digital presence and curated partnerships.

Besides, we are targeting discerning Indian travellers, NRIs and international guests who appreciate thoughtful luxury, rich culture and authentic connections with a destination.

We are also focused on destination weddings and curated celebrations, which have shown tremendous interest even before opening.

**How does Anantara Jaipur posi**tion itself in an already competitive luxury hospitality market like Rajasthan?

Anantara Jewel Bagh Jaipur is not

just about luxurious rooms or stunning décor; it is about meaningful, immersive experiences. Whether it is dining under the stars across four different settings, painting with a local artist or visiting a bustling market before a hands-on cooking class—every detail is designed to create a memorable story for our guests. Another key differentiator is our thoughtfully designed event and meeting spaces. We offer a beautiful blend of indoor and outdoor venues-from the grand, pillarless Kohinoor Mahal ballroom to lush gardens like Amer Bagh and Mor Bagh. Each space re"Every detail is designed to create a memorable story for our guests."

flects a unique side of Rajasthan's royal heritage, making them perfect for weddings, social celebrations and corporate retreats.

The property saw strong preopening interest, especially for weddings. How is the events calendar shaping up for 2025 and 2026?

We already have a strong calendar



**VIMAL VERMA** General Manager Anantara Jewel Bagh Jaipur



of wedding bookings lined up for 2025 and even some early inquiries for 2026. What drives this demand is the perfect mix of factors—our grand gardens and event spaces, easy connectivity to Jaipur airport, sense of exclusivity that the hotel offers, and most importantly, the growing interest in new luxury destinations.

#### How has the response been from the MICE segment so far?

The MICE response has been very promising, especially from domestic corporates looking for premium venues for retreats, off-sites and launch events. Our pillarless ballroom, breakout rooms and scenic

outdoor spaces offer great flexibility for events of all sizes.

We are also proud to have hosted large events like GITB (Great Indian Travel Bazaar) and DDPL (Destination Wedding Planners Congress), which have put us on the map as a serious contender in the MICE and events space. These high-visibility events not only showcase our capability but also make the property more accessible and familiar to industry leaders and decision-makers.

To grow this segment, we are building strong partnerships with travel planners, participating in trade shows and offering tailored packages that include wellness and unique dining experiences.

#### In what ways is the property weaving local Rajasthani culture into the guest experience beyond decor?

At Anantara Jewel Bagh Jaipur, luxury is about connection—not just comfort. Beyond our palatial look, we bring Rajasthan to life through experiences. Guests can learn traditional art, join a spice market tour, try their hand at Rajasthani cooking or enjoy folk music and dance in an intimate village-style setting.

Guests can explore local art through hands-on sessions like block printing or lac bangle making, where they interact directly with local artisans and learn the stories behind these age-old crafts. 🖵



# Transforming spaces into immersive experiences

With expertise in functional luxury & sustainable interior design, **Prerna Mohan** discusses thoughtful spatial design in hospitality can effectively shape guest experience and operational efficiency.



ith rising land costs and premium rents, efficient spatial planning is no longer optional; it is essential. Prema Mohan Design Studio focuses on multifunctional areas that serve both guest needs and business viability, from flexible lounges to compact yet inviting, experiential and flexible F&B setups.

To help differentiate the hotel's brand identity, **Prerna Mohan**, Founder and CEO, Prerna Mohan Design Studio, emphasised, "We embed brand identity into the design by integrating elements like logoinspired forms, brand-aligned textures and curated colour palettes."

#### **Trends in hospitality**

Hospitality spaces are evolving to offer more experiences and less clutter.



**PRERNA MOHAN**Founder & CEO – PMDS,
Hospitality Interior Designer,
Bespoke Furniture Curator,
Sustainable Solution provider

Tech innovation, such as self-check-in kiosks and minimal-touch systems, is being embraced by certain properties and hotels, making operations leaner, reducing the need for manned staff and making the overall experience

seamless, smooth and guest-centric. She shared, "There is a shift towards 'local for vocal,' celebrating indigenous materials such as lime plaster, textured stone, and artisanal finishes. We are also utilising recycled materials like reclaimed wood, bamboo and cork panels, which are sustainable choices."

She highlighted other key aspects in hospitality design, such as smart lighting, energy-saving automation and data-driven layout planning, which are essential for the future.

#### **Design philosophy**

For Prerna Mohan Design Studio, luxury is about layered storytelling. They design spaces that feel immersive, where lighting, finishes and layout work together to create emotion. The studio prioritises functional luxury like profitable bar setups and social lounges that elevate guest experience and business outcomes. Mohan highlighted, "Sustainable



## Each project is treated as a unique narrative

interior design and architecture is a key part of our philosophy, from using local, low-maintenance materials to creating climate-responsive design solutions that reduce longterm costs."

The studio has worked on boutique hotels, experiential villas, and five-star hotels. Each project is treated as a unique narrative, from concept to completion, ensuring it stands out and serves long-term value.



## Green measures can influence guest perception

Manish Garg underscores India's warm hospitality, combined with sustainable practices, offers a unique opportunity to entice green-conscious travellers.



ndians strongly believe in the ideal of 'Atithi Devo Bhava,' treating guests like God, which is deeply ingrained in the Indian culture. Highlighting travellers' perceptions of Indian Hospitality, Manish Garg, General Manager, Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park, emphasised, "India is recognised for its heartfelt and warm hospitality and rich cultural experience, where guests are treated like family with warmth, respect and personalised care." Besides, travellers view India as a value for money location that provides excellent experiences at competitive prices.

By combining India's natural warmth with credible sustainability efforts, the hospitality industry can

appeal to increasingly eco-conscious travellers. Explaining how they implement advanced sustainability strategies, Garg emphasised their strong commitment to eco-friendly and recyclable materials, minimising single-use plastics by using reusable or compostable service ware and operating an in-house waste decomposition plant to reduce landfill waste.

He added "Hilton's Meeting Impact Calculator estimates the environmental impact by calculating

To foster guest engagement and satisfaction, use storytelling around eco-initiatives





**MANISH GARG** General Manager, Hilton and Hilton Garden Inn Bengaluru Embassy Manyata Business Park

metrics such as carbon emissions, energy consumption, water usage, and waste generation." The tool provides both pre-event forecasts and postevent reports, enabling to identify improvement areas and track their sustainability goals effectively.

Notably, Hilton has witnessed a positive rise in guest satisfaction following their sustainability efforts. He said, "Sustainability is not just an operational strategy but a driver of guest perception and loyalty." With a continued focus and consistent storytelling around their eco-initiatives, they expect stronger guest engagement and satisfaction in the future.

To lead the way in sustainable hospitality, Garg stressed the significance of using locally sourced materials and implementing waste reduction initiatives that support local communities. He further said, "Leveraging sustainability tracking platforms is important to measure, environmental impact, which can build transparency and trust."

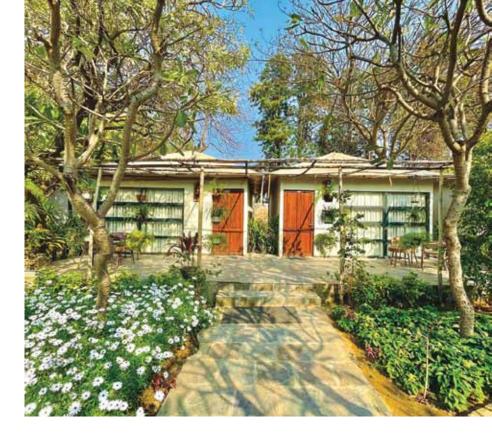


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## Landscape design takes a leap

From biophilic design to edible gardens, hotels are investing in greener, more expansive outdoor spaces to elevate their appeal with eco-conscious guests.





Lipla Negi

n the age of mindful travel, outdoor spaces have become the new luxury. As a growing tribe of travellers seeks greener, more immersive environments to relax and recharge, hotels and architects are collaborating to design not just



**ATUL VASHISHT** Landscape Designer, Horticulturist & MD, Botanix Nature LLP

"Green goals today go far beyond token tree plantation drives."

aaesthetic touchpoints but expansive, nature-focused experiences.

Sustainability is no longer an afterthought-it's central to landscape design, with a focus on creating carbon-positive environments that align with guests' eco-conscious values. "Designing for a positive carbon footprint is the key to hospitality projects nowadays," Atul Vashisht, Landscape Designer, Horticulturist and MD, Botanix Nature LLP.

#### **Creating eco-cycle**

Green goals today go far beyond token tree plantation drives-they reflect a deeper appreciation for ecological balance in all its living forms. "From selecting tree species with high carbon sequestration potential to implementing water harvesting, waste recycling and solar energy systems, sustainability is now integral to the design process, stressed Vashisht. "In fact, landscapes are now being intentionally designed to support native birds and insect populations."

#### A sensorial experience

The popular trends in the landscape design include yoga pavilions, meditation gardens, herb gardens, experiential gardens and fragrant gardens, appealing to all five senses. This pushes landscape designers

to think out-of-the-box. Vashisht shared "In Tehri, Uttarakhand, we introduced Olive, Camellia and Azalea gardens—species rare to Indian resorts—to create a Himalayan floral paradise. We have used local stone for pathways, we integrated natural stone patios and decks using reclaimed wood and surrounded them with native Sal trees, echoing the forest's original rhythm. Each space communicates a regional story."

#### **Top trends**

Edible gardens: Based on farmto-table experiences where herbs, veggies and fruits are harvested within the property.

Rewilding: Less manicured, more meaningful, these zones are meant to go 'wild' to attract biodiversity.

Biophilic design: Integration of natural forms, patterns and processes into built environments.

Vertical greens: Created for urban or boutique properties, living walls and vertical herb gardens are both aesthetic and functional.





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# Small changes profound impacts

Vikram Cotah delineates how a tiny responsible action can create a ripple effect in the industry, ultimately leading to sustainable hospitality.



n an industry synonymous with opulence and excess, Vikram Cotah, CEO, GRT Hotels & Resorts, is quietly orchestrating a revolution—one refillable water bottle at a time. "It had to start somewhere," he said. "And we decided it would start with us."

With 22 hotels across South India and an expanding footprint that includes a new Maldives project, GRT Hotels & Resorts is positioning sustainability not as a buzzword but as a business ethos. It is more than just a corporate initiative—it is a personal mission.

"Wherever I went, be it the Himalayas or diving underwater in the Maldives, I saw plastic bottles. It hit

me hard. That level of pollution was simply unacceptable," Cotah noted.

#### **Butterfly effect**

Then began what Cotah calls the 'butterfly effect'—a small change that set off larger ripples across the hospitality industry. An idea and the initiative it inspired are chronicled in his book, 'The Great Butterfly Effect,' which was unveiled at the 2<sup>nd</sup> Tour-







ism Sustainability Conclave 2025, organised by FHRAI. The book offers an interesting inside look at how bold ideas, backed by operational grit, can lead to major change in the industry. He also remarked that the book is not a guidebook, it is a reflection of what is possible in the industry when purpose drives performance.

#### **Responsible measures**

GRT eliminated single-use plastic bottles across all properties, replacing them with in-house bottled alkaline water labelled 'ZRO'-zero carbon footprint, recycled water.

Each GRT property now houses its own bottling unit, intentionally avoiding centralised production to limit transportation-based carbon emissions. "Even if we had two hotels in the same city, we did not share bottles," asserted Cotah, add-

### We want to redefine what it means to be a responsible hotel

ing, "Because sustainability has to be authentic, not symbolic."

#### No easy feat

The strategy was not without challenges. The switch to sustainable alternatives demanded significant capital investment - new equipment, staff training and supply chain reconfiguration. But the returns have gone beyond numbers. "Guests started preferring our water, which is healthier," he smiled. He added that the real impact was in winning over our teams. Today, 2,500 of our staff are emotionally invested in our sustainability mission.

#### **Beyond hotel rooms**

The sustainability philosophy stretches beyond hotel rooms. The company's new homestay brand, 'Great Bungalows,' allows homeowners to host responsibly under GRT's guidance. It is a tourism with a conscience, rooted in local culture and minimal impact.

Cotah's vision extends to fragile ecosystems like the Andaman and Nicobar Islands. GRT recently acquired 8.5 acres in Port Blair, with strict guidelines. "That is not land for exploitation. We intend to protect while we develop it responsibly," he said. Sustainability is an investment in brand, people and planet. Every hotel should be more than a transaction and create lasting value.





Cygnett Hotels & Resorts is set to add 100-key property in Arunachal Pradesh, strengthening its footprint in Northeast India.



s part of its growth plan in the North East region of India, Cygnett Hotels & Resorts has signed its newest property, Cygnett Park Itanagar, in the capital city of Arunachal Pradesh. The strategically located property, just 800 meters away from the Donyi Polo, Arunachal Pradesh Airport, will mark Cygnett's second

hotel in Itanagar and is scheduled to open in less than two years.

#### **Expanding presence**

Cygnett Hotels & Resorts is steadily moving toward a 600-key footprint in Northeast India. The group currently operates four hotels in the region, with eight additional properties in various stages of development and pre-opening.

"The Indian government is committed to the development of North-

The strategically located property, just 800 meters away from the Arunachal Pradesh Airport, is scheduled to open within two years



east India. The union government has made a significant investment in infrastructure projects. The corporate world is looking at the Northeast with optimism, which has also created positive business sentiments," said Sarbendra Sarkar, Founder & Managing Director, Cygnett Hotels & Resorts.

#### **Features and amenities**

The 100-key property, spread over two acres, will feature over 6,000 sq. ft. of versatile banquet space, accompanied by an adjoining lawn. The other amenities include a club lounge, rooftop speciality restaurant, an all-day dining restaurant, swimming pool and recreation zones.







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# The great outdoors

Glamping enters a new frontier of expansion as travellers' demand for authentic, off-the-grid and Instagram-worthy experiences grows.



xit the lobby, enter the wild! Glamping is fast emerging as hospitality's new goldmine. This high growth frontier was valued at US\$117.7 million in 2024 and is projected to surge to US\$305.7 million by 2033, with a CAGR of 11.2 per cent. The growth is driven by rising disposable incomes,

a growing appetite for exclusivity among urban travellers and a consumer shift towards nature-based experiences without compromising on comfort. So, what is fueling this surge in demand in India, especially? Sharing his views, **Bhavik Sheth**, Chief Operating Officer, Evoke Experiences, said, "Glamping demand is propelled by lifestyle trends such as sustainability, wellness and digital detox. Travellers increasingly seek

immersive nature experiences with modern comforts, driving growth in this segment as an alternative to conventional accommodation."

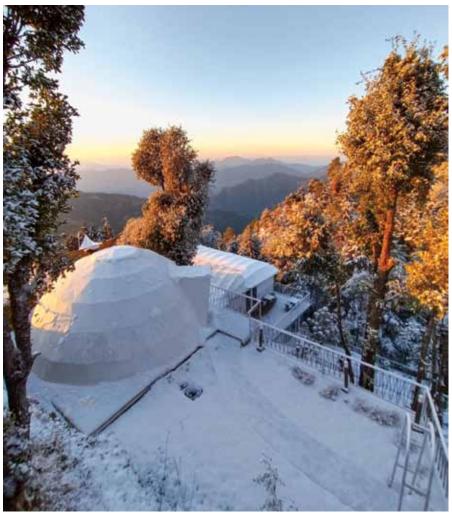
As a matter of fact, the outdoor hospitality segment in India is on the cusp of transformation. From an investor's lens, it offers a high-value proposition with relatively low operational overhead and scalable footprints—especially in regions blessed with natural beauty.



"As guest expectations evolve from transactional stays to transformational experiences, this segment becomes an exceptionally compelling investment opportunity," said Yogita Goyal, Partner, Stotrak Hotels. In this scenario, the early movers stand to benefit from long-term value creation. For Stotrak Hotels, the shift to outdoor hospitality is not just a trend following decision, it is a natural evolution.

Besides this, India's diverse landscapes offer an ideal canvas for ecotourism and luxury outdoor stays that can attract global travellers as well. "The scope of scalability coupled with high growth potential makes a strong case for investment. Also, with leaner structures and premium pricing, EBITDA margins can be superior to traditional ho-





tels," stated Sanjay Sharma, CEO, Organic Hideaway.

#### **Cross-generations phenomenon**

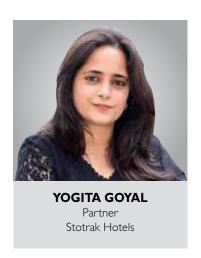
The growing appetite for glamping holidays now cuts across generations. "Millennials seek wellness and experiential travel, Gen Z values adventure with comfort, while families prefer safe, nature-centric holidays. This diverse demographic mix ensures broad market reach for this segment," opined Seth.

Offering more than just rest and relaxation, it now commands a unversal appeal. Tracing it is early footprint in Indian hospitality sector, Antony Thomas, Managing Director, LuxeGlamp India, noted "It started as a millennial escape and a Gen Z adventure-but it is turning into a full-on cross-generational thing. Everyone is looking to unplug and reconnect with nature in comfort, whether it is a couple on a ro-



**BHAVIK SHETH** Chief Operating Officer **Evoke Experiences** 

Sustainability, wellness and digital detox are fuelling glamping demand



Destination weddings, wellness residencies and even intimate music or art gatherings are choosing glamping venues

mantic getaway, a family on vacation or even older travellers trying something new and scenic." It is basically the sweet spot between adventure and indulgence with a big scoop of luxury.

The quest of meaningful interactions with nature has further accelerated the demand. "Glamping combines the charm of the outdoors with the comforts of a boutique retreat, making it an ideal format for those craving authenticity, privacy and peace," said Goyal. While millennials and Gen Z were the early adopters – drawn by nature, novelty and Instagram-worthy aestheticsthe trend now resonates with couples, families and even elder guests who are choosing these stays for the serenity, privacy and personalisation they offer. She further added, "At Stotrak we frequently host multigenerational families who bond over outdoor meals, sound healing sessions and nature trails. Solo travellers and working professionals also visit for wellness-led escapes. It is no

longer about age - it is about a shared pursuit of experiences that nourish the body, mind and spirit."

#### **Emerging off-site retreat**

Thanks to its exclusivity, visual appeal and deep connection to nature, glamping is fast emerging as a highly attractive option for offsite retreats, destination weddings, wellness residencies and even intimate music or art gatherings. The format offers unforgettable experiential events that go far beyond conventional venues. "Our event vertical Pink Leaf at Stotrak has already curated luxury events and weddings in outdoor settings, blending natural beauty with sophisticated design and hospitality," shared Goyal.

Imagine a board meeting in the woods or a wedding under a canopy of stars. "People are bored of the usual hotel ballrooms. They want something refreshing and closer to nature. At LUXEGLAMP, we have hosted everything from intimate weddings to team getaways and wellness re-



treats," said Thomas. While weddings thrive on the exclusivity and scenic appeal of these properties, corporates are also embracing the trend, eager to break the monotony. "We are seeing strong wedding queries pouring in at Rann Utsav - The Tent City and Statue of Unity. People considering these as wedding deastinations, combining exclusivity and spectacle," said Sheth.

#### **Building one for all seasons**

While glamping has traditionally peaked during spring and autumn, innovations in infrastructure and programming now making yearround operations not just viable but profitable too. "At Sukoon, we offer curated wellness experiences that adapt to each season—bonfire rituals in winter, monsoon aromatherapy therapies and cooling forest meditations in summer," stated Goyal. Weather has long been a constraint, especially during monsoons, but adaptive solutions like glass pods and semi-permanent structures now allow for year-round operations.

Developing a glamping site is a nuanced process that requires balancing luxury, sustainability and technology in harmony with the natural setting. "The perfect glamping destination is not built—it is curated. You need to focus on creating a storyrich sanctuary, where luxury feels



effortless, tech is invisible and nature is the true star. When sustainability is woven into the fabric, it does not just reduce impact—it grows into a brand asset," explained Sharma. Weather has long been a constraint, especially during monsoons, but adaptive solutions like glass pods and semi-permanent structures now allow for expanded operations.

Location remains key, but so does sensitivity. "No tree cutting, no heavy piling-just smart, removable structures that blend in. Then we layer in comfort—plush bedding, private decks, even smart tech like



**ANTONY THOMAS** Managing Director LuxeGlamp India



**Today ESG-compliant** businesses enjoy stronger credibility among institutional investors & policymakers

solar lights and app-based services. At LuxeGlamp, we always ask: Does it feel special respect the land? That is our design compass," asserted Thomas. He added that investors who back visionary founders, scalable models and sustainability-driven principles stand to reap substantial returns.



# India's foodscape gets makeover

To stay ahead in the global context, chefs are expected to embrace a holistic approach that skilfully blends global cuisines with regional authenticity.

### Somya Deep

espite the growing appeal of Indian cuisine across the globe, the culinary sector has not yet established a strong narrative on the global stage. To carve out their niche, today's chefs require to possess a diverse set of skills and bridge the gap between traditional cooking practices and contemporary global techniques.

With a comprehensive approach, the industry must focus on skills and knowledge development, from menu engineering and molecular gastronomy to digital applications, aligning with global culinary trends. This will subsequently allow them to build their culinary prowess and foster the next generation of culinary leaders.

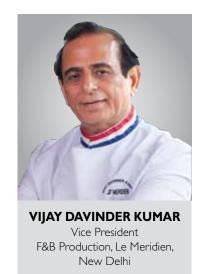
#### **In-demand skills**

The culinary industry is evolving; the current sought-after skills extend beyond basics like knife techniques or flavour profiling. Arjun S Datta, Managing Director & COO, International Institute of Culinary Arts (IICA), New Delhi, explained about desired skills in today's market, "Today's chefs are expected to be



**ARJUN S DATTA** Managing Director & COO, International Institute of Culinary Arts (IICA), New Delhi

multidimensional. The key skills in demand, include menu engineering and sustainability-driven cooking. Additionally, digital competence, such as understanding food photography, social media presence and managing cloud kitchen operations is valuable." Vijay Davinder Kumar, Vice President, F&B Production, Le Meridien, New Delhi, shared, "In present times, the culinary science collides old techniques with new dynamism. Technology applications are increasing molecular gastronomy.



Fusion cooking is gaining popularity and chefs must have knowledge about global flavours." Besides that, business-savvy skill sets in cost control and management leadership are also in demand.

Further, Chef Sudhir Sibal, Independent Hospitality Professional; Former VP, (Hotels), ITDC, highlighted the growing emphasis on understanding regional cuisines and global trends shaping the food industry. He said, "Knowledge of regional cuisines adds authenticity and depth



With the growing popularity of fusion cooking, chefs need to have knowledge about global flavours

to a chef's repertoire. The expertise of local and seasonal ingredients is essential for creating sustainable and cost-effective menus. Chefs must also know the ingredients' origin, flavour profiles and best uses." Also, creativity in plating, dietary adaptability and familiarity with global trends enhance employability in today's culinary landscape.

#### **Revenue expansion**

Food & Beverage (F&B) is a signifi-



Independent Hospitality Professional, Former VP (Hotels), ITDC



Vijay Wanchoo Hospitality

cant revenue-generating department of a hotel. Chef Sibal shared, "Though room revenue typically leads in most hotels, F&B revenue often matches or surpasses it in convention and banquet properties." Therefore, training future chefs in revenue generation is significant.

Talking about the importance of learning fundamentals of financial world, Datta shared, "IICA's curriculum integrates cost control and pricing strategies. We also simulate real-world environments through pop-up restaurant and live kitchen where students experience the financial dynamics. Guest lectures and masterclasses further expose students to profitabilityfocused thinking."

To inculcate knowledge about revenue generation, students need to learn the theoretical and technical aspects of F&B, be it production or service, noted Vijay Wanchoo, Principal Consultant, Vijay Wanchoo Hospitality. He affirmed, "Once students have confidence in their basics, they will be able to be a good salesperson. They need to continue to be innovative, remember guests' likes and dislikes and be proactive."

#### **Talent hub**

Abundant with human resource, talent and diversity, India is well-versed to serve the best culinary delicacies in the world. Indian culinary talent



is respected globally for its versatility and cultural heritage. Datta said, "With the rise of Indian cuisine on the world stage and a growing appetite for authentic, regional flavours, the potential is immense."

Kumar said, "Indian chefs are in demand for their skills in complex flavour profiles and adaptability to international kitchens. Indian culinary art with its variety of all regions, gives chefs a competitive edge." Sibal added, "With the highest young skilled workforce, India is rich in talent that is technically skilled, hardworking and multi-talented."

Datta shared, "IICA offers internationally benchmarked training while celebrating Indian culinary traditions. Our recently introduced qualifications with BSI Learning Australia are a good example of how India can contribute to the growing demand for trained chefs globally."

By prioritising skill development and industry-aligned training, India can be projected as a hospitality talent powerhouse. Kumar advocated that initiatives like the Skill India Mission and investment in culinary education are paving the way for strong foundations. India need to work on global exposure, language training and intercultural awarenessto meet the need for skilled chefs.



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## Crafting indelible fragrances

With convergence of cutting-edge commercial scenting automatic machine and unique fragrances, Aerocide Herbal is redefining world of aromas for hospitality.



s India's hospitality industry experiences remarkable growth, fragrance brands are stepping up with avant-garde products to enhance guests' sensory experiences. To capture a significant portion in the market, Aerocide Herbal (Gralit India Biotech) is at the forefront with its innovative scent strategies, offering unique fragrance solutions that help strengthen brand recall, creating lasting connections with customers.

Founded by Atul Pandey and Gaurav Kumar, directors, Aerocide Herbal, set foot into the fragrance industry, with only one product 'Air Sanitizer.' Today, it is one of the leading scent marketing agencies in India, providing tailored fragrance solutions to a diverse range of industries.

#### The journey

Aerocide Herbal has come a long way since launching its first product, Air Sanitizer, which helped establish their brand identity. Pandey said, "Air Sanitizer was our first product, which was unique and innovative for the Indian and global markets." Since the Air Sanitizer product smells like medicine, he noted, they added scent at the clients' request. This marked their foray into fragrances. "Gradually, we added more fragrances to our product line. We also curated these fragrances as per our customer demand."

In 2013, Aerocide began crafting customised fragrances for hotel brands, starting with the Taj properties. Over time, they expanded to brands such as Marriott, IHG and ITC. Now, they are serving more than 500 premium brands includ-



**ATUL PANDEY** Director, Aerocide Herbal (Gralit India Biotech)

ing hotels, airports, malls, hospitals, MNCs, restaurants, etc. Sharing how their products carved their niche in the market, he said, "These hotels, previously relied on imported scents, discovered Aerocide's locally made, natural and cost-effective fragrances which matched the quality of imported products and set a new standard."

#### **Product categories**

Highlighting one of its game-changer products, Pandey said, "Aerocide has a wide product category, but our automatic scenting machines are high in demand. Earlier our clients opted manual diffusers or air fresheners but now the customers prefer automatic scenting machines."

Aerocide manufactures these machines in India, which significantly reduces transportation hassles. Pandey said, "Since 2015, we imported them from China, but now we have started developing them in India. We started with one xmachine, but now we have 13 different machines, all manufactured in India. This significantly cuts down the transit time."

Emphasising the uniqueness of their products, which are equipped

Aerocide Herbal offers a wide range of fragrances, comprising over 150 scents, among which Georgia Peach, Tobacco Vanilla and White Oudh, are in high demand

with cutting-edge technology, he revealed, "Exclusively formulated by our company, our anti-smoke odour neutraliser eliminates smoke particles and unpleasant odours, available in multiple fragrances. Our carpetscented powder, curated by us, uses natural ingredients that can be used to get rid of foul carpet smell and is also antibacterial. This can also be used as a pet deodouriser."

#### **Popular fragrances**

Aerocide Herbal offers a wide range ofragrances, comprising over 150 scents. Pandey shared that Georgia Peach, Tobacco Vanilla and White Oudh are the most popular scents in demand. They are the most purchased products and are preferred by customers.

#### **New launches**

Speaking about their new products, Pandey informed, "We recently launched three new products in the market. A small diffuser for luxury cars used in hotels, compact plug- in for small offices or for rooms and scent display machines. These scent machines could be installed within the display unit."

### Going global, setting new benchmarks

India is well-positioned to unlock its manufacturing capabilities and gain traction in the global market, underscores **Oommen Matthew**.



Somya Deep

ndia is committed to the 'Make in India' initiative but only a few brands champion the initiative to transform India into a global manufacturing leader. According to Oommen Matthew, Founder, Cornell India, 'Why Not India?' is more than a motto; it is a belief in India's potential to manufacture world-class hospitality equipment.

Talking about the manufacturing challenges, Matthew pointed out, "The challenges we see include infrastructure gaps and inconsistent supply chains. There is also the perception challenge, where imported equipment is often assumed to be superior."

On the positive development, he shared that Cornell India has set a new benchmark for quality and reliability in the Indian manufacturing landscape.

With a few innovative products in the pipeline, slated for launch over the next year, Matthew opined, "We are taking our first steps into international markets, gradually building our export business."



"There is the perception challenge, where imported equipment is assumed to be superior."



# Indian talent Gobal appeal

UAE and Singapore stand out as top destinations for Indian graduates, who are equipped with versatile skillset, for employment prospects in hospitality.



n the ever-evolving global economy, emerging markets like the UAE and Singapore have carved out a significant niche for themselves, particularly in the hospitality sector.

The UAE, known for its luxurious resorts, vibrant cultural scene and world-class entertainment, has positioned itself as a global hospitality hub. With cities like Dubai and Abu Dhabi attracting millions of tourists annually, the demand for skilled hospitality professionals has surged. Indian graduates, who have access to excellent educational programmes in

hospitality management, are finding a warm welcome in the region.

#### **Cultural diversity**

The UAE is home to a diverse population and the hospitality industry thrives on cultural understanding and versatility. Indian graduates, often exposed to diverse cultures within their own country, are well-equipped to navigate this multicultural environment. We have seen this trend grow in leaps and bounds as we see our own Hospitality Business Leadership (HBL) graduates make way into exciting careers in these markets after having completed their Master of Science in Hospitality Business Leader-



SMITA JAIN
Director (Global Luxury
Goods & Services Management
(MGLuxM) and Hospitality
Business Leadership (HBL)
Programmes, SP Jain School of
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ship programme in collaboration with Glion Institute of Higher Education, Switzerland.

The placement outcomes have been top companies like Jumereih Al Marsa, Sheraton, Fairmont, Marriot and more. In addition, the quality of training that our hospitality programme in collaboration with Glion, which provides them not only a local but a 'glocal' perspective of the hospitality market.

#### **Job opportunities**

Similarly, Singapore has emerged as another leading destination for Indian hospitality graduates. Known as a global city, Singapore blends tradition and modernity, making it an attractive spot for professionals in the hospitality sector. The city-state's strategic location in Asia, coupled with its thriving tourism industry, creates ample job opportunities for graduates. Indian professionals, with their robust training and diverse skill sets, are finding plentiful prospects in the hospitality industry, effectively becoming part of the fabric that supports Singapore's status as a culinary and tourism capital.

#### **Demand for Indian talent**

Given the fact that Indian hospitality and Indian cuisine is not a trend but now seen has a mandate for top tourist destinations across the globe,

Indian graduates, often exposed to diverse cultures, are well-equipped to navigate multicultural environment

with the increased percentage of Indian travellers, it is vital for these destinations to bring in talent from India as they provide a good sense of connect with the Indian luxury travellers of today.

In 2024, India's travel and tourism market experienced a significant growth, fuelled by a booming middle class, rising incomes and a strong preference for both domestic and international travel. The market was valued at US\$19.44 billion and is projected to reach US\$31.21 billion by 2030, with a CAGR of 8.27 per cent, indicating a strong positive outlook. The hospitality industry thus becomes a conduit for promoting cultural diplomacy and building bridges in an increasingly globalised world.





## 87% of Indians opt for eco travel

Indian travellers intend to travel more sustainably in the next 12 months to support eco-conscious tourism.



n line with this year's World Environment Day theme, 'Ending Global Plastic Pollution,' Booking. com's 1oth Travel & Sustainability Report 2025, revealed how Indian travellers are embracing conscious choices, from reducing waste to opting greener transport, helping shape the industry towards a more sustainable tomorrow. The research, based on rich insights from over 32,000 travellers across 34 countries, including India, highlighted a notable shift in Indian travel habits.

#### **Greener choices**

With a majority of 87 per cent willing to travel sustainably in the next 12 months, Indian travellers are becoming more mindful of their individual impact.

According to the report, 52 per cent of travellers are using greener transport, 51 per cent reducing waste, 50 per cent focusing on energy savings and 45 per reducing water usage during their trips.

As conscious choices around wildlife and food are gaining traction, 48 per cent of travellers are avoiding wildlife-harming activities, 49 per cent are prioritising sustainable stays and 49 per cent are making mindful food choices. Santosh Kumar, Country Manager for India, Sri Lanka, Maldives and Indonesia, Booking.com, said, "From opting for greener transport and reducing waste, to actively seeking accommodations with credible sustainability credentials, Indians today are looking to make a meaningful difference."

#### **Sustainability: Standard norm**

As sustainability becomes a standard expectation, there is a growing preference for booking platforms that offer transparent, consistent labelling and easy filtering of sustainable options.

75 per cent of Indians want to filter tours and activities based on

"Indians today are looking to make a meaningful difference."

eco-credentials, 74 per cent for accommodations, 72 per cent for rental cars and 69 per cent for flights. While 61 per cent believe sustainable options may be more expensive, however, travellers are willing to opt for them when clearly labelled.

#### **Top destinations for eco stays**

Booking.com also revealed the top Indian destinations for sustainable stays, including Kanha and Khawasa in Madhya Pradesh, Panaji and Candolim in Goa, Agra, Jodhpur, Hyderabad, Bengaluru, Mumbai, and Pune. Globally, cities like Winnipeg, Geneva, Hamburg and Seoul were picked for eco-certified accommodations.

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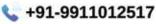






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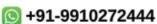




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#### **Play of curves**

Using the wood chiseling technique, Aria Mirror by Intent Made features fluid curves inspired by water ripples, making it a striking addition above a console or in an entryway or dressing area. The brand celebrates the human touch and creates products that are rooted in tradition yet designed for contemporary living.



#### Subtle luxury ➤

Luxe Loft has launched a new collection, Beige Hues with Onyx as Muse. It is an evocative series of handcrafted onyx pieces that fuse fine design with the inherent poetry of natural stone. The collection delves into quiet luxury and expressive veining, allowing each piece to speak its own language.



### **Exquisite craftsmanship**

The Lavish Collection by Lucaris epitomises a luxurious crystalware series of premier Asian aesthetics with a modern twist. With its rounded shape that exudes classic elegance, it elevates wine and dining experiences. The clean, sleek lines of the series also add a touch of sophistication to classic crystalware.

#### Fauna-inspired wallpaper

Chitrakaari's new wallpaper collection, 'Zoo-tiful Chaos,' features graceful giraffes, elephants, bears, squirrels and lions. These layered, immersive designs also depict misty forests, wandering animals and expansive landscapes. What sets this collection apart is its seamless blend of whimsical and authentic designs.

### **Luxury faucets** >

GRAFF's Aquasense collection provides immersive shower experiences that redefine home wellness with the precision of boutique spa design. With Aquasense, every detail can be personalised through an intuitive touch interface, allowing users to adjust the water jets, lighting effects and music with a wallmounted USB port and ceiling-integrated speakers.



### **Comfort meets functionality**

FORMA by AE Living is a collection of chairs where each piece is a meditation upon the nature of form, be it its stillness or motion. Building on the vision of 'transcending the ordinary to craft extraordinary living spaces', FORMA offers a collection of objects born not just from a need for utility but contemplation.



# Movements



**Prasoon Pandey** General Manager The Leela Palace Udaipur

Prasoon Pandey has been appointed as the General Manager of The Leela Palace Udaipur. He will lead the next phase of growth for The Leela Palace Udaipur, guiding the team to drive elevated service experiences, global brand positioning and deeper engagement across guest and community touchpoints.



**Nibu Mathew** General Manager Hyatt Regency Trivandrum

Hyatt Regency Trivandrum has named Nibu Mathew as its new General Manager. Known for his sharp operational acumen, people-first management philosophy and a deep-rooted understanding of luxury hospitality, his appointment is seen as a strategic move to elevate the brand's footprint in the region.



Ojas A Vagal Multi-Property Director, HR, Marriott International

Ojas A Vagal has been appointed as the Multi-Property Director of Human Resources at Sheraton Grand Bengaluru Whitefield Hotel & Convention Center, Marriott Executive Apartments UB City, and The Artiste, Kochi-a Tribute Portfolio Hotel. He will oversee the HR/talent development across the three hotels.



**Gauray Gaur** Director, Operations Sayaji Kolhapur

Sayaji Kolhapur has appointed Gaurav Gaur as the new Director of Operations. Kolhapur will lead the operational team in delivering high standards of service and ensuring exceptional guest experiences. He has worked with various leading brands, such as Marriott, Radisson and The Fern Hotels & Resorts, among others.



**Bhushan Gupte** Rooms Division Manager Kochi Marriott Hotel

With 17 years of experience, Bhushan Gupte has been appointed as the new Rooms Division Manager at Kochi Marriott Hotel. His appointment comes at a strategic moment as Kochi Marriott Hotel continues to fortify its standing as a premier destination for both business and leisure travellers.



**Raiu Biswas** Housekeeping Manager Hyatt Centric Ballygunge Kolkata

Hyatt Centric Ballygunge Kolkata has appointed Raju Biswas as the new Housekeeping Manager. In his new role, Biswas will oversee all housekeeping operations, ensuring smooth day-to-day functioning, maintaining hygiene and safety protocols and upholding brand standards across the hotel.





## **Operable Partitions**

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