

# HOTELS & RESTAURANTS INDIA fhraimagazine

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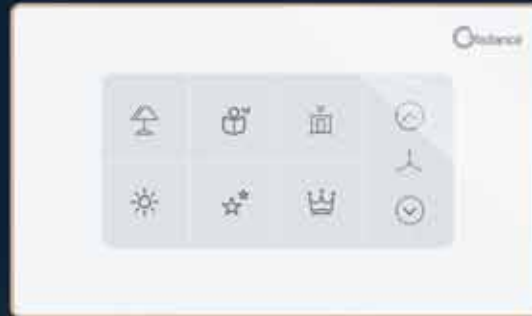
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Prime Minister

MESSAGE



It is a pleasure to learn about the 54<sup>th</sup> annual convention of The Federation of Hotel & Restaurant Associations of India (FHRAI). The theme of the Convention, “Tourism@2047: Incredible to Inevitable India: Driving Growth and Sustainability in a Mission Mode” is an interesting and relevant one.

It is only fitting that the convention is being held at Goa, one of the leading tourist hotspots of our country.

Guided by the sentiment of ‘Atithi Devo Bhava’, travelling across India is a deeply enriching experience. The inherent warm, welcoming spirit of hospitality, coupled with a diverse range of tourism destinations are a manifestation of our glorious and diverse culture.

Hospitality and tourism together can not only contribute to the development of modern infrastructure, but also create job opportunities for our youth, as well as enhance ease of travel.

There are several avenues waiting to be fully harnessed. These include leveraging AI-led technology to provide immersive experiences, fuelling innovation to provide sustainable and attractive package options, as well as focusing on developing smaller cities and towns as viable travel destinations. However, the best infrastructure and facilities depend primarily upon the most vital resource of the hospitality sector – trained and skilled youth.

The last 10 years reflect our steadfast commitment to people-centric development. Be it through the next-generation economic reforms, or significant allocations in the Union Budget for tourism, travel and infrastructure, our policies and schemes remain focused on making India a top global travel destination – safe and secure.

It is in this context that the theme of the Convention assumes greater significance. I am sure that deliberations among various stakeholders including hotel and restaurant owners, travel and tour operators, e-commerce operators will share lessons and experiences that help draw up a futuristic blueprint to enable domestic and international tourists to return with fond memories to cherish.

Best wishes for making the Convention a huge success.

(Narendra Modi)

New Delhi

आश्विन 09, शक संवत् 1946

01 October, 2024



# President's Note



*Dear esteemed FHRAI Members,*

**I**t is with immense pleasure that I welcome you to this special edition of FHRAI magazine dedicated to the celebration of the FHRAI 54<sup>th</sup> Annual Convention. The 54<sup>th</sup> Annual Convention is not just an event; it is a milestone that reflects our collective aspirations and the relentless pursuit of excellence in the hospitality industry.

The 54<sup>th</sup> FHRAI Annual Convention marks a pivotal moment in India's journey towards becoming a global leader in tourism. The theme, 'Tourism @2047: Incredible to Inevitable India – Driving Growth and Sustainability in a Mission Mode', resonates deeply with the aspirations of the hospitality industry and align seamlessly with the nation's vision of a developed India by 2047. This convention promises to be a vibrant showcase of the latest trends, technologies, and best practices in our industry. It provides a platform for insightful discussions, networking opportunities, and the sharing of knowledge that will shape the future of hospitality.

We are deeply honoured and grateful to Prime Minister **Narendra Modi** for his inspiring message for our magazine, commemorating the FHRAI Annual Convention. His words of encouragement and support resonate with our mission and vision, and they serve as a powerful reminder of the significant role the hospitality industry plays in India's growth and development.

The FHRAI Convention Organising Committee, Secretariat, and Chairman have dedicated countless hours to make this blockbuster event a reality. We warmly invite all our members and readers to join us in celebrating the 54<sup>th</sup> FHRAI Annual Convention. We are thrilled to present an outstanding lineup of speakers and experts who will share their insights and experiences, providing valuable perspectives on the latest trends and innovations in our industry.

Additionally, FHRAI has successfully conducted its 68<sup>th</sup> AGM, a testament to our collective commitment to excellence and growth. During this meeting, we reviewed our achievements and set ambitious goals for the coming year.

As part of our important initiatives, FHRAI plans to host the Hospitality HR Summit in association with the National Council for Hotel Management and Catering Technology (NCHMCT) on 14 November 2024, in New Delhi. This initiative aims to bring together all hospitality industry stakeholders, including industry professionals, institutes of hotel management, NCHMCT, and students, on one platform.

“

**54<sup>th</sup> FHRAI Annual Convention marks pivotal moment in India's journey towards becoming global leader in tourism. The theme, 'Tourism @2047: Incredible to Inevitable India – Driving Growth and Sustainability in a Mission Mode', resonates deeply with aspirations of hospitality industry and align seamlessly with nation's vision of developed India by 2047.”**

The event will highlight the industry's pain points and challenges while proposing creative solutions. It will address crucial issues related to careers in the hospitality industry, low enrollment in hospitality management programmes, a shortage of skilled manpower, low initial wages, and the role of mentorship.

As we move forward, let us continue to build on the momentum generated by these events, striving for innovation and excellence in all our endeavours. Together, we can elevate the standards of our industry and create a brighter future for all.

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



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## CONTENTS

OCTOBER 2024



28

## Indian hospitality shifts to tech innovations

In Hospitality Highwire, SP Jain writes about how traveller preferences, technological advancements are transforming Indian hospitality sector.

28



## THIS MONTH

12 FHRAI Desk

122 Movements

Cover design  
SAURABH MISHRA

## FEATURES

12

## FHRAI Convention unites hospitality industry leaders

54<sup>th</sup> FHRAI Annual Convention offers unique platform for professionals to exchange ideas and explore strategies to tackle industry challenges.

26

## New commission rates enhance agent earnings

IHCL increases travel agent commission by 25% to strengthen partnerships and enhance collaboration within the tourism industry.

26



12





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Framed



Semi-Framed



Frameless



78

## Fostering presence in underserved locations

Increasing travel demand in India presents a prime opportunity for Radisson Hotel Group to expand its market presence strategically, says Nikhil Sharma.



104

## Gen Z & Alpha: Shaping future of family travel

As per Hilton's 2025 Trends Report, family travel planning in India is undergoing transformation led by younger generation.

68

## Bundled packages redefine Indian hotel services

Indian hotels are shifting towards bundled packages, dynamic pricing, and loyalty programmes to meet evolving guest expectations.



90

## Puri welcomes its first five-star resort

Puri is set to witness new chapter in its hospitality story with grand opening of Swosti Premium Beach Resorts Puri.



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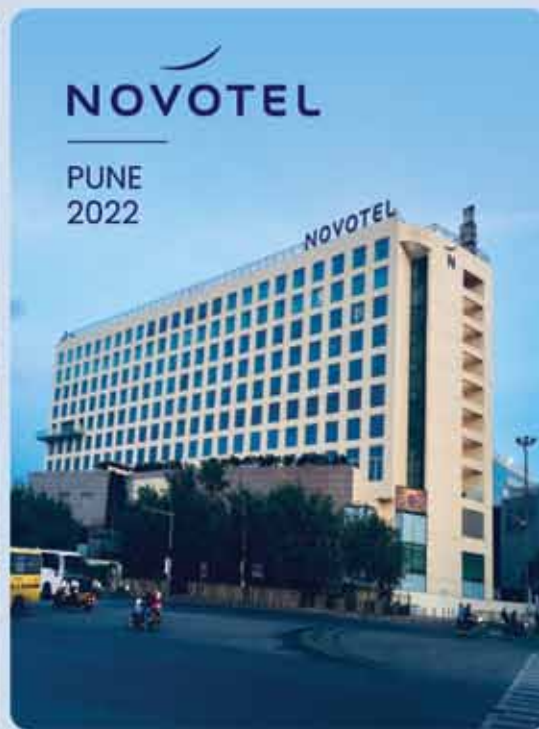
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## Unmatched Opportunity

# Connect, Collaborate & Learn at FHRAI Annual Convention

54<sup>th</sup> FHRAI Annual Convention offers unique platform for professionals to exchange ideas and explore strategies to tackle industry challenges.



DDP Bureau

The 54<sup>th</sup> FHRAI Annual Convention stands as a crucial gathering for industry leaders, bringing together the brightest minds in hospitality to collectively shape the future of the sector in India. Serving as a dynamic platform for dialogue and exchange, the convention hosts a series of business sessions designed to address the most pressing challenges and

opportunities facing the industry. From in-depth discussions on emerging trends and innovative strategies to the adoption of sustainable practices, these sessions offer attendees insights that are essential for staying competitive in today's evolving market. Furthermore, the convention highlights the government's vision and roadmap for the hospitality sector, providing attendees with a comprehensive understanding of future policy directions for sustainable growth and development in the sector.








**Puneet Chhatwal**  
Managing  
Director & CEO,  
Indian Hotels  
Company Limited  
to deliver the  
keynote address  
at the convention

With a focus on fostering collaboration, the convention brings together thought leaders, entrepreneurs, and stakeholders, encouraging dialogue and partnerships. The breadth of knowledge shared, coupled with the networking opportunities available, makes the 54<sup>th</sup> FHRAI Annual Convention an essential event for hospitality professionals looking to stay ahead of the curve and contribute to the industry's sustainable growth in India.

The event kicks off with an inaugural ceremony featuring notable speakers such as **Puneet Chhatwal**, MD & CEO, IHCL, **Jonty Rhodes**, South African cricket legend, and **Gajendra Singh Shekhawat**, Minister of Tourism, Government of India. Besides these delegates, **V Vidyavathi**, Secretary, Ministry of Tourism, and **Sheo Shekhar Shukla**, Principal Secretary, Department of Tourism, Madhya Pradesh are also expected to attend the event. The convention will also feature networking lunches, gala dinners, and entertainment, culminating in the FHRAI Hospitality Awards. 



## KEY SESSIONS

- **Business Session I (17 Oct, 10:30 hrs.–11:15 hrs):** Guest, Planet, Profit: A Regenerative Approach to Hospitality—Exploring sustainability in hospitality with speakers such as **Shoba Mohan**, Founder, Rare India, and **Wong Chiuman**, Co-Founder, WoW Architects.
- **Business Session II (17 Oct, 12:15 hrs.–13:00 hrs):** Demystifying Game Changing Restaurant Trends—Insights from culinary experts including **Rahul Akerkar**, Creative & Culinary Director, Aditya Birla New Age Hospitality, and **Riyaaz Amlani**, CEO, Impresario Entertainment.
- **Business Session III (17 Oct, 14:00 hrs.–15:00 hrs):** Timeless Hospitality: Wisdom from Stalwarts—A conversation with industry veterans such as **Patu Keswani**, CMD, Lemon Tree Hotels, and **Anil Chadha**, CEO, ITC Hotels.
- **Business Session IV (17 Oct, 15:45 hrs.–16:30 hrs):** The Big Fat Indian Wedding—Discussing the wedding industry's impact on hospitality, with panellists such as **Sanjay Vazirani**, MD, Foodlink, and **Ritika Gupta**, Associate Vice President, Taj Hotels & Resorts.
- **Business Session V (18 Oct, 10:30 hrs.–11:30 hrs):** Old is Gold: Decades of Restaurant Wisdom—Panellists will discuss trends shaping the restaurant business. Key panellists such as **Namit Gulati**, Director, Gulati Restaurant, New Delhi and **Farzad S Jehani**, Partner, Leopold Café & Bar, Mumbai will share their insights.
- **Business Session VI (18 Oct, 12:00 hrs.–12:45 hrs):** Shaping India's Tourism Journey—Government representatives such as **Sheo Shekhar Shukla\***, Principal Secretary, Department of Tourism, Government of Madhya Pradesh, will discuss the future roadmap for Indian tourism.
- **Business Session VII (18 Oct, 14:00 hrs.–15:00 hrs):** Building in India for India: Unpacking Hospitality Strategies—A panel featuring key hospitality figures such as **Chander Baljee**, CMD, Royal Orchid Hotels, and **Sanjay Sethi**, CEO & MD, Chalet Hotels.



## Tourism growth calls for constant action

**Jagdeep Dhankhar** emphasises tourism's role in fostering peace, economic growth and cultural exchange, while highlighting future challenges.



**Jagdeep Dhankhar**, Vice President of India, underlined the nation's spiritual and cultural richness, describing it as a constant draw for global travellers. "India is a global tourism destination for all seasons," he affirmed, reflecting the country's unique ability to offer year-round experiences.

Underscoring the vital role of tourism in fostering peace and economic development, he stressed, "Tourism contributes

massively to peace. The entire world is yearning for peace, and any conflagration anywhere is a pain for all." By connecting people, tourism serves as a powerful force for harmony and cultural exchange.

He highlighted the challenges the Ministry of Tourism and Ministry of Civil Aviation will face due to the industry's rapid growth. "The ministries will be going through a tough time ahead because tourism is booming, and you will have to be in action 24x7 to exploit the enormous potential of tourism in this country," he said. He praised the government's efforts to improve infrastructure, noting the doubling of airports and the development of world-class roads and railways, which have transformed the tourism landscape.

He further urged the tourism sector to replicate the success of India's digitisation revolution and emphasised the need to provide a seamless, high-quality experience for tourists, backed by skilled human resources.

Expressing confidence that the tourism sector will propel India towards its goal of becoming a developed country by 2047, he stated, "There is no greater education than through travel, and no greater seamless connection than through tourism." □





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**Gajendra Singh Shekhawat**  
Union Minister of Tourism & Culture

# India's tourism push 100,000 free visas

Nation has taken bold step to boost inbound tourism by announcing visa fee exemptions for 100,000 foreign tourists under 'Chalo India' programme.



**DDP Bureau**

In a significant move to boost inbound tourism, India has announced to exempt 100,000 foreign tourists from visa fees under the 'Chalo India' programme, led by the Union Ministry of Tourism (MOT). **Gajendra Singh Shekhawat**, Ministry of Tourism & Culture, Government of India, revealed that these visa exemptions will soon be available to attract more international visitors.

Shekhawat emphasised that the goal is to highlight India's tourism potential on the global stage. In line with this, the government intends to compile a list of top tourist destinations, which will be promoted internationally in partnership with various departments, such as aviation, railways, and state

governments. "These destinations will be upgraded to world-class standards, making them iconic representations of Indian tourism," he added.

Tourism sector development will also focus on public-private partnerships, with active participation from local communities. Additionally, workers in the tourism industry will receive training to enhance service quality.

**Jagdeep Dhankhar**, Vice President, India, "Tourism not only generates revenue and jobs but also fosters harmony and peace by promoting cultural exchange. The 'Chalo India' campaign, with its provision of gratis visas, will make India more accessible to international travellers, encouraging them to experience the diversity and richness of our country."





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Apart from 'Chalo India' campaign, other initiatives were also announced by the MOT:

- **Paryatan Mitra & Paryatan Didi:** The initiative aims to promote responsible tourism at key destinations, engaging local communities in the development and preservation of sustainable tourism practices
- **Masterlist of tourism destinations for development:** In coordination with various ministries such as Culture, Civil Aviation, Railways, and Road Transport, the MOT will publish



“

**Millennials are leveraging the newfound financial freedom to explore diverse destinations, seeking not just leisure but also enriching experiences.”**

a priority list of tourism destinations targeted for infrastructure development. This collaborative effort will aim to enhance the travel experience by focusing on improving both connectivity and infrastructure

- **Industry status for tourism & hospitality:** A handbook was introduced for states and UTs to assist in granting industry status to the tourism and hospitality sectors, simplifying regulations and providing incentives to encourage greater investment in the industry
- **Incredible India content hub & digital portal:** The launch of content hub will serve as a digital resource for travellers, offering insights, itineraries, and promotional material about India's tourist attractions
- **MoUs with hospitality chains:** Another significant moment was the signing of MoUs between MOT and eight leading hospitality groups.
- **Tourist feedback mechanism:** MOT has also introduced a new feedback mechanism for tourists, allowing them to rate their experiences at various tourist attractions through QR codes placed at airports and railway stations.” □



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# Human touch enriches Indian travel journeys

Indian tourism's transformation is driven by infrastructure development, yet the real focus is on creating memorable, immersive experiences.



DDP Bureau

**T**he tourism industry in India has witnessed tremendous transformation over the last decade, driven by infrastructure development, expanding road networks, and new airports. Yet, according to **V Vidyavathi**, Secretary, Ministry of Tourism, Government of India, the real essence of tourism lies not in the infrastructure alone but in the experiences it creates for travellers.

In a conversation at Google Think Travel India 2024, Vidyavathi shared insights into the evolving landscape of Indian tourism. "What is common between tourism and platforms such as Google? Both are about exploring—not just places but inner selves, cultures, and ecosystems," she shared.



**V Vidyavathi**  
Secretary, Ministry of Tourism  
Government of India

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“**Food defines cities, with Hyderabad's Biryani and Nagpur's oranges offering not just meals but unique cultural experiences.**”

While technology plays an essential role in simplifying travel logistics, Vidyavathi firmly stressed that the human element is irreplaceable in tourism. “Artificial Intelligence cannot replace the warmth and personalised touch that only humans can offer. When a local suggests a hidden restaurant or points you towards a special tiger sighting, that is when the magic happens,” she explained.

For hotel and restaurant owners, such valuable insights can bring a new perspective to their role in enhancing the tourist experience. Whether through attentive staff, unique local experiences, or culinary offerings, hospitality professionals play a crucial role in curating memorable journeys for visitors. Vidyavathi highlighted that food, often overlooked in tourism strategies, is central to a destination's appeal. “In every city, food is a defining feature. Hyderabad is known for *Biryani*, whereas Nagpur is known for oranges. These are not just meals—they are experiences,” she noted.

This sentiment is echoed in the tourism ministry's latest initiative, the Tourism Asset Bank, which aims to curate both tangible and intangible assets. The idea is to leverage local culture and cuisine as part of a holistic tourism experience. “If we can create culinary experiences around something such as *Biryani* in Hyderabad or *Feni* in Goa, we can offer tourists a deeper connection with the destination,” she elaborated.

For hoteliers, integrating local cuisine into their offerings is an opportunity to attract travellers who seek authentic, immersive experiences. By aligning with the Ministry's focus on “Incredible India by Incredible Indians,” the hospitality sector can elevate its offerings, blending traditional warmth with world-class services.

As tourism moves beyond mere sightseeing to become more about immersive, experiential travel, hoteliers and restaurateurs are in a unique position to showcase the richness of India's intangible heritage. The role of food, traditions, and local stories becomes pivotal in crafting the unique experiences that today's travellers crave.

For India to thrive as a global tourist destination, Vidyavathi underscored the need for collaboration between the public and private sectors. “Tourism is a collective effort, when the hospitality industry does well, tourism, as a whole, thrives,” she averred.

With initiatives such as Tourism Asset Bank and a renewed focus on food tourism, Vidyavathi highlighted the power of hospitality professionals to create enduring, meaningful connections with travellers. For hotel owners, the message is clear—the future of tourism is equally about the stories and tastes of India as it is about infrastructure. eating these immersive experiences will be key to sustaining tourism in the long run. ❑



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SCAN TO SHOP



# Ethics, accessibility drive India's tourism strategy

India aims to become global tourism hub through responsible tourism, capacity building, and ethical tourism practices, says **Mugdha Sinha**.



**Surbhi Sharma**

In keeping with the Indian tourism industry's objective of positioning India as a global tourism hub, the Union Ministry of Tourism has outlined in its policy the central principle of 'Atithi Devo Bhava.' It shows the government's commitment to ensure that every tourist in India is physically invigorated, mentally rejuvenated, culturally enriched, and spiritually elevated.

**Mugdha Sinha**, Director General, Ministry of Tourism, Government of India, emphasised the importance of responsible tourism while stressing on the need for capacity building, enhancing aviation sector services, streamlining visa procedures, adopting model code of conduct and ethics, and improving connectivity to lesser-known destinations to make India more accessible and appealing to foreign visitors.

## Responsible tourism

Talking about the key measures that should be taken to promote responsible tourism, Sinha said, "Responsible tourism begins with the civic sense and defines how we interact with others, extending beyond just visitors. Promoting civic sense from an early age will enhance our reputation, both domestically and globally. By embedding these values into our education system and encouraging widespread discussion, we can significantly improve India's image as a welcoming destination for everyone, including foreign tourists."

Capacity building plays a pivotal role in the development process. Sinha said, Sinha said that it is crucial to equip local stakeholders with the skills and knowledge required for sustainable tourism manage-



**Mugdha Sinha**  
Director General  
Ministry of Tourism, Government of India

ment. "Upgrading airports, streamlining visa procedures, and improving connectivity to lesser-known destinations will make India more accessible and appealing to foreign visitors," Sinha stressed.

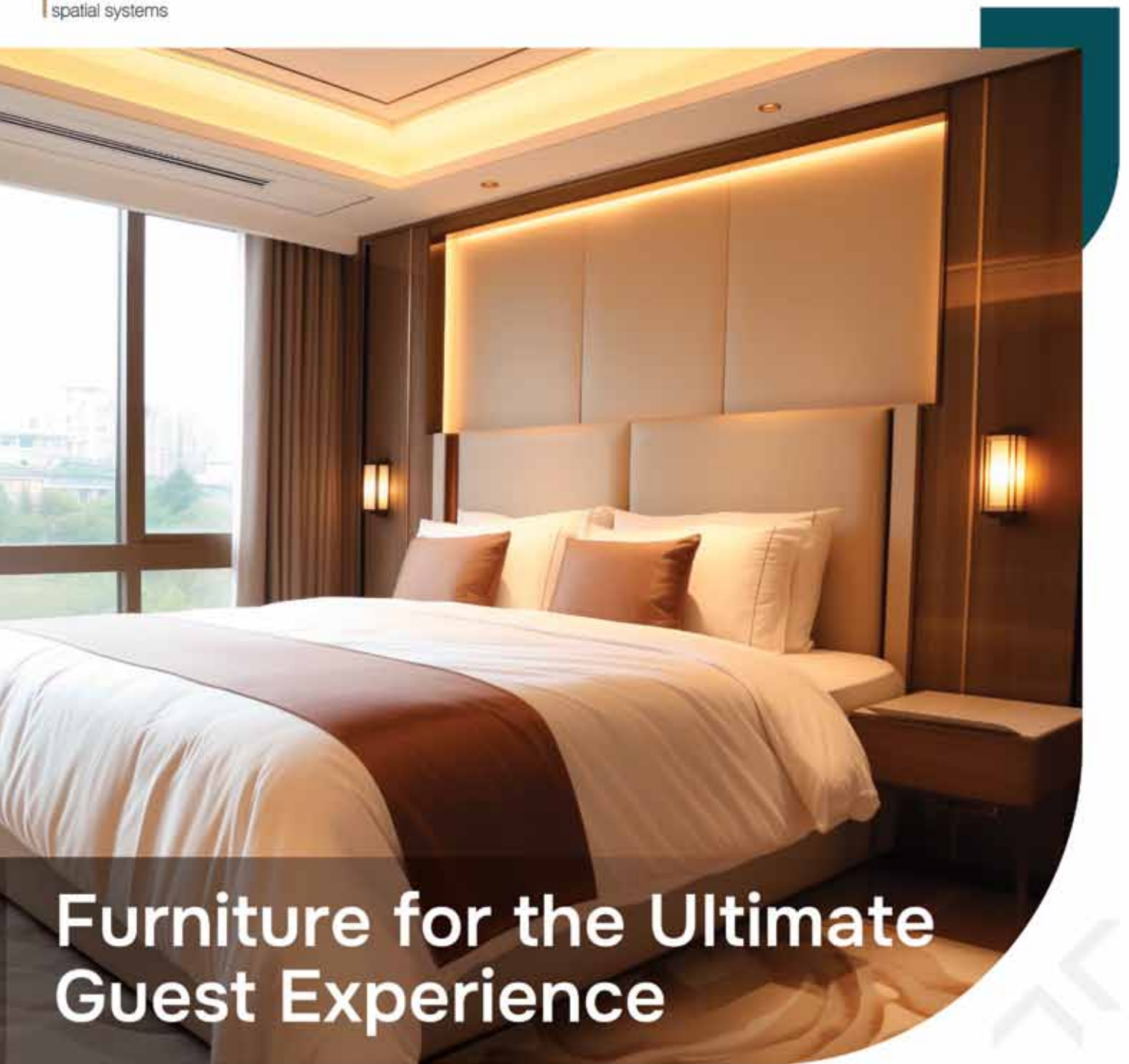
## Model code of conduct

Giving insights into improving facilities for foreign tourists, she highlighted the need for a model code of conduct. "For me, the model code of conduct represents a unified vision. Not only the code of conduct but we need code of best practices and code of ethics for ensuring ethical practices and promoting sustainable growth in the tourism industry," she pointed out. □



**Upgrading airports, streamlining visa procedures, and improving connectivity to lesser-known destinations will make India more accessible to foreign visitors."**





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# Bolstering partnerships with travel agents

IHCL increases travel agent commission by 25% to strengthen partnerships and enhance collaboration within the tourism industry.



DDP Bureau

To strengthen partnerships within the tourism industry, **Puneet Chhatwal**, Managing Director & CEO, IHCL announced an increase in commission rates for travel agents. With a 25 per cent rise from the previous commission rate, the initiative reflects IHCL's commitment to fostering robust collaborations with the travel agent community.

Chhatwal emphasised the importance of working together to build a competitive advantage in the hospitality sector. As part of this collaborative effort, IHCL



**Puneet Chhatwal**  
Managing Director & CEO  
IHCL

is increasing the commission rates for travel agents from 10 per cent to 12.5 per cent. This 25 per cent boost is intended to enhance the earning potential of travel agents and strengthen their role in promoting IHCL's extensive portfolio of hotels.

In addition to the increased commission rates, IHCL announced several other measures to support travel agents:

- **Revised rate structures:** IHCL will now offer rates inclusive of breakfast, moving from an American Plan to a Continental Plan basis. This change is aimed at simplifying booking pro-







cesses and providing clearer value to both agents and clients.

- **Flexible cancellation policies:** To align with the flexibility offered by

online travel agents, IHCL will now allow cancellations of free and independent traveller (FIT) within 48 hours for business hotels and seven days for leisure and palace properties.

- **Exclusive travel discounts:** Travel agents will receive a 25 per cent discount on the best available rates for personal travel to any IHCL property

Chhatwal's announcement echoes IHCL's ongoing commitment to nurturing strong relationships with travel agents and recognising their crucial role in the hospitality industry. The increased commission rate and additional benefits aim to not only reward agents but also enhance their ability to drive bookings and promote IHCL's world-class offerings. This initiative reflects IHCL's

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### ***In addition to the increased commission rates, IHCL announced several other measures to support travel agents***

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worldwide. This offer is designed to provide added value and encourage agents to experience IHCL properties firsthand.

- **Enhanced promotion of inbound tourism:** IHCL will invest 20 crore over the next three years to support international travel trade events and promote inbound tourism. This includes hosting events such as cocktail evenings at major international exhibitions to attract global visitors to India.

broader strategy to strengthen its partnerships and ensure long-term success in an increasingly competitive market.

As the hospitality sector continues to evolve, IHCL's proactive approach sets a benchmark for collaboration and mutual growth. For hotel owners and industry stakeholders, this move represents a positive shift towards greater synergy and success in a competitive market, ultimately contributing to overall growth of the sector and long-term profitability in the evolving landscape. ▣





# TIER II, III CITIES

## Emerging as hospitality hubs



In Hospitality Highwire, **SP Jain** writes about how traveller preferences, technological advancements and sustainability initiatives are transforming Indian hospitality sector.

**T**he Indian hospitality industry is undergoing a remarkable transformation, fuelled by shifting traveller preferences, technological breakthroughs, and a heightened emphasis on sustainability. As domestic tourism thrives and international travel steadily rebounds to pre-COVID levels, the sector is positioned for significant growth.

As urbanisation in India extends beyond metropolitan areas, tier II and III cities are becoming the new epicentres of economic expansion. These regions are seeing a growing demand for high-quality accommodations due to business development, infrastructure investments, and increased domestic tourism. Business development is thriving as companies look to tap into these untapped markets.

Recognising this trend early, Pride Hotels & Resorts after establishing Pride Plaza in key metro cities such as Delhi Aerocity, Kolkata, Nagpur, Pune, and Ahmedabad has strategically expanded its presence in tier II and III cities. The Pride Elite brand, offering 3 and 4-star resort-style hotels, is specifically designed to meet the needs of tourists in these rapidly developing cities. With properties in spiritual destinations such as Haridwar, Deoghar, and Becharaji, along with emerging leisure markets such as Phaltan, Poloforest, Jamnagar, and Shivpuri, Pride Hotels & Resorts is tapping into the immense potential of these regions. Additionally, its plans to enter spiritual hubs such as Varanasi, Ayodhya, Tirupati, and Shirdi align with the growing demand for mid-scale, high-quality accommodations in these cities.

Today's travellers, particularly millennials and Gen Z, are seeking more than just a place to stay—they are looking for immersive, authentic experiences that allow them to engage with local culture, nature, and history. This shift from traditional vacations to experiential travel has prompted hotels to rethink their service offerings.

At Pride Premier—a 4-star brand catering to the progressive spirit of modern India—we have introduced concepts such as social bars, community tables, and local experiences. Pride Hotels & Resorts has consistently tailored its offerings to reflect the cultural diversity of India. It provides unique experiences such as local culinary tours, nature walks, Indian whiskey and wine tastings. Properties like Pride Resort in Puri offer guests the opportunity to experience local festivals and artisanal crafts, while other locations in adventure hotspots such as Phaltan, Himmatnagar, and Rudraprayag focus on outdoor activities such as trekking and nature excursions. By blending luxury with local experiences, Pride Hotels & Resorts ensure that guests enjoy more than just a stay and deeply connect with the surroundings.

Artificial Intelligence (AI), data analytics, and automation has redefined the hospitality industry, enabling hotels to offer personalised services at an unprecedented scale. From automated check-ins to AI-powered chatbots, technological innovations are significantly enhancing the guest experience.

At Pride Hotels & Resorts, we have embraced this transformation with the launch of Pride Genie, an AI-powered tool designed to enhance both guest and staff interactions. Pride Genie utilises data analytics to anticipate guest preferences and deliver customised experiences—whether it is personalised room settings or curated dining options. The tool also functions as a 24x7 virtual concierge, offering instant answers to guest queries and personalised itineraries. Beyond guest services, AI is helping to streamline internal operations, ensuring resource efficiency, improved inventory management, and real-time data analysis for better decision-making.

Sustainability has evolved from being a trend to a necessity in today's global hospitality landscape. With more travellers becoming eco-conscious,



**SP Jain**  
Founder & CMD  
Pride Hotels & Resorts

**“AI, data analytics, and automation have enabled hotels to offer personalised services at an unprecedented scale.”**

hotels are expected to adopt environmentally responsible practices, ranging from energy-efficient operations to sustainable waste management.

Pride Hotels & Resorts is fully committed to sustainability. Initiatives in Pride Plaza Hotels include the installation of bottled water plants, water recycling systems, solar energy panels, and electric vehicle (EV) charging stations. These efforts demonstrate its commitment to reduce environmental impact and making sustainability an integral part of our operations.

India's rich spiritual heritage positions it as a top destination for religious tourism. Millions of

### Championing Indian hospitality

SP Jain is the Promoter and Managing Director of Pride Hotels. Founded in 1983, Pride Hotels has 60 hotels across 16 Indian states. The company operates under the brands such as Pride Plaza, Pride Premier, Pride Elite, and Biznotel by Pride. With over three decades of experience in the hospitality sector, Jain has served as Honorary Secretary, Vice President, and Executive Committee Member of FHRAI.



“  
**Pride Hotels  
 & Resorts  
 offers unique  
 experiences,  
 reflecting  
 India's  
 cultural  
 diversity  
 through  
 culinary  
 tours, nature  
 walks,  
 and wine  
 tastings.”**

domestic and international travellers visit spiritual destinations across the country each year, and the hospitality industry is catering to the demand by developing properties specifically for this segment.

Pride Hotels & Resorts is well-suited to serve this growing demand. With properties in spiritual hubs such as Haridwar, Puri, Ambaji, Ranakpur, Deoghar, Rishikesh, and Becharaji, we provide accommodations that cater to both pilgrims and leisure travellers. Our future expansion into key religious destinations such as Varanasi, Ayodhya, Shirdi, and Tirupati is aimed at offering a holistic experience for spiritual tourists. In addition to comfortable accommodations, we offer services such as guided temple tours and meditation spaces. These properties are designed to accommodate large groups, ensuring that travellers on religious journeys have an enriching and comfortable stay.

As India's middle class expands, so does the demand for affordable, high-quality accommodations.

Mid-market hotels and branded residences are well-positioned to cater to this growing demographic by offering a blend of comfort, convenience, and cost-effectiveness.

Biznotel by Pride and Pride Elite brands are specifically designed to meet the needs of the mid-market segment. These 3 and 4-star properties offer exceptional value without sacrificing quality.



Located in business hubs and smaller cities, these hotels cater to business travellers as well as budget-conscious tourists. We are also set to launch branded residences that will offer long-stay options for guests seeking more flexible accommodation arrangements. These initiatives allow us to cater to a wide-ranging audience while maintaining our high standards of service.

With international travel gradually recovering from COVID, domestic tourism has emerged as the primary growth driver for the Indian hospitality industry. Travellers are now more inclined to explore local destinations, opting for road trips and regional getaways over international vacations.

At Pride Hotels & Resorts, we have adapted to this shift by offering tailored packages for local travellers. Our group has introduced weekend staycation deals, long-stay discounts, and customised packages aimed at regional tourists. Properties in destinations such as Udaipur, Jaipur, Dwarka, Bhopal, Indore, and Nagpur have been positioned as ideal locations for short getaways. Additionally, our website offers flexible booking options, early check-in, and late check-out services, making it easier for domestic tourists to plan spontaneous trips.

The rise of remote work and digital nomadism is reshaping the hospitality industry, with hotels offering hybrid business models that combine accommodations with coworking spaces. These flexible





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guests. By providing high-speed Wi-Fi, dedicated workspaces, and in-room office amenities, we are meeting the needs of remote workers and digital nomads. This hybrid model is especially appealing to business travellers who require a productive environment during their stay.

The future of India's hospitality industry is promising, driven by innovation, sustainability, and a deep understanding of evolving consumer preferences. Pride Hotels & Resorts, with its forward-thinking initiatives in tier II and III cities, technology integration, sustainability efforts, and focus on wellness, is well-positioned to lead this transformation. As the industry evolves, companies that can balance tradition with modernity will emerge as market leaders. Pride Hotels & Resorts remain at the forefront of this transformation, combining Indian heritage with contemporary hospitality practices to deliver exceptional experiences to its guests. 

“

**Future of India's hospitality industry is promising, driven by innovation, sustainability, and deep grasp of evolving consumer preferences.”**

arrangements enable guests to work from anywhere while enjoying the amenities of a hotel.

In response to this trend, Pride Hotels & Resorts is set to introduce community plug and play tables, offering flexible workstations and common areas for





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# Driving growth, sustainability

54<sup>th</sup> FHRAI Convention enables industry leaders to explore Indian tourism's future, focusing on innovative solutions for global competitiveness.

## FHRAI convention highlights India's tourism vision: **HRANI**



**54<sup>th</sup> FHRAI Convention serves as key platform for stakeholders to position India as a top travel destination.**



**Surendra Kumar Jaiswal**  
President  
HRANI

**T**he 54<sup>th</sup> FHRAI Annual Convention reflects on a pivotal moment in India's journey towards becoming a global leader in tourism. The theme, 'Tourism @2047: Incredible to Inevitable India – Driving Growth and Sustainability in a Mission Mode', resonates not only with the aspirations of the hospitality industry but also aligns with the nation's vision of a developed India by 2047. As we approach the centenary of Indian independence, the ambitious goal of transforming tourism from a cultural and experiential sector into a US\$3 trillion economic powerhouse is both inspiring and imperative.

By 2047, Indian tourism aims to attract millions of foreign visitors and boost domestic travel through smart infrastructure and sustainable development. The government's vision for a

"developed India" emphasises balancing economic growth with sustainability. Tourism is set to play a crucial role in supporting local economies, creating jobs, and preserving cultural heritage, contributing significantly to India's global economic rise.

The hospitality and tourism sectors lie at the heart of this transformation. These industries form the foundation of India's tourism potential, offering world-class services, innovative infrastructure, and immersive experiences that attract visitors from across the globe. Whether through luxury accommodations, authentic culinary experiences, or cultural immersion, these sectors are crucial in shaping India's global tourism identity.

The 54<sup>th</sup> FHRAI Convention serves as a key platform for stakeholders to position India as a top travel destination. Industry leaders and experts will discuss strategies for growth and sustainability, focusing on AI-driven services, green building practices, and smart tourism infrastructure. These innovations are essential to ensuring sustainable growth and maintaining India's competitiveness in global tourism.

The vision shared at this year's convention outlines a path for India to become an inevitable travel and investment destination by 2047. Industry leaders must act now to seize opportunities and build a future where India leads global tourism.

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# FHRAI Convention drives tourism growth vision: **SIHRA**

“

**FHRAI's 54<sup>th</sup> Convention is pivotal platform for dialogue, uniting thought leaders, policymakers, and industry experts to shape India's tourism future.”**



**K Syama Raju**  
President  
SIHRA

It is with great honour and enthusiasm that I extend my heart-felt wishes to all delegates, dignitaries, and stakeholders participating in the 54<sup>th</sup> FHRAI Annual Convention. This event has always been a beacon of progress, innovation, and collaboration in India's hospitality and tourism industries, and this year's theme 'Tourism @2047: Incredible to Inevitable India: Driving Growth and Sustainability in a Mission Mode', is both timely and visionary. It embodies the collective ambition of our industry as we chart the path forward towards a more sustainable, inclusive, and globally competitive tourism landscape.

At the crossroads of a rapidly evolving global tourism industry, India has the chance to reimagine its tourism potential. Transitioning from "Incredible India" to "Inevitable India" requires foresight, strategy, and a focus on sustainability. As global travellers seek eco-friendly and culturally immersive experiences, India's rich diversity positions it to meet these demands. However, sustainable growth must be central to achieving this vision.

This mission requires a shared vision that unites government, the private sector, local communities, and travellers. The 2047 centenary of India's independence provides a key opportunity to build a resilient tourism ecosystem. While challenges and opportunities lie ahead, the focus must be on infrastructure investment, innovation, and fostering a tourism industry that balances economic growth with environmental and social responsibility.

FHRAI's 54<sup>th</sup> Convention is a pivotal platform for dialogue and collaboration, uniting thought leaders, policymakers, and industry experts to shape India's tourism future. The focus is on sustainable, digital-first experiences that showcase India's cultural heritage, alongside investments in smart infrastructure, skill development, and technology to ensure future readiness.

Sustainability is essential for tourism, which must contribute to global goals by adopting green practices, reducing carbon footprints, and preserving natural and cultural assets for future generations.

As we pursue 'Tourism@2047,' success hinges on unity, innovation, and purposeful action. This convention's outcomes will drive India forward, solidifying its status as not just an incredible, but an inevitable global tourism powerhouse.

On behalf of SIHRA, I wish the convention great success. May it inspire new ideas, partnerships, and commitments that will shape the future of Indian tourism for decades to come.



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# Industry unites for sustainable tourism strategies: **HRAWI**

“

**FHRAI is promoting green policies. This convention will serve as crucial platform for discussing initiatives to drive this vision forward.”**



**Jimmy Shaw**  
President  
HRAWI

As we gather for the 54<sup>th</sup> Annual FHRAI Convention at Taj Cidade de Goa Horizon, the event marks a pivotal moment for the hospitality and tourism industries. The convention, being held after a six-year hiatus, is an opportunity for the industry to come together, share insights and envision the collective future. The theme, ‘Tourism @2047: Incredible to Inevitable India – Driving Growth and Sustainability in a Mission Mode,’ resonates with the Government of India’s vision of achieving a developed nation by 2047.

The industry has a key role to play in realising this dream. With targets such as welcoming 100 million international tourists and contributing significantly to a US\$3 trillion tourism economy, the road ahead demands innovative thinking and strategic collaboration. The convention will highlight these aspects through a series of business sessions, B2B and B2G meetings and presentations of the latest trends in sustainability and regenerative tourism.

In the current global context, issues such as climate change and environmental sustainability are of paramount importance. As an apex hospitality association, FHRAI aims to lead by example, promoting greener practices and advocating for policies that prioritise long-term growth over short-term gains. This convention will be a critical platform for discussing initiatives that can drive this vision forward.

Moreover, the hospitality industry needs to focus on Ease of Doing Business (EoDB) and ensuring streamlined regulatory processes. This has been continuously advocated by HRAWI. Licencing simplification, digitisation and creating a business-friendly environment will be crucial for sustained growth. The convention will also serve as a platform to address these key concerns and pave the way for more effective industry-government partnerships.

Looking ahead, our collective vision focuses on innovation, collaboration and sustainability. Together, we can ensure that India’s tourism sector not only recovers from the challenges of the past but also thrives as one of the world’s leading destinations. As we move forward, our strength lies in our unity, and this convention serves as a testament to the shared commitment of industry leaders and stakeholders to drive growth and transformation for years to come. By working together, we can harness our collective potential.





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# Focus on achieving sustainability goals is crucial: **HRAEI**

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*As one of the most digitalised travel destinations in the world, India utilises various digital tools for planning, booking, and experiencing travel.”*



**Sudesh Poddar**  
President  
HRAEI

In 2022, the direct contribution of hotel industry to India's GDP was US\$40 billion and is expected to reach US\$68 billion by 2027, and US\$1 trillion by 2047. The domestic tourists are estimated to increase to 1.4 billion by 2027, 4.8 billion in 2037, and 15 billion in 2047. The growth can be attributed to factors such as GDP growth to 4.8 per cent in 2027, 9.5 per cent in 2037, and 19 per cent in 2047.

The Indian hotel market is experiencing significant growth opportunities due to robust corporate performance, increased air connectivity, and heightened domestic leisure travel. The sector is investing in digital technologies and platforms to enhance pre and post-booking experiences. The hotel industry's direct contribution to the country's GDP is influenced by macro-economic factors, ecosystem and business environment, technology intervention, innovation, and policy support. These factors are expected to be recorded from 2022 to 2047.

India's growing middle class and rising disposable income are fuelling both domestic and international tourism. As one of the most digitalised travel destinations, India utilises various digital tools for planning, booking, and experiencing travel. The market is predominantly driven by domestic travellers, with a steady increase in visits to all states and union territories (UTs).

The hospitality industry faces significant challenges, including manpower shortages and high attrition rates, as high-

lighted by a Ministry of Tourism study. Employers struggle to find staff with the necessary hard and soft skills for optimal guest experiences. Additionally, inconsistent norms, restrictions, policies, and regulations further complicate the industry's landscape.

Each state and union territory in India has its own building byelaws, excise laws, and licencing norms, leading to inconsistency across and within states. This highlights the need for improved ease of doing business policies. The hospitality industry is both capital and labour-intensive, facing high indirect costs such as fuel, power, liquor licence fees, and property taxes. These challenges will impact India's hotel and tourism industries through 2047. To foster growth and competitiveness in the sector, it is crucial for policymakers to address these inconsistencies and implement reforms that enhance operational efficiency. ▣



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# KSHA welcomes new President GK Shetty

SIHRA congratulates Founder of Swati Group, **GK Shetty** on his appointment as President of KSHA, praising his dedication to hospitality industry.



SIHRA has praised the selection of **GK Shetty** as the President of the Karnataka State Hotel Association (KSHA). “On behalf of SIHRA, I extend my heartfelt congratulations to you on your well-deserved appointment as the President of KSHA. Your journey with the Swathi Group, which you founded in 1994, is a testament to your unwavering dedication, vision, and commitment to excellence in the hospitality industry. Under your leadership over the years, Swathi Group has grown into a respected chain of restaurants serving authentic Andhra cuisine, with 10 outlets across Bengaluru and plans for expansion into other regions. This remarkable growth is a result of your hard work, the support of your family, and your deep-rooted belief in serving the common cause of our industry and fostering the overall success of the sector, besides raising the standards of the industry and inspiring the hoteliers and restaurateurs,” **K Syama Raju**, President, SIHRA, said.



**GK Shetty**  
President  
Karnataka State Hotel Association

“Your active participation in SIHRA’s initiatives, your willingness to travel across southern states to promote hospitality, and your keen understanding of the industry’s challenges have always impressed me. You approach each situation with a calm demeanour, a warm smile, and a commitment to finding comprehensive solutions. Your respect for industry veterans and your accessibility to everyone makes you a true leader and an inspiration to the younger generation,” Raju further added.

Raju elaborated, “KSHA, with its rich legacy since 1954, has always been a prestigious forum for addressing the grievances of the unorganised hotel and

**“Karnataka State Hotel Association has always been trusted forum for addressing the grievances of unorganised hotel and restaurant sector.”**

**K Syama Raju**, President, SIHRA



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restaurant sector. I have full confidence that this esteemed association will reach new heights under your leadership, continuing the tradition set by your predecessors. I wish you all the success in your new role as President of KSHA and look forward to working closely with you to elevate our industry further."

### New vision unveiled

At the District Coordination Meet, GK Shetty, the newly appointed President of

particularly through tax generation and job creation. Their commendations highlighted KSHA's role in supporting both the economy and the community at large.

The event was presided over by **Dr. K Prakash Shetty**, Chairman, MRG Group, and **P Suresh Shetty**, MLA, Kaup Constituency, who offered their support and encouragement for KSHA's roadmap. As part of the proceedings, KSHA took the opportunity to honour distinguished

Karnataka, **B Chandrashekar Hebbar**, Ex-President and Honorary President, KSHA and **RR Ramana Reddy**, expert of Andhra style food in Karnataka were recognised for their contributions, reinforcing KSHA's commitment to celebrating excellence in the field.

The meet was chaired by members of KSHA, including G K Shetty and office bearers **HN Umesh**, **Mahesh M Shetty**, **Satyanath Shetty**, **Ravi Shastri**, and **GA**



the KSHA unveiled the association's vision statement for the 2024-26 tenure. At the meet, Shetty outlined following vision for his tenure: Monthly and quarterly meetings, celebrating excellence, state level convention, advocacy and fairness, training and development, membership and technology, government relations and collaboration and employment and workforce. The vision statement received praise from chief guests **Ramalinga Reddy**, Minister of Transport & Muzrai, Government of Karnataka and **Dinesh Gundu Rao**, Minister of Health & Family Welfare, Government of Karnataka, who acknowledged KSHA's contributions to society,

figures within the hospitality industry. **Sriyuths M Rajendra**, Ex-President, KSHA and Vice-President, BJR,

**K Syama Raju praised GK Shetty's active participation in SIHRA's initiatives, his willingness to travel across southern states to promote hospitality**

**Deepananda. MV Raghavendra Rao**, Honorary Secretary, **Gururaj Upadhyaya**, Treasurer, **HS Prabhakar**, Joint Secretary and **VS Hegde**, Ex-Honorary President, and Ex-Presidents, **CV Mahadevaiah**, **KL Ramanath Bhat** and **B Ramachandra Upadhyaya**. Additionally, District Presidents from various regions across Karnataka participated, further underscoring the event's significance.

Founded in 1954, the KSHA has united hotels and restaurants across Karnataka, fostering collaboration with state ministries and government departments to enhance the business environment. □



# The Saga of DELHI

Delhi, the captivating capital city of India, is a treasure trove of history, culture, and vibrant experiences. From ancient architectural wonders to tantalising street food, this metropolis offers an array of attractions. Spearheading the growth of tourism and transforming the transport infrastructure of the city, Delhi Tourism and Transportation Development Corporation Limited (DTTDC LTD) assumes a pivotal role in unveiling the finest gems that Delhi has to offer through various unique events and festivals, exciting sightseeing tours, and through offbeat travel packages. It also operates the popular Dilli Haats, which showcase India's rich culture, food and handicraft. Let's walk down the lanes of Delhi with DTTDC.



## Celebrating Culture and Crafts at Dilli Haat

DTTDC's unique initiative, Dilli Haat, offers an immersive cultural experience with vibrant open-air markets at INA, Pitampura, and Janakpuri. Based on three Cs - craft, cuisine and culture - these markets showcase traditional handicraft items, mouthwatering food and provide a platform for artisans from across India.

## Kalam Memorial and Guru Tegh Bahadur Memorial

The Kalam Memorial pays tribute to former President of India Dr. A.P.J. Abdul Kalam by showcasing his belongings and featuring a multimedia display that highlights his remarkable life and contributions. The Guru Tegh Bahadur Memorial is a 24-metre obelisk honouring the esteemed Sikh guru.

## E-film clearance portal:

A portal that simplifies the process of applying for and receiving required permissions to shoot films, TV shows and other audio-video productions in Delhi.

## Garden of Five Senses

One of the most serene escapes in the city, the Garden of Five Senses in South Delhi provides a unique experience with beautiful sculptures and lush greenery. Designed to stimulate all five senses - sight, sound, taste, touch and smell - the well-maintained garden is a paradise for nature lovers with exotic trees and beautiful flower beds.

## Azad Hind Gram and Coffee Home

Azad Hind Gram, a memorial and museum complex in Tikri Kalan, pays homage to Netaji Subhas Chandra Bose. Coffee Home in Connaught Place is a welcoming establishment where visitors can enjoy affordable South Indian delicacies.

## Dekho Meri Dilli App:

A mobile application that provides tourists all necessary information in one place.

## Festivals and Cultural Celebrations

DTTDC organises fairs and festivals such as the Garden Tourism Festival, Dance Festival, Mango Festival and Food Festival etc, which celebrate Delhi's rich heritage.

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### HERITAGE WALKS

Heritage walks in Delhi offer a captivating journey through the city's past. Discover Chandni Chowk, Mehrauli Archaeological Park, Hauz Khas and many more historical sites with DTTDC's specially curated walks.

### SPECIAL TOURS

DTTDC organises regular tours that cover all the main tourist attractions. The packages include sightseeing tour of Delhi, Same day Agra tour, 3 day Agra-Jaipur tour, 2 day Haridwar - Rishikesh tour and 2 day Mathura - Vrindavan - Agra Fatehpur Sikri tour.

### HAUNTED WALKS

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Jimmy Shaw  
President, HRAWI

# Addressing workforce challenges: HRAWI's priority

Newly elected HRAWI President **Jimmy Shaw** aims to build on existing groundwork to ensure impactful results for association and members.



**Lipla Negi**

**Q What is your vision for HRAWI over the next few years. What key initiatives do you plan to prioritise?**

HRAWI has always been at the forefront of industry leadership, and as we approach our 75th anniversary, we are already gearing up for a year-long celebration to mark this milestone. Many outstanding initiatives have been put in place by my predecessor, and rather than introducing new programmes, my focus will be on executing and successfully implementing these initiatives. Our priority is to continue building on the groundwork that has already been laid and ensure that we drive impactful results for the association and its members.

**Q What do you see as the biggest challenges facing the hospitality industry today, and how does association plan to address them?**

The biggest challenge facing the hospitality industry today is the shortage of skilled and experienced staff. While automation can assist, hospitality will always rely on a strong workforce, particularly students, who see value in building careers in the sector. This shortage is partly self-inflicted due to a lack of competitive compensation and care for staff well-being. The association aims to address this by promoting collaboration between industry stakeholders and academic institutions through initiatives such as the "Academic Think Tank" and the upcoming FHRAI Conclave in October. These efforts will





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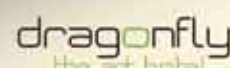
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**InterContinental - Chennai**







focus on enhancing talent retention and career growth within the industry.

**Q How important is sustainability in your agenda, and what specific strategies do you intend to implement to promote eco-friendly practices within the industry?**

Sustainability is crucial for the hospitality industry's long-term growth and success, as they are inherently linked. Overtourism has already led to areas imposing restrictions and levies, reflecting the strain on local resources and the discontent of residents. To avoid such situations, consistent engagement with the government and local authorities, particularly in eco-sensitive

zones, is necessary. Instead of introducing new initiatives, the focus should be on sustaining ongoing efforts to promote eco-friendly practices and balance tourism growth with environmental preservation.

**Q How do you envision the role of technology in transforming the hospitality sector? What steps will the association take to support member hoteliers in adopting new technologies?**

Technology is an inescapable force driving both personal and business landscapes. Historically, the hospitality industry led the way in adopting innovations, from automating paper processes to implementing POS systems and Property Management Systems (PMS) long before the world embraced ERP. Unfortunately, we have now fallen behind and are in a race to catch up. The association's goal is to help members by advocating for and supporting the adoption of cutting-edge technologies to enhance operational efficiency, improve guest experiences and remain competitive in this rapidly evolving digital landscape.

HRAWI has partnered with Ingram Micro, India's largest tech distributor and is conducting seminars on multiple tech related subjects and is also working to provide members a vast catalogue of products and services from thousands of vendors at special prices.

#### Scholarship Trust Fund

HRAWI has setup a dedicated Scholarship Trust Fund to financially support any deserving student by part paying their college tuition fees. This service extends to both members and non-members.

**Q What strategies do you plan to employ to enhance member engagement and ensure that their voices are heard within the association?**

To enhance member engagement, we have traditionally assigned city coordinators throughout our region to maintain active communication with members. Moving forward, we are expanding this collaboration by integrating local associations more deeply and increasing the frequency of meetings. By holding these gatherings monthly, we aim to build stronger connections, ensure regular updates and provide a more structured platform for members to express their views and contribute to the association's initiatives. This will ensure every member's voice is heard and valued.

The executive committee also consciously balances its monthly meetings by holding a few out of the Mumbai City office, together with conclaves which were initiated by my predecessor, and which provide our members a very good opportunity to network while also soaking in knowledge and information through speakers and experts.

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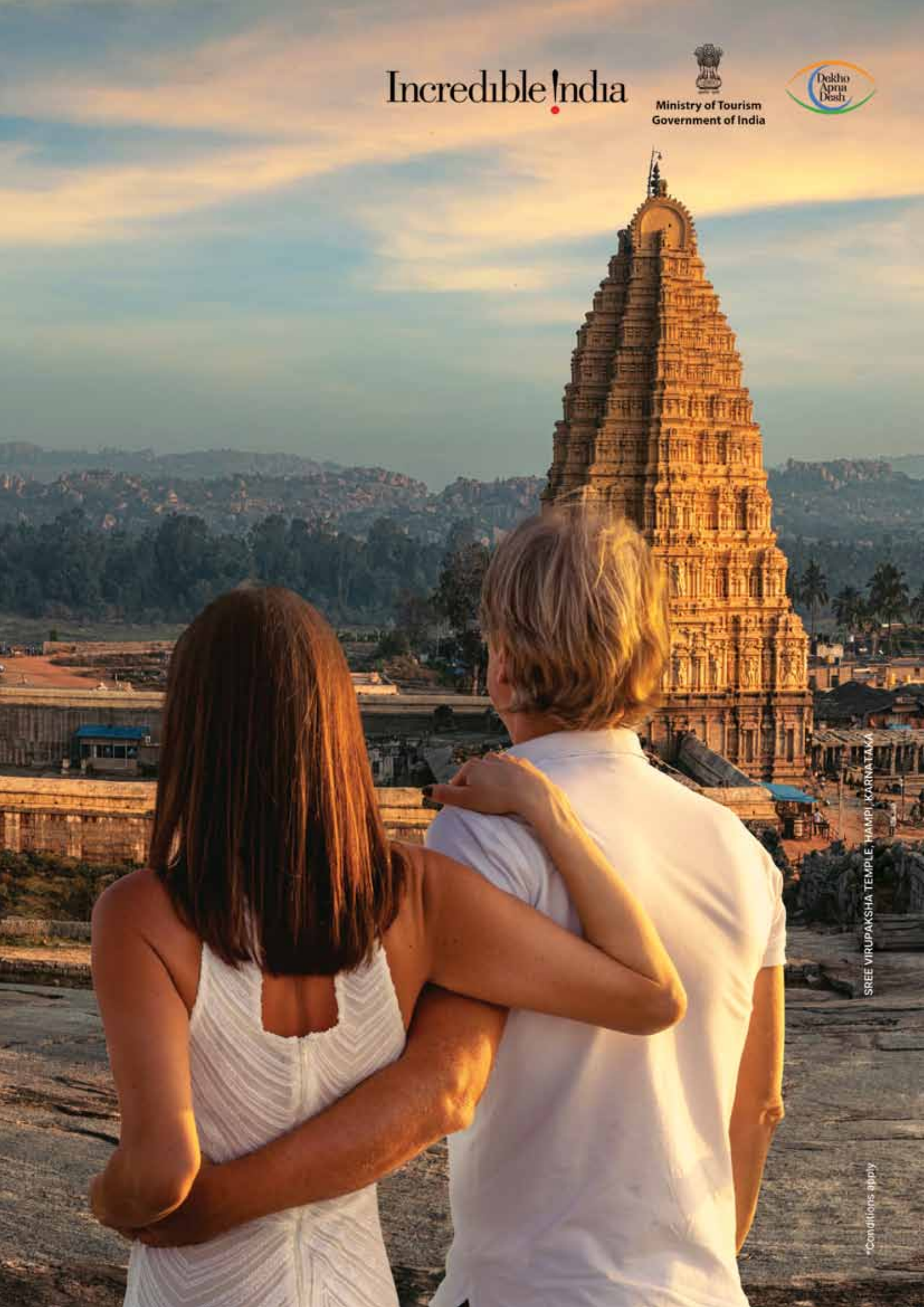
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# Sudesh Poddar re-elected as President of HRAEI

Under **Sudesh Poddar's** leadership, HRAEI will continue to advocate for member concerns, and address industry challenges.

The Hotel & Restaurant Association of Eastern India (HRAEI) held its 63rd AGM at the Park Hotel in Kolkata recently. During the Managing Committee meeting, **Sudesh Poddar** was re-elected as President for the 2024-2025 term.

Poddar has previously held the position of President of the Federation of Hotel & Restaurant Associations of India (FHRAI). His extensive experience has positioned him as a key representative of HRAEI in various bodies, including Hotel & Restaurant Approval & Classification Committee (HRACC-Eastern Region), West Bengal State Tourism Task Force & Sub-Committees, Food Safety and Standards Authority of India (FSSAI), State Institute of Hotel Management, Durgapur, and Airport Advisory Committee.

Under Poddar's guidance, HRAEI has consistently championed the concerns of its members, engaging with government officials and stakeholders to address critical issues facing the industry. His leadership has enabled the association to proactively advocate for policies that enhance the hospitality and tourism landscape in Eastern India.

"I am honoured to continue serving as President of HRAEI. Together with my dedicated team, we will strive to address the challenges facing our industry and promote sustainable growth," said Poddar.


Other key individuals on the leadership team, included **Aneel Goenka** as Senior Vice President, **Manoja Gouda** as Vice President, **Pranav Singh** as Honorary Secretary, and **Deepak Kapoor** as Honorary Treasurer. Supporting them are **Souvik Raha** as Honorary Joint Secretary and **Harbans Singh Bagga** as Honorary Joint Treasurer.

“

**Honoured to continue as HRAEI President, I will work with my team to tackle industry challenges and promote sustainable growth.”**

**Sudesh Poddar**, President, HRAEI

The HRAEI Committee has been at the forefront of advocating for the hospitality sector, providing valuable insights and recommendations to local and regional authorities. Their relentless efforts have positioned HRAEI as a crucial voice in the ongoing dialogue about the future of tourism and hospitality industries in Eastern India.

As the industry continues to evolve, the HRAEI is committed to fostering collaboration, innovation, and growth to ensure a vibrant and resilient hospitality sector in the region. 



# Hamdard forays into innovative food and beverage categories

Committed to bringing high quality, health focussed products to consumers, Hamdard Foods India introduces an exciting range of food products and ready to drink beverages.



TRUSTED SINCE 1906



**H**amdard Foods India, has announced an expansion of its product line, introducing a variety of new food products and ready to drink beverages. This move aims to broaden the brand's reach and offer consumers a wider range of quality, health-focussed products.

Commenting on the launch, **Hamid Ahmed**, CEO, Hamdard Foods India, said, "It is our endeavour that Hamdard's pure food products bring benefit to people. There is always ample demand for food & beverage products. But making inroads is an uphill task, particularly when one carries the legacy of Hamdard and the RoohAfza brand. Our challenge is to remain rooted in our values and image and, at the same time, continue to provide the product that customers love. Consistency in brand investment is vital as we are now in the serious business of food products to give the world 'good food'."

## Diversified F&B portfolio

Hamdard has broadened its food portfolio by introducing **Hamdard Honey**, which meets all FSSAI standards. Actor **Aditi Rao Hydari** has been appointed as the face of Hamdard Honey, representing the brand's


dedication to authenticity and purity. Hamdard has also introduced a selection of edible oils, **Hamdard Pomace Olive Oil** and **Hamdard Kachi Ghani Mustard Oil**. Produced from premium mustard seeds sourced from Rajasthan, and Hamdard Olive Pomace Oil, imported directly from Spain. Both oils emphasise the brand's commitment to sourcing only the finest ingredients for its customers.

## Entering into Spices Category

Hamdard has also made its mark in the spice market with the launch of Hamdard Khaalis Spices (**Masale**). It has also launched more products under the brand name Hamdard Khaalis, such as **Saffron** and **Hing**. These pure, whole, and blended spices are manufactured at Hamdard's cutting-edge facility, ensuring purity and quality. Inspired by the rich tradition of Shahi cuisine, these spices aim to bridge a gap in the market, offering high-quality, authentic flavours for Indian kitchens.

## Expanding RoohAfza's legacy

A major highlight in this category is the expansion of the RoohAfza line in ready to drink packs. RoohAfza includes variants

such as RoohAfza Fusion, Milkshake and Lassi in aseptic cartons. 

## Socially responsible business

Hamdard is an iconic institution, with legacy brands such as RoohAfza in its portfolio. Hamdard grew into a household name under the vision of renowned Unani physician **Hakeem Abdul Hameed**, who transformed it into a multi-dimensional and internationally respected organisation. Presently, **Hammad Ahmed**, Chief Trustee, is steering the growth of Hamdard. **Hamid Ahmed**, CEO and Trustee, Hamdard Foods India is the driving force of all expansion plans, and forward business strategies. Hamdard extends its charity work and education services under the aegis of Hamdard National Foundation (HNF). A significant part of company's profit is used for CSR activities, while building institutions such as Hamdard University, schools, cultural institutes and skill development institutes from the profits earned from business. This social purpose is at the very core of Hamdard.





# HRANI President Jaiswal unveils vision for hospitality growth



Under newly elected President **Surendra Kumar Jaiswal**, HRANI is set to continue its mission of promoting Northern India's hospitality industry.

**H**RANI successfully concluded its 73rd Annual General Meeting (AGM) for the financial year 2023-24, marking a significant milestone in the association's journey. The AGM commenced with a keynote address from **Garish Oberoi**, the outgoing President of HRANI. He praised the efforts of HRANI members, highlighting key milestones such as the success of the 3rd HRANI Convention and the association's achievements in advocating for the hospitality sector. Following the AGM, a meeting of the Managing Committee was held to elect the new office bearers for the upcoming term.

The newly elected office bearers for 2024-26 are as follows:

- **President: Surendra Kumar Jaiswal**, Partner, Deep Hotel Lucknow
- **Vice Presidents: Ankit Gupta**, Managing Director, Hotel Himani, and **Rattandeep Singh Anand**, Managing Director, Hotel Asia Jammu Tawi
- **Honorary Secretary: Amarvir Singh**, Partner, Hotel Natraj, Ludhiana
- **Treasurer: Garish Oberoi**, Partner, Hotel Uberoi Anand, Bareilly
- **Honorary Joint Secretaries: Vinod**

**Gulati**, Managing Director, Gulati Restaurant, and **Rakesh Roy**, Director, Elchico Hotels and Restaurant

Office bearers who were elected as members (Corporate Category) included **Ajay Bakaya**, Managing Director, Sarovar Hotels & Resorts, **Sudeep Jain**, Managing Director, South-West Asia, InterContinental Hotels Group, and **Vilas Pawar**, CEO, Managed & Franchise Business, Lemon Tree Hotels. Special invitees were **Mushtaq Ahmed Chaya**, CMD, Mushtaq Group of Hotels and **Abhishek Sadhoo**, General Manager, Shangri-La Eros, New Delhi.

Several key industry leaders will continue their roles on the HRANI Managing Committee, contributing their expertise and leadership, including **Pranay Aneja**, Managing Director, La Hotels & Retreat, New Delhi; **Dr. Lakshyaraj Singh Mewar**, Executive Director, Historic Resorts Hotels; **Nikhil Sharma**, Managing Director & Area Senior Vice President, South Asia, Radisson Hotel Group; **Ajay Bakaya**, Managing Director, Sarovar Hotels & Resorts; **Ashwani Kumar Goela**, General Manager, Radisson Blu Plaza, Delhi Airport; **Deepak Parihar**, Managing Director, Kalinga Hotel, Jodhpur; **Pradeep Narayan Singh**, Executive Partner, Hotel

Pradeep, Varanasi; **Arun Dang**, Partner, Grand Hotel; **Kamal Nayan Tripathi**, Managing Director, Aahana – The Corbett Wilderness; **Virendra Teotia**, Director, Umrao Group; **Meena Bhatia**, Vice President & General Manager, Le Meridien, New Delhi; **Amarjeet Singh**, Partner, Hotel Greens; **Luv Malhotra**, Joint Managing Director, Hotel The Suryaa; and **Amarvir Singh**, Partner, Hotel Natraj, Ludhiana.

**Several key industry leaders will continue their roles on HRANI Managing Committee, contributing their expertise and leadership**

The AGM also featured posthumous honours for industry stalwarts, including **Dr. Ramesh Kapur**, Chairman and Managing Director, Radisson Blu Plaza Hotel for his exemplary contributions, and **Rakesh Sethi**, Corporate Executive Chef, Operations, South Asia, Radisson Hotel Group, who was recognised with Award of Honor for his contributions to the culinary arts and the hospitality industry. □

## 73<sup>rd</sup> ANNUAL GENERAL MEETING

September 25, 2024

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## 73<sup>rd</sup> ANNUAL GENERAL MEETING

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# Strong foresight to promote industry



Newly elected President of HRANI, **Surendra Kumar Jaiswal** shares his future goals for association and hospitality industry.

**A**s President of HRANI, I am eager to share my vision for our association and the hospitality sector over the next few years. My agenda centres on seven pivotal issues that will not only enhance the welfare of our members but also strengthen the industry.

First, we will actively pursue the designation of the hospitality sector as an infrastructure entity. This status is crucial for unlocking funding opportunities and fostering investment, ultimately leading to increased job creation and economic growth. Second, we aim to rationalise the GST framework. By advocating for reduced tax rates and delinking food services from room tariffs, we can create a more equitable tax structure. This will make our services more competitive, driving growth, and enhancing consumer accessibility.

Addressing the challenges posed by copyright societies is another priority, allowing our members to operate smoothly while respecting intellectual property rights. In collaboration with the Ministry of Environment and Forests, we will focus on re-categorising hotels from the Red to Orange/White category. This initiative will promote environmentally



and enhance consumer trust in our offerings. We are excited to introduce a HRANI-exclusive booking engine that will provide our members with a cost-effective platform, free from service charges. This innovation will empower hoteliers and improve their market visibility.

Lastly, establishing a dedicated grievance redressal forum is a priority. This platform will enable us to address member concerns and operational challenges efficiently, fostering a collaborative and supportive community.


Through these initiatives, I envision a stronger, more resilient hospitality sec-



***Establishing dedicated grievance redressal forum is priority. This platform will address member concerns and operational challenges.”***

sustainable practices and align our industry with global sustainability goals.

Following the successful initiative in Uttar Pradesh, we will implement a new hotel classification system across other states. This will establish clearer standards

tor that prioritises the needs of HRANI members while promoting sustainable growth. I am committed to working collaboratively with all stakeholders to achieve these goals and create a thriving environment for the hospitality industry, ensuring long-term success. 



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# Collaborative efforts to improve hospitality training and education

A joint initiative by FHRAI and NCHMCT, 'Hospitality HR Summit' seeks to influence industry policies to attract and retain talent.



DDP Bureau

**F**HRAI in association with the National Council for Hotel Management and Catering Technology (NCHMCT), is organising the 'Hospitality HR Summit' on 14 November 2024 in New Delhi. This initiative aims to bring together all hospitality industry stakeholders, including industry professionals, institutes of hotel management, NCHMCT, and students, on one platform.

The event aims to highlight the industry's pain points and challenges while proposing creative solutions. It will discuss important issues related to careers in the hospitality industry, low enrolment in hospitality management programmes, a shortage of skilled manpower, low initial wages, and the role of mentorship, among others.

Senior officers of the Ministry of Tourism, office bearers of FHRAI including the President, and senior executives of leading




hotel chains and restaurants will attend the inaugural sessions. The event will have three panel discussions.

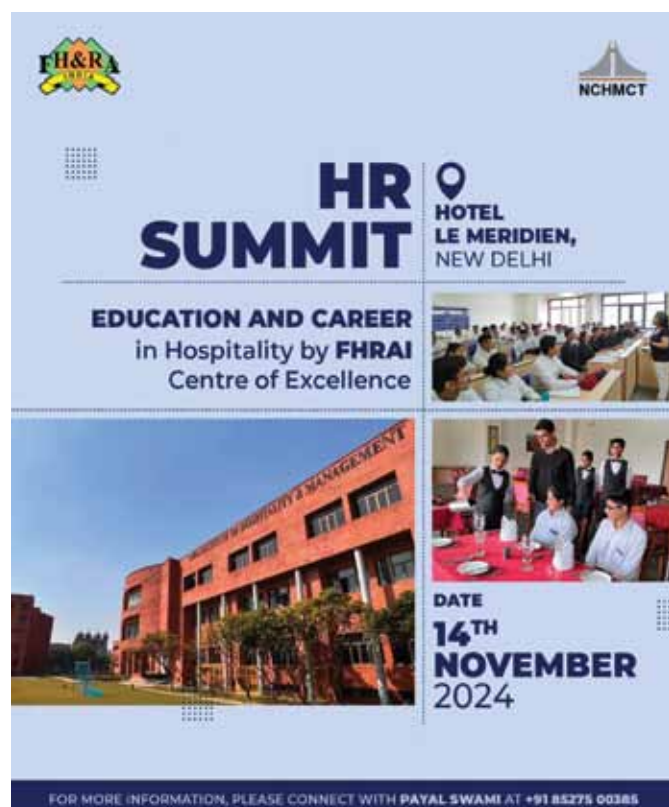
Notably, FHRAI is in process of conducting a detailed study to understand the industry's challenges and expectations. They will submit suggestions to the concerned stakeholders of the industry to review the HR policy. This will in turn help in increasing enrolment in hospitality management and operation programmes, which have been declining since COVID. It will encourage hospitality management institutes to undertake effective training of young professionals and strengthen their training infrastructure by attracting and retaining qualified, experienced faculty members.

## The panel discussions will cover the following topics:

- Career opportunities in hospitality—trends, challenges, and strategies
- Low enrolment and high attrition in the hospitality industry
- Managing human resources in the hospitality industry

Each session will feature representatives from leading hotel chains in India, restaurants, principals of IHMs, and the Director of NCHMCT.

This initiative of FHRAI and NCHMCT marks a new start for joint efforts in providing standard hospitality education and attract more students to the hospitality management and operation sector. It will motivate the hospitality industry to formulate policies to help attract and retain skilled manpower. 



# Fagor unveils Experience Center in Dubai for Middle East & SAARC Region



Fagor Professional proudly unveils its state-of-the-art Experience Center designed to serve the needs of Middle East and the SAARC region. With this new initiative, Fagor strengthens its commitment to the region by offering an immersive experience for customers to engage with our advance kitchen solutions.

In addition to this we already have our existing center in Trivandrum and we are excited to announce upcoming centers in Hyderabad, Chennai, and Kathmandu. These centers are set to revolutionize the professional kitchen landscape across the region, providing hands-on demonstrations and personalized attendance.

"At Fagor Professional, our focus is to empower the next generation of culinary talent by combining practical hands on training on latest technologies involved in different areas of hospitality industry" said

**"At Fagor Professional, our focus is to empower the next generation of culinary talent by combining practical hands on training on latest technologies involved in different areas of hospitality industry"**

**Sreekumar Prabhakar**  
Director of Middle East and SAARC.

Sreekumar Prabhakar, Director of Middle East and SAARC. "This partnership with DCT enables us to support aspiring chefs and equip them with the skills and expertise required to thrive in today's fast-evolving kitchen environments."

At the heart of this partnership is the newly launched Fagor Experience Center at DCT's state-of-the-art

Meydan facility. This center brings together education and hospitality industry on one platform, where students and professionals can "touch and feel" Fagor's equipment in a real-world setting. Through live cooking demonstrations, product showcases, masterclasses and interactive workshops, participants gain hands-on experience with Fagor's advanced kitchen technology, including combi ovens, cooktops, refrigeration and blast chillers — designed to meet the highest standards of efficiency and innovation in professional kitchens.

Through this partnership, Fagor Professional isn't just transforming kitchens—they're shaping the future of Dubai's culinary landscape. As the city grows as a global leader in hospitality, Fagor's commitment to innovation and excellence will continue to empower the chefs of tomorrow, setting the stage for a new era of culinary excellence.



## Hotel Sector

Key Stats (India Average)

AUGUST  
2024AUGUST  
2019AUGUST  
2023JULY  
2024

ADR

₹ 6,900 - ₹ 7,100

↑ 29-31%

↑ 6-8%

&lt;-Stable-&gt;



Occupancy

60-62%

&lt;-Stable-&gt;

↑ 1-3 pp

↓ -1-3 pp



RevPAR

₹ 4,140 - ₹ 4,402

Change over  
(Pre-COVID)

↑ 30-32%

Change over  
(Post COVID)

↑ 10-12%

↓ -2-4%



Source: HVS Research

# Average room rates witness significant uptick

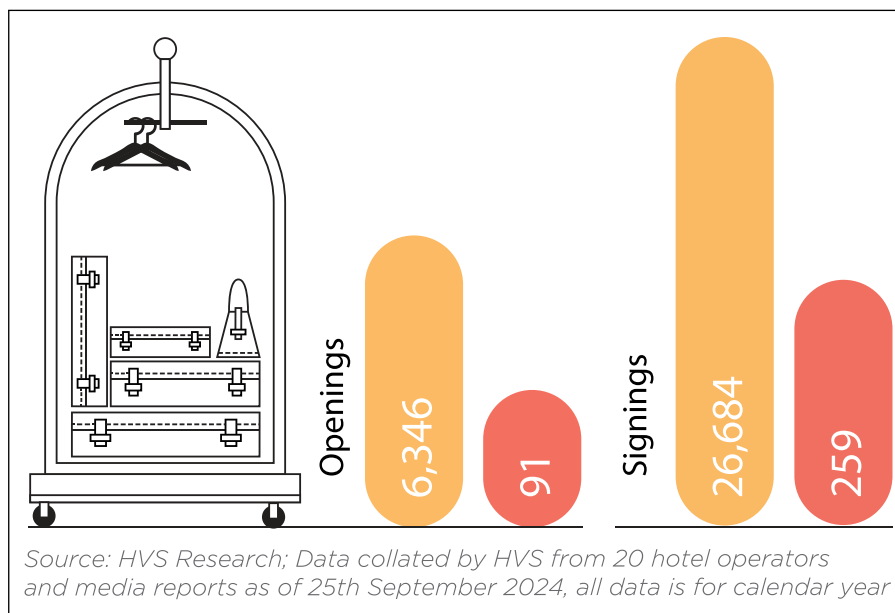
India's hospitality sector is experiencing robust recovery with stable occupancy rates and significant growth in ARR's across most cities.



DDP Bureau

According to the HVS Anarock's Hotels & Hospitality Overview for August 2024, the nationwide hotel occupancy rates have shown remarkable stability, maintaining a strong position comparable to pre-COVID levels, signalling the robust recovery of India's hospitality sector. Kochi and Hyderabad emerged as standout performers, leading the country with the highest year-on-year (YoY) growth in occupancy rates, a clear indication of the rising demand in these key markets.

Across most regions, average room rates (ARRs) have experienced significant increases, largely fuelled by a surge in demand and the sector's enhanced pricing power as it bounces back from the COVID's challenges. Mumbai recorded the highest YoY growth in average rates, reflecting its dynamic market recovery. Not far behind, Hyderabad and Kochi also saw substantial growth in ARR, showcasing their potential as emerging hotspots for both business and leisure travellers.



**Kochi and Hyderabad emerged as standout performers, leading country with highest year-on-year growth in occupancy rates**

Meanwhile, Goa's market remained relatively stable with its average rates range bound, continuing to attract a steady stream of visitors without drastic price fluctuations. Overall, the data paints a positive picture for the hospitality industry, which is seeing a resurgence in both demand and profitability across the country.

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# Upscale segment leads hotel investments



Indian hospitality sector thrived in H1 2024, with investments reaching US\$93 million, 22% increase from 2023, reveals JLL's latest report.



DDP Bureau

**T**he Indian hospitality sector continues to flourish, demonstrating resilience and robust growth in the first half of 2024, according to JLL's latest Hotel Investment Trends report. With hotel investments reaching US\$93 million, this marks a significant 22 per cent increase compared to the same period in 2023, reflecting renewed investor confidence and a strategic pivot towards the hospitality market.

"The first half of 2024 has paved the way for a dynamic hotel transactions landscape for the rest of

the year, with the entire year's forecasted volumes at US\$413 million, a 22 per cent growth over 2023 volumes. The surge in investor interest for both—operating assets and land sales illustrate the attractiveness of the investment landscape, bolstered by favourable macro-economic factors, an expanding commercial market, and improved air connectivity. This positive outlook is further reinforced by the substantial hotel development activity witnessed across various tier cities, with over 19,440 keys signed in the first half of 2024 alone making it an opportune time for stakeholders to capitalise on these emerging trends," **Jaideep Dang**, Managing Director, Hotels and Hospitality Group, India, JLL, said.

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**Jaideep Dang**  
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Hotels and Hospitality  
Group, India, JLL

“  
**First half of  
2024 has  
paved way  
for dynamic  
hotel  
transactions  
landscape  
for the rest  
of the year.”**

In this investment surge, operational hotels made up a 72 per cent of the total transaction volume, highlighting the demand for established properties. Additionally, 23 per cent of transactions involved under-construction hotels, indicating a healthy pipeline of future hospitality assets. During the first six months of 2024, six hotel transactions were concluded, ranging from operational assets in Tier I and leisure markets to land leases in airport district for greenfield development.

Listed hotel companies led the transactions in the first half of 2024, with the upscale segment claiming the highest share of the total transaction volume (44 per cent), followed by mid-scale (31 per cent), luxury (23 per cent) and economy (3 per cent) segments.

In the first half of 2024, a total of 19,442 keys were signed, with 83 per cent of them located in Tier II and III cities. Management contracts accounted for most signings (89 per cent), followed by franchises (8 per cent), and lease and revenue share agreements (3 per cent). The number of greenfield projects in the first half of 2024 (around 13,700 keys) surpassed the count for the entire year of 2023 (13,600 keys), demonstrating the enduring confidence of hotel developers in the sector's long-term growth. Tier I markets such as Mumbai, Hyderabad,



Pune, and Chennai witnessed hotel signings with 250 plus keys, indicating sustained interest in these cities due to strong domestic demand and thriving commercial activity.

Furthermore, in H1 2024, a total of 6,071 keys were added through new hotel openings, with the midscale segment capturing the largest market share (46 per cent), followed by upscale (29 per cent), upper upscale (12 per cent), luxury (8 per cent), and economy (5 per cent) segments. □





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# RETHINKING TRADITIONAL HOSPITALITY

Indian hotels are shifting towards bundled packages, dynamic pricing, and loyalty programmes to meet evolving guest expectations.



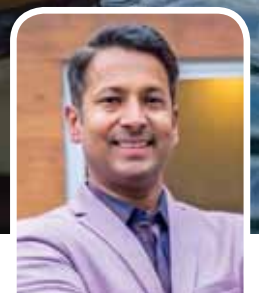
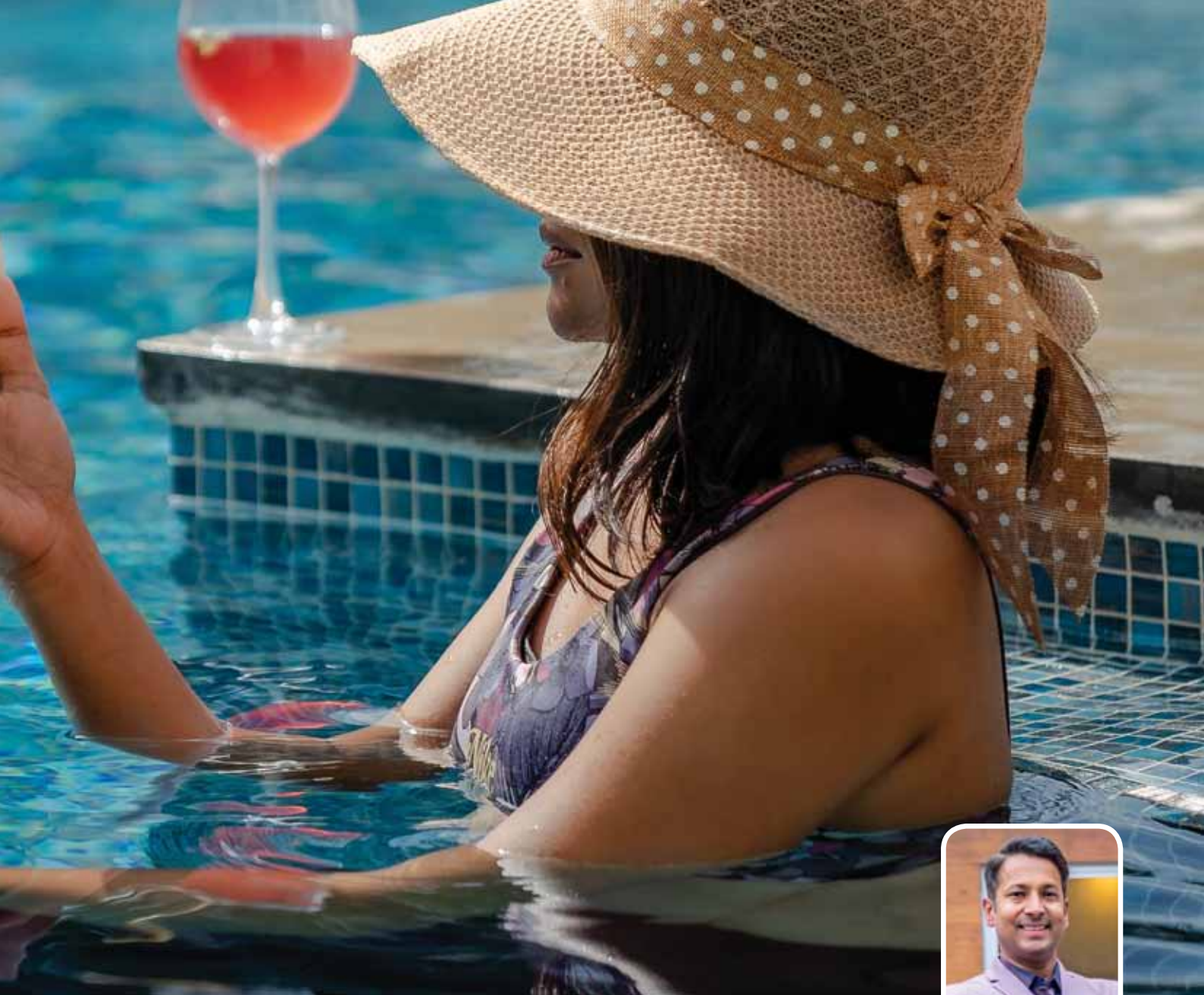
**Charmaine Fernz**

**I**n today's fast-evolving hospitality landscape, Indian hotels are grappling with the challenge of meeting rapidly changing guest expectations. The rise of agile competitors and the growing demand for unique, experience-driven stays are pushing hotels to rethink their offerings. Travellers no longer just seek accommodation—they crave experiences that resonate with their passions. For instance, some people will travel solely for their love of coffee, while others may choose to stay at sports-themed hotels because of their love for baseball or basketball. In response, many hotels are rising to the challenge, delivering innovative solutions that go beyond traditional hospitality.

## Key trends

The Indian hospitality industry is witnessing a shift towards a combined approach, integrating various aspects of service delivery to meet evolving consumer expectations in hotels. **Manish Goyal**, Founder, Stotrak Hospitality, shared that Stotrak Hotels are restructuring their pricing models to offer bundled packages that combine accommodations with additional services, similar to airline packages. These packages include combinations such as room with meals, room with activities, and room with transportation. The additional services considered for these packages include guided tours, cultural experiences, and wellness amenities such as spa treatments. This approach aims to enhance guest experience and increase convenience by





**Manish Goyal**  
Founder  
Stotrak Hospitality



offering an all-in-one solution to attract a broader customer base.

**Pankaj Saxena**, General Manager, Radisson Blu Kharadi Pune, explained that their hotel has adopted dynamic pricing strategies like the airline industry to cater to the changing preferences of guests. This approach allows them to create personalised experiences by offering bundled packages that include a wide range of services such as room upgrades, transportation, meals, spa treatments, F&B discounts, and laundry services. They apply global campaigns such as Radisson Roadtrips, Spring Sale, and Summer Sale to provide compelling offers to guests, with the goal of enhancing guest satisfaction, strengthening brand loyalty and maximising revenue.

“We focus on providing holistic experiences beyond just accommodation. We offer curated meal plans, guided safari tours, nature walks, bird-watching excursions, cultural performances, local

“**Pricing of combined packages is determined through market research to understand customer preferences.**”





**Rohit Pareek**  
Manager Director  
Earthian Hotels & Resorts

sightseeing, and transportation services to major airports and railway stations,” **Rohit Pareek**, Manager Director, Earthian Hotels & Resorts, shared. Additionally, they offer wellness package, including spa treatments, candlelight dinners for couples, and special room arrangements to create an enchanting stay for guests.

Hotels traditionally offer bundled packages for corporate guests with options ranging from room with meals to room, meals, with transportation. “We also provide minimum stay packages for seven to 14 nights, and longer stay packages for over 14 nights up to six months, including several services



**Pricing combined packages involves a careful balance and leveraging relationships with local suppliers and service providers.”**

### Pricing factor

The option of a combined package is popular among guests due to its cost-effectiveness, leading many to prefer the ‘all-inclusive’ or ‘half-board’ concept in various destinations. According to Goyal, the pricing of combined packages is determined through market research to understand customer preferences and competitive pricing. They also utilise dynamic pricing strategies based on demand, seasonality, and customer segmentation. Profitability is achieved by closely monitoring margins and adjusting the package contents or prices as needed, while prioritising unique experiences to justify premium pricing. However, Maitraya asserted that the pricing is based on the basic costs of the hotel for providing these services. The room component is profitable, while other areas simply cover their costs with a small profit margin.

Saxena emphasised that pricing for combined packages requires balancing guest value with hotel profitability. The strategy focuses on covering



such as meals, office transfers, club lounge access, and discounts on facilities,” **Sandeep Maitraya**, Director, Crimson Hotels, said. Additionally, mid-scale to upscale resorts at key destinations enhance guest appeal with all-inclusive packages covering accommodation, meals, drinks, recreation, and access to gym and spa facilities.

base costs while enhancing perceived value to attract guests. Although profit margins on these packages may be narrower, the goal is to maximise occupancy and service utilisation. By offering attractive, all-inclusive options, the aim is to boost guest spending and occupancy rates, ensuring a steady revenue stream. “Pricing combined



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nies, and airlines, allowing guests to redeem award certificates and giving them the freedom to choose. This approach benefits both the hotels and their guests, making it an attractive proposition.

Loyalty programmes are essential for encouraging repeat business and improving guest satisfaction. “Members of the loyalty programme receive special offers on bundled packages, early access to new experiences, and personalised recommendations based on their previous stays. We also collaborate with partners to offer discounts on local tours and activities, strengthening partnerships, and enhancing the overall guest experience,” Pareek explained.

Delving into the tactics employed for guest engagement and retention, Saxena shared that the Radisson Rewards programme is key to building guest loyalty and repeat business. It rewards guests with points for stays, redeemable for dining, laundry, and room upgrades, enhancing their experience beyond the stay. Cross-promotions within the Radisson Hotel Group provide consistent benefits across their global properties, reinforcing guest loyalty. The approach not only drives repeat business but also strengthens the brand’s reputation for exceptional service and guest satisfaction.




**Sandeep Maitraya**  
Director  
Crimson Hotels

packages involves a careful balance and leveraging relationships with local suppliers and service providers,” Pareek added. It ensures that guests receive premium experiences at competitive rates. Besides, they also utilise dynamic pricing strategies based on seasonality, demand, and guest feedback to continuously refine their offerings.

### Loyalty programmes

The way present-day travellers view loyalty programmes is changing over time. By offering combined packages to improve guest experiences, loyalty programmes remain just as important. According to Maitraya, loyalty programmes are crucial for increasing repeat guests. Hotel companies partner with retail chains, fashion outlets, travel compa-

Goyal stressed that cross-promotions with local businesses allow Stotrak Hotels to offer exclusive deals to guests, enhancing the value of their packages. These strategies not only drive customer retention but also strengthen partnerships with local tour operators and service providers, creating a mutually beneficial ecosystem that boosts both profitability and customer satisfaction. 

“  
**Loyalty programmes are crucial for increasing repeat guests. This approach benefits both hotels and their guests, making it attractive proposition.”**



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# Travel expo puts Tamil Nadu forward



**V Dhattareyan**  
Regional Director South  
Ministry of Tourism

Tamil Nadu Travel Expo highlighted Madurai's tourism potential, emphasised private sector involvement.



**Nisha Verma**

**T**he first edition of Tamil Nadu Travel Expo (TTE) saw key organisations such as South India Hotels and Restaurants Association (SIHRA), Confederation of Indian Industry (CII), and Travel Club Madurai joining hands to highlight Tamil Nadu's religious and cultural heritage.

The event was held in Madurai, a departure from the usual host city of Chennai for such events, giving attendees an opportunity to explore the city's hospitality and convention facilities. Renowned for the Meenakshi Amman Temple, Madurai provided a fitting setting to showcase Tamil Nadu's tourism treasures. Commenting on the choice of venue, "Madurai was chosen because it is the heartland



**The aim is to connect suppliers across Tamil Nadu, including southern districts, with buyers to promote lesser-known tourism landmarks."**







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**Sundar Singaram**  
Director, Operations  
SIHRA

“This year, we limited number of buyers to 200, but next year, we will comfortably host 300 to 350 buyers.”

of Tamil Nadu, easily accessible to various tourism attractions, and yet has not seen many large-scale events. This allowed us to offer a marketplace for sellers and buyers to explore business opportunities,” **Venkatesan Dhattareyan**, Regional Director, South, Ministry of Tourism, said.

Dhattareyan emphasised the importance of broadening the focus of Tamil Nadu’s tourism industry. “Traditionally, most traffic has been concentrated in the northern parts of the state such

as Chennai, Mahabalipuram, and Kanchipuram. The idea behind this event was to bring suppliers from all over Tamil Nadu, including the southern districts, and introduce buyers to the lesser-known tourism destinations,” Dhattareyan pointed out.

He further highlighted the significance of private sector involvement in the expo. “This is a purely B2B event, and it is exciting to see the private industry take responsibility for promoting the destination. The TTE may be in its early stages, but it has the potential to grow into a platform such as the Kerala Travel Mart (KTM), supporting smaller and medium-sized businesses across Tamil Nadu,” Dhattareyan averred.

**Sundar Singaram**, Director, Operations, SIHRA, reinforced Dhattareyan’s sentiment, stating that the TTE model is designed to be self-sustaining. “Of course, we have had support from both the Government of Tamil Nadu and the Government of India, but we wanted this mart to stand on its own. The moment we proposed the idea to Travel Club Madurai members and other stakeholders, the response was overwhelming. Every slot was filled immediately, with over 200 rooms in Madurai promised for the event,” Singaram explained.

Singaram revealed plans to expand the expo in the coming years. “This year, we limited the number of buyers to 200 due to the available rooms, but next year, with the expansion of hotels such as Residency Group of Hotels, we will comfortably host 300 to 350 buyers.”

**Vikram Cotah**, CEO, GRT Hotels & Resorts and Chairperson, CII Southern Council Tourism Panel, echoed similar views. “States such as Kerala and Karnataka have been attracting a larger number of tourists because of their consistent marketing efforts,” Cotah explained. □



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# Expanding presence beyond tier II cities

Increasing travel demand in India presents a prime opportunity for Radisson Hotel Group to expand its market presence strategically, says **Nikhil Sharma**.



**Lipla Negi**

**Q What is your long-term positioning strategy. Are you planning to expand your premier brand, 'Radisson Collection'?**

Radisson Hotel Group's strategy focuses on leveraging our diverse portfolio to serve various consumer segments in key locations. By capitalising on domestic travel demand, especially in spiritual tourism, and enhancing offerings for bleisure

travellers, we aim to expand our presence beyond tier II and III cities into emerging markets across India. With increasing internet penetration, rising spending capacity, and a growing appetite for travel, the market is ready for this expansion. We aim to position ourselves as the largest international operator by being a first mover in multiple underserved locations in the country. Our luxury lifestyle brand, Radisson Collection, embodies our commitment to setting new standards in luxury hospitality with its unique blend of local character and modern design. For instance, the Radisson Collection Hotel & Spa, Riverfront Srinagar, combines Kashmiri artistry with contemporary elegance. We have signed another Radisson Collection Hotel in Hyderabad set for Q2 of 2026 and plan to open four to five more hotels in the next five years.

**Q Which emerging markets are you looking to target, and which brands in your portfolio do you believe will disrupt these markets?**

We have always focused on tier II and III cities, recognising their significant growth potential and the rising demand for internationally branded accommodations. Around 50 per cent of our properties are in these emerging markets, enabling us as with the first-mover advantage. Some of our recent signings include Vrindavan, Patna, Uttarakhand, and Nathdwara. Our commitment is further demonstrated by the recent signing of 10 hotels in just four days, including new and underexplored regions. We aim to open a new hotel every 20 days with a focus on tier II and III cities, working towards making our properties accessible within a two-to-three-hour drive across India.



**Nikhil Sharma**  
MD and Area Senior VP  
South Asia, Radisson Hotel Group



**Capitalising on domestic travel demand, we aim to expand beyond tier II and III cities into emerging Indian markets."**



**Q Sustainability is possibly the biggest concern facing industries such as hospitality and hotels. How do you plan to make this a focal point for your organisation and implement measurable initiatives?**

At Radisson Hotel Group, sustainability is a foundational aspect of our business strategy, guided by our Think People, Planet, and Community Principles. We are committed to achieving a net zero carbon footprint by 2050, with goals validated by the Science Based Targets initiative and adherence to the Glasgow Declaration. Our measures to enhance energy efficiency include deploying energy-efficient lighting, optimising heating and cooling systems, and utilising smart technologies. We are accelerating our transition to renewable energy through onsite generation and strategic partnerships, aiming to halve our carbon footprint by 2030.

Our sustainability efforts extend to creating eco-friendly guest experiences, such as 100 per cent carbon-neutral events, EV charging stations, and elimi-



nating single-use plastics. Initiatives such as 'Soap for Hope', 'Linen for Life', and 'Flush Me Not' highlight our commitment to repurposing resources and mini-

mising waste. It demonstrates our dedication to resource repurposing. These efforts collectively showcase our drive to lead in sustainable hospitality. ▣



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# Millennial connect vital to driving inbound travel



**Meena Bhatia** emphasises reviving overseas marketing and reopening tourism offices in key markets to attract millennials.



**Lipla Negi**

An undeniable truth about India as a global tourist destination is its diversity. It offers a wealth of experiences, yet there is still so much more to explore. **Meena Bhatia**, Vice President and General Manager, Le Meridien Hotel New Delhi, shared her insights on elevating India in the ranks of top global destinations. She echoed the call of **Gajendra Singh Shekhawat**, Union Minister of Tourism and Culture to develop new tourist hotspots across the country. “The industry is at its peak now, and we are doing exceptionally well. The hospitality sector anticipates robust development in the coming days. We must discover more destinations and broaden our horizons. It is essential to showcase the best parts of India that remain unexplored and undiscovered,” she noted.

To fully realise the tourism potential of the country, she emphasised the importance of ensuring last-mile connectivity, which also helps address the issue of overtourism in certain places. “Progress is

being made,” she noted, “However, there is still work to be done. While domestic tourism is on the rise, we must continue



**Meena Bhatia**

Vice President & General Manager,  
Le Méridien New Delhi

to promote and develop lesser-known destinations that are yet to be explored. By diversifying our offerings, we can attract a wider range of tourists and ensure that the benefits of tourism are distributed more evenly across the country.”

The inbound numbers are also slowly and steadily rising. To further boost these figures, it is essential to reinstate tourism offices in key source markets—offices that were vital in the past but were closed even before COVID. “This will play a crucial role in marketing India, as today’s millennials are drawn to Instagrammable experiences. They rely heavily on reviews and marketing initiatives, so it is essential that we cater to these preferences. Many people are eager to experience what India has to offer. As a result, tourism is poised for humongous growth,” she added. □

“

**By diversifying our offerings, we can ensure that benefits of tourism are distributed more evenly across country.”**

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# Crafting sustainable hospitality with unique experiences



GRT Hotels & Resorts provides more than lodging, offering guests a unique and meaningful experience, says **Vikram Cotah**.

 **Nisha Verma**

In the competitive world of hospitality, especially in India where luxury and opulence are still a dominant factor in choosing a hotel, **Vikram Cotah**, CEO, GRT Hotels & Resorts, said, “Our hotels are not cookie-cutter properties. Each one has its own characteristics.”

Today, travellers want more, craving experiences that feel unique, personal, and meaningful. Responding to the same, Cotah said, “It is no longer about chandeliers and marble floors. Guests want to connect with the place they are visiting, and we aim to provide them that. Whether it is the boutique charm or the warm, welcoming service, staying at GRT Hotels & Resorts is all about feeling at home—but in a way that is exciting and different.”

## Pioneers in sustainability

For Cotah and his team, the future of hospitality does not focus only on creating



**Vikram Cotah**  
CEO  
GRT Hotels & Resorts

memorable experiences, but also on doing it in a way that is good for the Mother Earth. “All our hotels are plastic-free, smoke-free, and pet-friendly. If we want to leave the planet a better place for future generations, we need to act now,” he pointed out.

GRT Hotels & Resorts has fully committed to sustainability, working closely with the World Travel and Tourism Council to adhere to key environmental guidelines. They have also been certified by SGS for their efforts. “Sustainability is not just a buzzword for us—it defines who we are. With the number of guests we welcome every year, we have a real opportunity to make a difference, and we are not wasting it,” Cotah emphasised.

“

**All our hotels are plastic-free, smoke-free, and pet-friendly. To protect future generations, we must act now.”**

## Wellness is new luxury

COVID changed the way we think about health and travel, and GRT Hotels & Resorts is leaning into that shift. “Post-COVID, wellness is top of mind for so many travellers,” Cotah explained. To meet this growing demand, GRT Hotels & Resorts is planning new wellness retreats that blend ancient healing practices with modern techniques.

From Ayurveda and Siddha to biohacking and cutting-edge longevity treatments, GRT Hotels & Resorts’ new offerings aim to provide guests with more than just relaxation. “People want to feel younger, build immunity, and return rejuvenated, and they are willing to travel for it. In our upcoming projects, we are developing longevity retreats,” Cotah said.

## Collaboration with govt

According to Cotah, the company’s focus is not only on growing the brand but also on developing Tamil Nadu as a tourism hub. “We work very closely with the Tamil Nadu government to boost tourism and create more opportunities for local people,” he averred. GRT Hotels & Resorts is involved in Tamil Nadu Skill Development programmes, helping to train young people in hospitality and tourism, so that they can find meaningful employment.

However, Cotah urges that more can be done to ease land acquisitions processes. “We are pushing for easier land acquisitions and single-window clearances for hotel projects. This will make the business environment friendlier for investors and operators like us,” he revealed. □





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# Bhopal's new hospitality landmark



Taj Lakefront Bhopal reflects India's growth in tier II and III cities, with focus on promoting local culture and tourism.



Inder Raj Ahluwalia

Taj Lakefront Bhopal, with its majestic architecture and unique atmosphere, has built a strong reputation since its opening in 2021-22. It has quickly become a prominent hospitality landmark in Bhopal.

"India is growing with its economy, and nowhere is the country's impressive growth more visible than in the tier II and III cities, each of which has its own special ambience, characteristics, and tourist attractions. They are India's future, and Bhopal fits perfectly into this segment," **Kanika Hasrat**, Area Director, UP, Uttarakhand & Madhya Pradesh, IHCL, said.

Hasrat pointed out that IHCL looks at certain things in a potential destination before they open new hotels there. Their list includes factors such as safety, security, history, activities and future growth potential. They go beyond the business perspectives, to developing destinations.



**Kanika Hasrat**

Area Director, Uttar Pradesh  
Uttarakhand & Madhya Pradesh, IHCL

They promote local food, lifestyle, history, culture and heritage.

She said it was a good move to open in Bhopal. The city is a 'hidden gem' tucked away in the heart of India, and few are aware of its full potential. Bhopal has everything—history, culture, heri-



**India's impressive growth is most visible in tier II and III cities, with Bhopal perfectly fitting this emerging segment."**

tage, legacies, parks, lakes and a pleasant climate. The greatest attraction is its proximity to several national parks, which draw both Indian and international tourists. In terms of business potential, it is 'all systems go'.

Hasrat expressed India's impressive travel growth is not just a case of 'revenge tourism', but also stems from the fact that it is a sense of national pride that is making Indians travel. The Indian business growth potential is immense. The trick is to position it correctly. □





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# Culinary renaissance

**Chef Philippe Agnese**  
Executive Chef, The Imperial New Delhi

**Chef Philippe Agnese** emphasises that guests now favour a diverse selection of culturally rich dishes, allowing them to connect with different traditions.

 **Lipla Negi**

**R**eimagining the classic European and Indian dishes with a tantalising twist, The Imperial unveiled its Autumn Menu at 1911 Restaurant, the hotel's signature brasserie. This thoughtfully curated menu showcased a blend of reinvented Indo-European classics, with each dish designed to satisfy both lovers of traditional cuisine and adventurous palates.


In the initial phase of revamping the 1911 menu, **Chef Philippe Agnese** observed, "Our guests deeply appreci-

**“Our guests deeply appreciated timeless classics, provided they were crafted with precision and driven by quality ingredients.”**

ated timeless classics, provided they were crafted with precision and driven by quality ingredients. With this in mind, and staying true to The Imperial's legacy, we introduced Indian-inspired twists on these classics and re-invented them."

This approach inspired the creation of authentically popular dishes such as Regal Caesar Salad, Imperial Club Sandwich (with Chicken Tikka, Masala Omelette and Mint Chutney), Malabar Lobster Curry, and Stuffed Gucci Palak. Additionally, it has also enriched and elevated the selection of true classics, including the French Onion Soup, Green Lentil Salad, Kebab Sampler Platter, and Laal Maas.

The menu also featured the classic burger reimagined with the creation of the '10-Finger Burger'. "By maintaining the same weight and ingredients as a classic burger but elongating its width and reducing its height, we have ensured that every bite offers a perfect blend of all the components, delivering a harmonious taste experience," he added.

Sharing his insights on the evolving trend of fusion food, he said, "Guests are not necessarily looking for fusion cuisine; rather, they appreciate authentic Continental and Asian dishes. However, they do welcome a creative twist on classic Asian fare, provided the essence of the dish remains intact." 





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# Unique experiences await in tier II cities

Tier II cities will attract a larger share of domestic travellers as they seek authentic local experience, says **Rohit Bajpai**.

**T**ourism in India has evolved significantly over the past decade, with tier II cities emerging as pivotal players in the industry's future. These cities, once overlooked in favour of major metropolises, are now witnessing a tourism boom driven by growing infrastructure, increasing connectivity, and shifting traveller preferences. As we explore the future of tourism in these cities, key trends are shaping how the industry will evolve and redefine hospitality in these regions.

## Attracting domestic tourists

The COVID has reshaped travel behaviour, with many Indian travellers prioritising local and domestic destinations. Tier II cities such as Indore, have benefited from this shift as travellers look for unique, lesser-explored destinations that offer cultural richness without the crowds of larger cities. These cities are becoming popular weekend getaway spots, driven by increasing disposable incomes and the rising trend of experiential travel.

Tier II cities are rich in history, culture and heritage, offering travellers a more authentic experience. Destinations such as



**Rohit Bajpai**  
General Manager  
Sheraton Grand Palace Indore

Indore, Jaipur and Surat are evolving into hubs where travellers can immerse themselves in local traditions while enjoying modern amenities. With increasing demand for shorter and more frequent trips, these cities are poised to attract a larger share of domestic tourists in the coming years.

## Improved infrastructure

The focus on infrastructure development, including new highways, public transportation systems and hotels, is key to the sustainable growth of tourism in these cities. The hospitality sector, in particular, is seeing a surge in investment, with renowned brands establishing properties in tier II cities to cater to the growing demand for premium accommodations.

## Rise of sustainable tourism

Sustainable tourism is another emerging trend. Travellers are becoming increasingly conscious of their impact on the environment and local communities, leading to a rise in demand for eco-friendly and socially responsible tourism practices. Tier II cities, with their focus on sustainable development and the preservation

“

Tier II cities are no longer playing secondary role to their tier I counterparts but are emerging as sought-after destinations.”

of cultural heritage, are perfectly positioned to cater to this growing segment.

Hotels in these regions are adopting more sustainable practices, from reducing carbon footprints to supporting local artisans and promoting responsible tourism.

### MICE as growth driver

The Meetings, Incentives, Conferences and Exhibitions (MICE) segment is gaining momentum in tier II cities, driven by a surge in corporate events, weddings, and social gatherings. As tier II cities develop their hospitality and event capabilities, they are becoming attractive destinations for both domestic and international corporate events.

### Digital influence

Tier II cities are increasingly being featured on travel blogs, Instagram and other digital platforms, offering potential tourists a glimpse into what these cities have to offer. Additionally, digital platforms have empowered local businesses in tier-II cities, enabling them to reach a broader audience. This digital evolution is helping these cities rise to prominence on the global tourism map, showcasing their hidden gems to an ever-growing number of potential visitors. □

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



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# Swosti changes luxury landscape in Puri

Puri is set to witness new chapter in its hospitality story with grand opening of Swosti Premium Beach Resorts Puri.



**Nisha Verma**

**S**wosti Premium Beach Resorts Puri was inaugurated in a glittering ceremony attended by **Dharmendra Pradhan**, Union Education Minister, **Pravati Parida**, Deputy Chief Minister and Tourism Minister, Odisha, and a host of other

dignitaries. Swosti Premium Beach Resorts Puri, the first five-star property in Puri, marks a significant milestone in Odisha's hospitality sector. As newest feather in the cap of the Swosti Group, it promises to offer unparalleled luxury, positioning Puri as a premier destination for both leisure and business travellers.



“We built this 5-star facility to cater to high-end customers who previously struggled to find quality accommodation in Puri. There was a notable gap in the market for luxury hotels, and we are here to fill that gap,” explained **JK Mohanty**, Chairman and Managing Director, Swosti Group.

This sentiment was echoed by government officials, who emphasised the potential of Puri to attract not only pilgrims but also leisure and corporate tourists.

### Transforming Odisha tourism

Swosti Premium Beach Resorts is the latest jewel in Swosti Group's portfolio, which began with the Swosti Grand in 1984. Reflecting on his journey, Mohanty shared, “I started my first hotel with just a ₹1 lakh loan from my mother. Since then, there has been no looking back.” Over the years, the group has grown exponentially, adding multiple properties, including the Swosti Chilika Resort and Swosti Palm Resort in Gopalpur. Each project, according to Mohanty, has been a



stepping stone toward making Odisha a leading tourism destination.

Mohanty highlighted the importance of positioning Puri as a versatile destination, stating, “Most high-end tourists who visit Goa multiple



**JK Mohanty**  
CMD  
Swosti Group

“  
Odisha  
offers  
spiritual  
landmarks  
and natural  
wonders  
but needs  
improved  
infra  
to fully  
capitalise  
on these  
charms.”





## Opening of Swosti Premium Beach Resorts Puri is just beginning of broader push to elevate Odisha's profile as tourism hotspot

times are now seeking new destinations. Puri offers them something different—a blend of spirituality and luxury, without the oversaturation of traditional beach destinations.” This strategy aligns with Odisha’s broader tourism goals, with the government actively supporting infrastructure improvements, including plans for an international airport in Puri.

### Conferences & events galore

Beyond leisure tourism, Swosti Premium Beach Resorts Puri is set to become a hub for conferences, weddings, and corporate events. With its

state-of-the-art conference facilities, the property can host up to 1,000 guests in its Boita Voyage Hall. Additionally, smaller halls such as Panorama and Portrait offer more intimate settings for events with up to 150 guests. The Mahari Courtyard provides a spacious and adaptable venue for medium-sized gatherings.

“We have already hosted two medical conferences of around 800 people each, even before the official opening. Our vision is to make Puri a destination for large-scale conferences, weddings, and corporate events,” shared Mohanty.



This focus on business tourism is supported by the government. Kanak Vardhan Singh Deo, Deputy Chief Minister of Odisha, expressed optimism about Puri’s potential as a wedding and conference destination. “Puri has everything—a spiritual connection with Lord Jagannath, pristine beaches, and now, world-class hospitality infrastructure. With the addition of an international airport, we can truly transform Puri into a global destination for both leisure and business travellers,” Deo outlined.

### Culinary & wellness paradise

Swosti Premium Beach Resorts Puri does not just stop at luxury rooms and conference halls. The resort offers a wide range of dining experiences that cater to diverse tastes. Beach Hut, the all-day



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**As harbinger for tourism in Odisha, JK Mohanty has always emphasised the untapped potential of the state**

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dining restaurant, provides multi-cuisine dishes and buffets, while Saltwater specialises in seafood delicacies, making it a must-visit for seafood enthusiasts. For those who want to enjoy panoramic views while dining, the Sky Bar on the rooftop offers a luxurious experience along with its exquisite seafood menu.

Wellness is also at the forefront of the resort's offerings. The Ekayaa Spa, a sprawling 1,352 square feet of pure relaxation, offers a variety of treatments designed to rejuvenate both body and mind. The resort's fitness centre and swimming pool complement the wellness facilities, ensuring guests can maintain a healthy lifestyle while enjoying their stay.

#### **Top tourism destination**

As a harbinger for tourism in Odisha, Mohanty has always emphasised the untapped potential of the state. In recent interviews, he shared his vision of how Odisha could be transformed into a major tourism hub. "Odisha has so much to offer, from spiritual landmarks such as the Jagannath Temple to natural wonders such as mangrove forests of Betarkanika and the dolphin sightings at Chilika

Lake. However, the state needs more infrastructure to fully capitalise on these attractions," he noted.

Mohanty's vision extends beyond Puri. The Swosti Group is already planning new resorts in other parts of Odisha, including Satpada, Betarkanika, and Satkosia. "These are exotic, forested areas, where we plan to develop eco-friendly resorts. Our goal is to offer high-end accommoda-





tions in remote locations where people can truly disconnect from the world,” Mohanty explained.

The Swosti Group’s commitment to sustainability is evident in its existing properties as well. For instance, at the Swosti Chilika Resort, the group not only built eco-friendly infrastructure but also trained local villagers to work in hospitality. “We faced some resistance at first, but now the villagers are part of the team. We have even set up our own hospitality training institute known as SIMS, which has produced many skilled workers who are now employed in star hotels both in India and abroad,” shared Mohanty.

### Future of Odisha tourism

The opening of Swosti Premium Beach Resorts Puri is just the beginning of a broader push to elevate Odisha’s profile as a tourism hotspot. As Mohanty and government officials pointed out, attracting high-end tourists requires more than just luxury hotels—it requires a coordinated effort to improve infrastructure, market the state effectively, and develop unique attractions that set Odisha apart.

One of Mohanty’s key suggestions for boosting tourism in Odisha is the creation of large-scale attractions, such as an aquarium like the one in Singapore, and a ropeway connecting Swosti Chilika Resort to Kalijai Island. “Such projects would be gamechangers for Odisha tourism, drawing visitors from all over the world,” Mohanty said.

With a firm focus on both leisure and business tourism, this new property promises to be a key player in making Odisha a must-visit destination for global travellers. “This is not just a hotel. It is a part of a larger vision to make Odisha a top destination for both domestic and international tourists. We are excited to see where this journey takes us. Each step forward strengthens Odisha’s standing as a sought-after destination,” Mohanty concluded. □



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# Exuding 'hospitality with heart'

The Residency Group of Hotels' vision is to blend business and leisure while embracing its core value, 'hospitality with heart,' says **B Gopinath**.



**Nisha Verma**

Since opening its first property in 1991, the Residency Group of Hotels has become a cornerstone of Tamil Nadu's hospitality scene. What started with a single hotel in Chennai has evolved into a thriving chain of seven properties across the state, and the group is far from done. With new projects on the horizon, including a game-changing property in Madurai, **B Gopinath**, CEO, the Residency Group of Hotels, offers insight into the group's growth, vision, and unique approach to hospitality.

"We filled a gap when we launched in Chennai. Back then, there were five-star



**B Gopinath**  
CEO  
The Residency Group of Hotels

“

*It is not just about luxury or service—it is about making people feel at home.”*

hotels and there were lodges, but nothing in between. We positioned the Residency Chennai to offer five-star service at a more reasonable price. That formula worked, and we have kept growing ever since,” Gopinath claimed.

Today, the Residency Group operates properties in key locations—two





in Chennai, two in Puducherry, and one each in Karur, Rameshwaram, and Coimbatore. The group's newest and largest project is set to debut in Madurai. Gopinath believes that it will be a gamechanger not just for the company, but for the city itself.

#### Madurai: New chapter

"We are extremely excited about Madurai. This will be our largest hotel yet, with 185 keys, three specialty restaurants, and a massive 45,000-square-foot banqueting space. It is designed to host international conferences, big weddings, and large

MICE events. We are aiming to make Madurai a destination for more than just temple tourism," he said.

#### Mixing business and leisure

While Madurai represents the group's growing focus on large-scale events and business travellers, Gopinath emphasised that the Residency Group is not shifting away from leisure. "We have always served a mix of corporate and leisure guests, and that is not changing. Our properties in Puducherry and Rameshwaram, for example, are more leisure oriented. Madurai will offer a blend of both—it is a very versatile destination," Gopinath pointed out.

#### Ethos in place

What makes the Residency Group stand out in a competitive industry, Gopinath explained, "Hospitality with heart—that is what we offer. It is not just about luxury or service—it is about making people feel at home, being attentive to their needs, and offering a personal touch. It is this dedication to warmth and genuine hospitality that sets us apart, transforming every stay into a memorable experience that goes beyond the ordinary." □

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# MOT initiative boosts Mysuru's tourism

Under Swadesh Darshan 2.0, MOT highlighted Mysuru's lesser-known attractions, including heritage, yoga, cuisine, and cultural treasures.

 **Amita Pandey**

Often called 'the Cultural Capital of Karnataka', Mysuru has long been a popular destination for culture and heritage enthusiasts. The city has recently been selected for tourism development under the Swadesh Darshan 2.0 initiative, further enhancing its appeal. In a significant move, the Ministry of Tourism's Bengaluru office, in collaboration with the Karnataka Tourism

Department, organised the 'Discover Mysuru' event to showcase the evolving hospitality landscape of the city. As tourism is witnessing a boost, the hospitality scenario in the state is rapidly changing.

Interestingly, Mysuru, which is famed for its royal heritage, and immersive vibrant culture offers luxury stays at hotels like Royal Orchid Brindavan Garden Palace & Spa, ibis Styles Mysuru, Grand Mercure Mysore, and Radisson

Blu Plaza, blending leisure and comfort seamlessly nestled in stunning locations in the city and surrounding areas. For a more serene retreat, Jungle Lodges and Resorts at Bandipur Tiger Reserve promises a cozy, nature-filled experience. With heritage-inspired architecture, the local hotel scene is expanding under multiple endeavours by government and private players, and streamlined licensing could further boost Mysuru's growing hospitality industry.




## Places of interest

- **Bandipur Tiger Reserve:** Home to over 140 tigers, Bandipur Tiger Reserve is a must-visit for wildlife safari enthusiasts. Nestled in the scenic embrace of the towering Western Ghats along the Mysore-

**Mysuru is a treasure trove of unique products, many of which proudly hold the Geographical Indication tag**

• **Temples:** Famed for its rich temple heritage, Mysuru boasts countless shrines that reflect its deep and diverse history through stunning architecture and intricate sculptures. One such marvel is the nine-story, 120-foot-tall Nanjundeswara Temple (also known as Srikanteshwara Temple) in Nanjanagudu. The 13<sup>th</sup> century Chennakesava Temple in Somanathapura,

• **Mysore Palace:** The crown jewel of Mysuru, the Mysore Palace, offers travelers an unforgettable glimpse into royal grandeur. Highlights include the opulent Durbar Hall with its intricate ceiling and sculpted pillars, and the Kalyanamantapa (Marriage Pavilion), adorned with stained glass, a domed ceiling, and glazed tile flooring. Treasures like intricately carved doors, the golden howdah (elephant seat), exquisite paintings, and the jewel-encrusted golden throne (displayed during Dussehra) add to its allure. Mysuru's evolving hospitality scene adds another layer of comfort to its rich cultural fabric. 

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# Community connect

Taj Holiday Village Goa supports waste management efforts in Candolim by donating garbage collection truck and bins.



**C**elebrating 50 years of delivering world-class hospitality in Goa and serving the community, IHCL marked a new milestone at Taj Holiday Village Resort & Spa in Goa.

The company donated a garbage collection truck along with 15 garbage bins with a capacity of 240 litres each to the Candolim Village Panchayat, reaffirming its commitment to the local community and echoing Prime Minister Narendra Modi's vision of a cleaner India through "Shramdaan for Swachhata".

The truck was presented to **Blaize Fernandes**, Candolim Village Panchayat Sarpanch, who graced the occasion and highlighted the shared commitment to a cleaner Goa.

"We at IHCL Goa are proud to partner with the Candolim Village Panchayat in our shared commitment to a cleaner



**Ranjit Phillipose**  
Senior Vice President  
Operations Goa, IHCL

and even more beautiful Goa," said **Ranjit Phillipose**, Senior Vice President, Operations Goa, IHCL. "This initiative to support Candolim's waste management efforts embodies our commitment to environmental responsibility and aligns perfectly with Prime Minister Modi's call for a cleaner India. We believe that by working together, we can ensure Goa remains a world-class destination."

"This partnership exemplifies the positive impact that can be achieved when businesses actively engage in initiatives that benefit the environment and the local community. We look forward to further collaborations that promote responsible tourism in Goa," Fernandes said. □



**This initiative supports Candolim's waste management, reflecting our commitment to environmental responsibility and aligning with PM Modi's cleaner India vision."**





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# Tourism initiatives aim for global recognition

Odisha plans to boost tourism with ₹812 crore outlay, focusing on eco-tourism, spiritual corridors, festivals, and international outreach initiatives.

 Nisha Verma

**P**ravati Parida, Deputy Chief Minister and Tourism Minister, Government of Odisha, said the state government has ambitious plans to enhance tourism offerings of Odisha, focusing on eco-tourism, spiritual corridors, and international outreach. “Odisha’s tourism landscape is on the brink of a major transformation, powered by the substantial ₹812 crore budget,” she informed.

## Promoting state's heritage

Parida highlighted Odisha’s abundant natural and cultural assets, which form the cornerstone of the state’s tourism strategy. The government is focusing on developing spiritual corridors that connect key religious sites, such as the Jagannath Temple in Puri, the Sun Temple in Konark, and Lingaraj Temple in Bhubaneswar. “We are creating spiritual corridors to link our most important heritage sites,” she said, emphasising the potential to attract both pilgrims and history enthusiasts.

## Focus on eco-tourism

Odisha’s rich biodiversity also offers significant potential for eco-tourism, a sector in which the government is heavily investing. “We are planning eco-friendly stays and eco-tourism projects in Bhitarkanika, Deomali, Similipal, and



**Pravati Parida**  
Deputy CM and Tourism Minister  
Government of Odisha

Konark,” Parida explained. The aim is to develop homestay facilities and eco-lodges that cater to nature-loving tourists, researchers, and young travellers. A substantial portion of the ₹812 crore budget is dedicated to enhancing these eco-tourism initiatives.

## Attracting foreign tourists


Highlighting the efforts for attracting international tourists, she said, “Odisha’s tourism department is engaging with international consulates and organising roadshows in cities such as Dubai, Singapore, and Berlin to boost awareness about Odisha’s offerings.”

“**Odisha’s tourism department is organising roadshows in cities such as Dubai and Singapore to boost awareness about Odisha’s offerings.**”

## Festivals & wellness tourism

Odisha’s vibrant festivals, such as the Konark Dance Festival and the Puri Rath Yatra, already attract thousands of visitors. However, Parida stressed the need to ensure that tourists stay longer and explore more of what Odisha has to offer. “We are creating detailed itineraries to encourage tourists to stay in Odisha for two to three days more and explore unique attractions,” Parida pointed out.

## Road ahead

Looking ahead, she is confident about Odisha’s tourism future. “Tourism is a key sector for Odisha’s economic growth. We are open to tie-ups with private players and working hard to attract foreign investments as we work diligently to position Odisha as a prime destination for both domestic and international tourists,” she concluded. 



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# Gen Alpha, Z redefine travel norms

As per Hilton's 2025 Trends Report, family travel planning in India is undergoing transformation led by younger generation.



DDP Bureau

India's youngest generation is now at the forefront of family travel planning, bringing their unique preferences to the table and influencing the future of the travel industry. According to Hilton's 2025 Trends Report, Generation Alpha and Generation Z are driving changes in travel, focussing on experiences

**India's Gen Alpha and Gen Z travellers prioritise trips centred on entertainment, sports, adventure, and meaningful connections with loved ones**

that align with their personal passions and cultural identity.

"The growing influence of Generation Alpha on family travel signals a transformative shift in the travel industry—one that Hilton is excited to embrace," **Ben George**, Senior Vice President and Commercial Director, Asia Pacific, Hilton, said.

## Next-gen navigators

Hilton's 2025 Trends Report revealed that in Asia Pacific, family travel is being increasingly guided by the preferences of Gen Alpha and Gen Z. In India, 93 per cent of young travellers actively contribute to their family's vacation planning. Moreover, 76 per cent of Indian parents (compared to 70 per cent globally) choose vacation destinations based on their children's interests.

While these young travellers' input is strong in picking activities and destinations, logistical decisions such as transportation (44 per cent), dining (40 per cent), accommodation (32 per cent), budgeting (28 per cent), and trip duration (26 per cent) are still primarily managed by







# VISTAS OF TOURISM IN VIBRANT LANDSCAPE OF PUNJAB



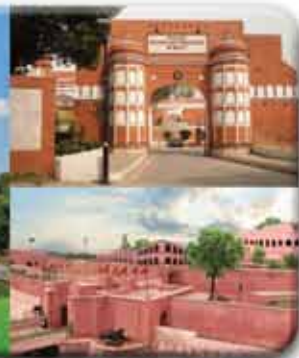
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parents. This growing involvement highlights the evolving dynamic of family travel, with younger generations taking the lead in creating memorable experiences, while still leaning on their families for practical planning.

### Cultural pride

For Gen Alpha and Gen Z in India, travel is a journey of self-discovery and personal growth. A strong connection to cultural heritage drives these young travellers, with 91 per cent taking pride in India's global cultural influence and 88 per cent eager to explore their roots through travel.

Indian families use travel to connect with their cultural identities. Notably, 79 per cent of parents above the global average of 65 per cent choose destinations that reflect their heritage, traditions, and values.

### Key travel trends

For India's Gen Alpha and Gen Z travellers, trips centred around entertainment, sports, adventure, and meaningful connections with loved ones are at the top of their agenda.

Sports events such as the FIFA Club World Cup and Women's ODI Cricket World Cup, are the hottest tickets in 2025, with 47 per cent of young travellers in India planning their trips around these events. From 2019 to 2024, Hilton Worldwide Sport Sales revenue tripled in



**Gen Alpha and Gen Z travellers in India are excited about exploring both local and international destinations**



volume, with 80 per cent of this growth driven by youth or amateur sports. Following closely for India's Gen Alpha and Gen Z travellers are music concerts and festivals (38 per cent) particularly K-pop concerts. Nature events and camps, such as cherry blossom festivals and ski trips (32 per cent), also emerged as key travel draws for this generation.

Gen Alpha and Gen Z across Asia Pacific are avid travellers, with 92 per cent taking at least one trip in the past year. In India, this enthusiasm is even more pronounced, with young travellers averaging two to three trips annually, and 94 per cent travelling at least once.

This passion for travel is evident in their future plans, with nine in 10 (90 per cent) Gen Alpha and Gen Z in India likely to travel in the next year. Additionally, 87 per cent take pride in their ability to explore new destinations.

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### Digital nomads

In today's digital age, technology is central to the travel experience for Gen Alpha and Gen Z. In India, parents and children stay online throughout their trips, spending up to four hours a day on their devices. Gen Z spends more time online, averaging three hours daily, compared to Gen Alpha's two hours.

Smartphones (67 per cent), smartwatches (55 per cent), and music players (46 per cent) are travel essentials for these young adventurers, primarily being used to share their experiences on social

## In India, parents and children stay online throughout their trips, spending up to four hours a day on their devices

### Domestic vs. global travel

Gen Alpha and Gen Z travellers in India are excited about exploring both local and international destinations.

"As Generation Alpha and Z step into the role of key influencers in family travel decisions, they are redefining the landscape of travel. Their evolving preferences are driving the industry to innovate,

### TOP HOLIDAY DESTINATIONS FOR FAMILIES IN INDIA


#### Gen Alpha and Gen Z

- India (34%)
- Singapore (28%)
- USA (22%)
- Australia (20%)
- United Kingdom (17%)

#### Millennial (Gen Y)

- Japan (29%)
- India (28%)
- Singapore (25%)
- Maldives (21%)
- Malaysia (17%)

media (67 per cent), stream videos (60 per cent) and listen to music (58 per cent). Additionally, over half (54 per cent) rely on their gadgets to stay in touch with loved ones via messaging apps.

creating opportunities for more meaningful, immersive, and culturally enriching experiences that align with their values," **Alexandra Jaritz**, Senior VP, Brand Management, Asia Pacific, Hilton, said. 

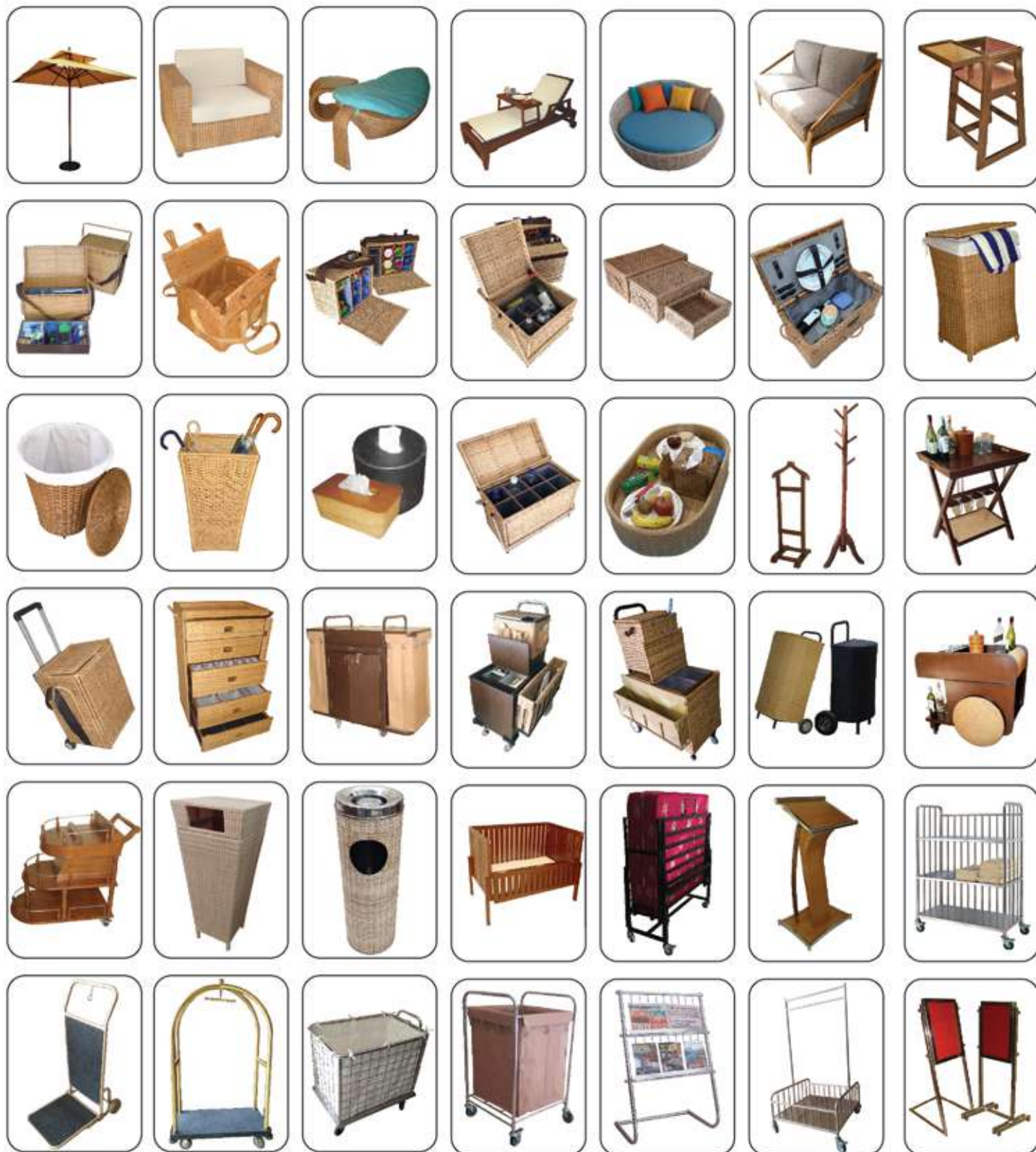


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F&B offerings  
boost hotel profitability



In modern hospitality, F&B sector has evolved into pivotal force, not only enhancing guest experiences but also driving substantial revenue.



Inder Raj Ahluwalia

The culinary offerings in Indian hotels have expanded significantly, encompassing a diverse range of international cuisines from foie gras to masala dosai. Experts and enthusiasts often liken the preparation and presentation of food to a form of artistic expression. There is no room for compromise, shortcuts, or expedient alternatives in achieving culinary excellence. A tour of Indian hotel kitchens provides a glimpse into the diverse perspectives and culinary philosophies of chefs from around the globe.

But it is not just about presentation. Today, food and beverage (F&B) segment generates a large percentage of hotels' total revenues. In many cultures, especially in Asia, dining holds social value, creating connections, influencing booking choices, and fostering guest loyalty and repeat visits. Unlike room rates that fluctuate, F&B rates remain mostly stable and generally do not see large price changes. It is fair to say that the hotel F&B sector is now an industry. It is a favourable situation, and everyone is happy to be part of it.





**Sharin Joseph**  
Commercial Director  
Hilton Bangalore Embassy  
Golflinks

**Sharin Joseph**, Commercial Director, Hilton Bangalore Embassy Golflinks, underscores F&B as a crucial sector, significantly boosting the hotel's revenue. The draw of high-quality dining experiences extends beyond hotel guests to local patrons, driving repeat business and positive reviews. The hotel's banquets and event catering services also leverage their facilities for conferences and social events, generating substantial income. Moreover, seasonal menus, themed nights, and collaborations with renowned chefs further enrich their revenue streams, making F&B a central pillar in the hotel's strategy for maximising profitability and brand reputation.

“**Seasonal menus and collaborations with renowned chefs enrich revenue streams of hospitality establishments, making F&B key pillar in hotel strategies.**”

**Vivek Sharma**, General Manager, Bengaluru Marriott Hotel Whitefield, views F&B as a key part of the hospitality industry, contributing around 35 to 40 per cent of hotels' revenue. In resorts, wedding venues, and convention hotels, F&B revenue can reach 50 per cent. In many cultures, especially in Asia, dining holds social value, influencing booking choices, guest loyalty, and repeat visits. They have diversified their revenue streams through various F&B offerings such as off-premises dining catering (ODC), 'Grab & Go' options, and office catering services. By adopting



the Locavore approach, they focus on sourcing local produce, partnering with regional farmers, and offering culinary experiences that highlight heritage and sustainability. This approach not only enhances guest experiences but also aligns with the hotel's commitment to environmental responsibility by reducing their carbon footprint and managing food waste.

Similarly, **Ashley James**, General Manager, Angsana Oasis Spa & Resorts, considers F&B not just a key sector, but one with immense growth potential. At their resort, the F&B department contributes 40 per cent to total revenue, supported by a diverse array of offerings. Catering services for corporate events and social gatherings, including weddings and theme dinners, also play a significant role in their success. Their bespoke event packages and versatile space rentals further illustrate the pivotal role F&B plays in their operations.

**Divakar Shukla**, General Manager, Holiday Inn Chennai, asserts that F&B services are vital not only for driving hotel revenue but also for shaping the hotel's status and image. Offering exceptional dining experiences attracts more guests and drives significant revenue growth. At Holiday Inn Chennai, F&B contributes nearly 42 per cent of the hotel's total revenue, underscoring its financial importance and role in guest loyalty. F&B marketing also helps maintain the hotel's visibility in the local market, with increased foot traffic from locals translating into banquet and room revenue through events—a winning formula by any measure.





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**Ajay K Bakaya**  
Managing Director  
Sarovar Hotels & Resorts

“  
F&B  
contributes  
40% of  
our total  
revenue,  
influenced  
by hotel  
type, size,  
location,  
target  
market  
segments,  
and  
business  
model.”



**Gvaneshwar Balachander**, Director, F&B, Grand Mercure Bengaluru Gopalan Mall, highlights that the F&B sector is a major revenue driver for hotels, contributing significantly to overall income. Dining options such as restaurants, cafes, bars, and room service create multiple revenue streams, while event catering for banquets, conferences, and weddings adds further income. In-room mini bars also provide convenience and high-mar-

gin sales. Beyond revenue, high-quality F&B services enhance the guest experience, promote repeat visits, and generate positive reviews, with local cuisine enriching guests' stays.

**Ajay K Bakaya**, Managing Director, Sarovar Hotels & Resorts and Director, Louvre Hotels India, opines the F&B department as the heart of revenue generation. Whether through restaurants, banquets, or weddings—especially unique destination weddings—F&B drives substantial earnings. Specialty restaurants may often operate at a loss, unlike all day dining, which significantly boosts profitability. At Sarovar Hotels & Resorts, F&B accounts for about 40 per cent of total revenue, though this can vary depending on the hotel's type, size, location, target market segments, and business model. Additionally, F&B serves as an effective publicity tool, enhancing the hotel's reputation.



**Vaibhav Sagar**, General Manager, Le Meridien Hyderabad, believes that the F&B sector is essential for the hotel industry today. It plays a crucial role in boosting both overall revenue and the guest experience. Diverse and well-crafted dining options, from fine dining to casual eateries, attract both in-house guests and local patrons, expanding the revenue base. The success of F&B operations is further enhanced by hosting a range of events, such as weddings, conferences, and social gatherings, which consistently generate substantial income. This broad appeal helps to expand the hotel's revenue streams beyond just room bookings. Sagar further emphasises that a well-executed F&B strategy is essential for any hotel aiming to thrive in today's competitive hospitality landscape. □





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# Unique narratives transform hotels into destinations

Modern Indian hotels are becoming cultural hubs, offering immersive local experiences and regional cuisine to meet guest expectations.



In contemporary India, hotels have evolved from simple accommodations into vibrant hubs that showcase local culture, cuisine, and social life. As guest expectations and competition increase, hotels are reinventing themselves as dynamic destinations that offer immersive experiences beyond traditional services.

## Cultural gateways

Today, hotels act as gateways to their cities, offering travellers immersive experiences that highlight local culture, cuisine, and community. Driven by visionary leaders who use their local knowledge to enhance the hotel's brand and market perception, this focus on local culture boosts guest satisfaction and return on investment. A leader's deep understanding of regional aspects is essential in differentiating the hotel from competitors and aligning it with both local and global expectations.

By drawing inspiration from the local community, hotels craft unique narratives that transform them into destinations rather than just places to stay. Insightful leaders understand that hotels can act as cultural ambassadors, particularly for international guests. Modern hotels in India are increasingly becoming platforms for art, craftsmanship, and culinary excellence. For many guests, especially those travelling for work with limited time, the hotel might be their



**Supreet Roy**  
General Manager, Sheraton Grand  
Pune Bund Garden Hotel

restaurant features a specialty counter called 'Flavours of Maharashtra', serving authentic Maharashtrian cuisine for breakfast, lunch, and dinner. The counter replicates the everyday dishes and delicacies of Maharashtrian households, and includes a cart for *Puneri Chai*, prepared by a local and served with traditional rusks and pavs as part of their culinary tourism initiative aimed at modern connoisseurs.

## Guest experiences

In modern Indian hotels, every interaction with guests is a chance to impress. Today's travellers look for immersive experiences, like culinary tourism, which includes exploring regional cuisine and its cultural aspects. To meet this demand, many


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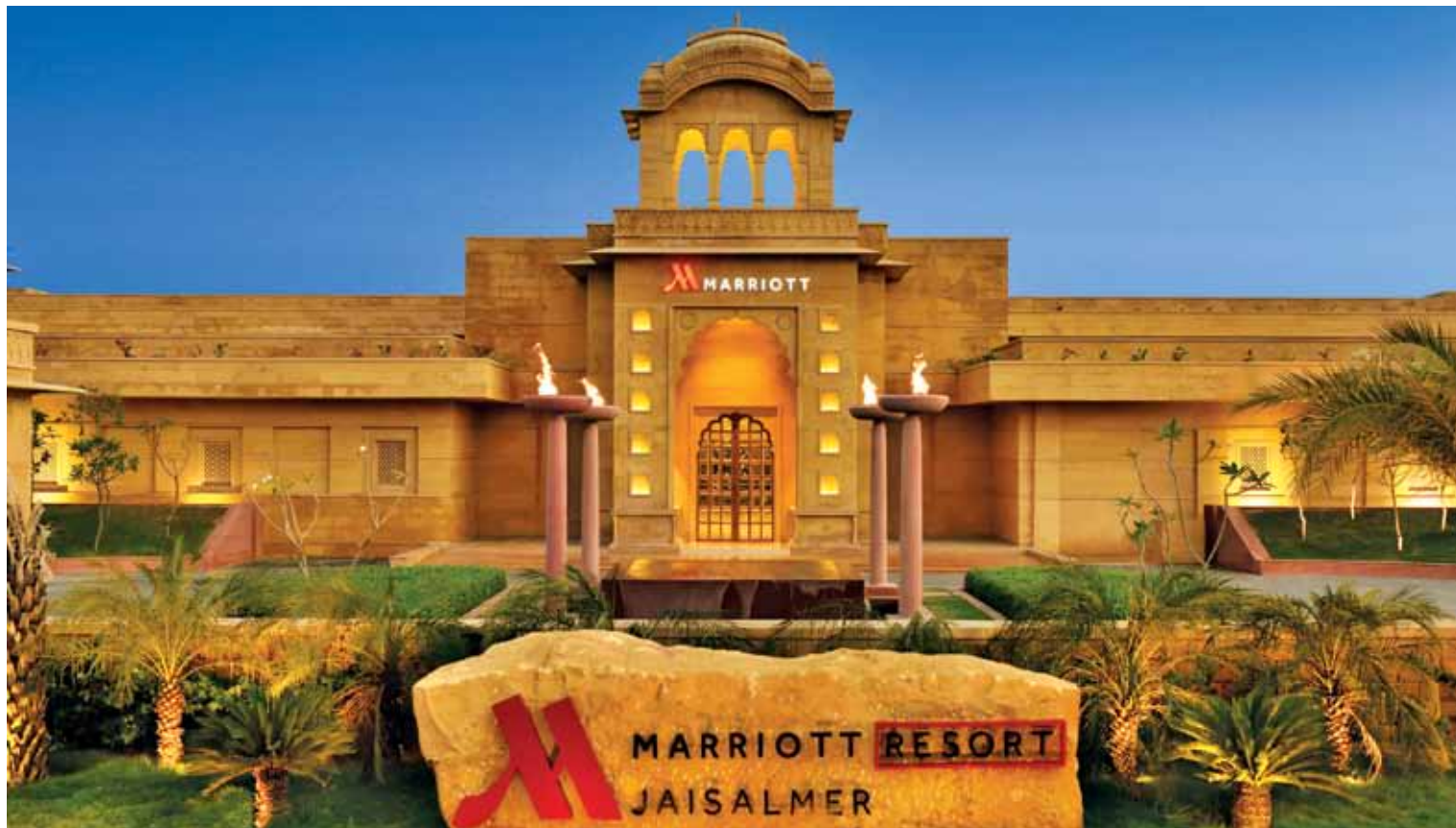
**Today's travellers look for immersive experiences, which include exploring regional cuisine and its cultural aspects.”**

only opportunity to experience something distinctive. In response, hotels are moving beyond standard hospitality offerings to create immersive experiences that captivate the senses and offer a glimpse into local life.

For instance, at the Sheraton Grand Pune Bund Garden Hotel, the buffet res-

upscale hotels are teaming up with local vendors, including women from nearby villages, to provide traditional foods to international guests, creating memorable dining experiences.

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



# Cultural oasis, corporate retreat

Jaisalmer Marriott Resort & Spa offers blend of luxury and rich cultural heritage, providing immersive experience for corporate events and gatherings.




DDP Bureau

In the heart of Jaisalmer's mesmerising desert landscape, the Jaisalmer Marriott Resort & Spa sets a new standard for corporate meetings and events, offering not just luxury, but an immersive experi-

***Jaisalmer Marriott offers elegant ballrooms, versatile meeting venues, accommodating events of all sizes***

ence. This five-star haven blends the city's rich cultural heritage with contemporary elegance, providing a setting where business meets inspiration. Whether hosting intimate gatherings or grand conferences, the resort's versatile venues—from a 4,160 sq. ft. ballroom to vast outdoor spaces—create the perfect ambiance for any occasion.



The resort offers a variety of indoor and outdoor venues, including an elegant ballroom, comfortable meeting venues, and spacious lawns, which can accommodate groups of all sizes. The ballroom is perfect for meetings and conventions, coupled with other spaces spread across 52,000 sq.ft. encompassing indoor and outdoor venues. The multiple venues at the resort become a perfect setup for events that require a change of location to juxtapose the celebration. With premium accommodations, dining venues, a rejuvenating spa, and a host of leisure activities, guests will have a consummate itinerary during their stay. 



# Products & Hampers



## « Innovative roofing

Weave Craft specialises in luxury outdoor spaces, offering innovative retractable roofing systems and high-end outdoor furniture made from materials such as rope, wood, and rattan. With a focus on functionality and aesthetics, Weave Craft stands out for its creative use of materials, bringing a fresh approach to outdoor living. Supported by an in-house design team, the brand delivers customisable, durable, and elegant outdoor solutions, solidifying its position as a leader in the luxury outdoor furniture market. The brand ensures each piece meets the highest standards of craftsmanship and versatility.

## Sleek touchless bathroom solutions

GRAFF has introduced touch-free bathroom faucets to its Art of Bath portfolio. These touch-free faucets control water flow with a simple hand wave, offering a sleek, hygienic option for contemporary bathrooms. Designed for public spaces, they offer an intuitive, discreet design that enhances interiors with a modern silhouette. The faucets also prevent wear-and-tear, enhancing fixture longevity and sustainability. They complement an extensive selection of interior styles and are available in GRAFF's fine handcrafted finishes, including Steelnox Satin Nickel, which prevents fingerprints and water spots.



## Blends comfort and durability

The Garden Room, founded by Srivats Kejriwal, Siddhant Agarwal, Smriti Agarwal, and Arihant Jain, is known for creating furniture that blends indoor comfort with outdoor durability. Their collection, Twined Threads, features rope weaving, highlighting the beauty of natural textures. The Rope Reverie Chair, Stone & Strand Centre table, Drift Rocker rocking chair, and Tethered Top bar table are examples of their innovative designs. The Garden Room also offers outdoor lamps inspired by the Tulip flower, enhancing indoor and outdoor spaces.





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# Products & Hampers

## Exquisite Diwali basket

Shangri-La Eros New Delhi has launched a collection of Diwali hampers to elevate celebrations. The Celebration Hamper, a wooden basket with a Ganesh Ji idol, potpourri, and diya, offers Indian sweets, a moist cake, and a decadent chocolate bar. The Festive Blossom Box features a Ganesh Ji idol, potpourri, and a diya. The Gourmet Collection hamper offers rich Khoya Kesar sweets, refreshing Paan delights, and L'occitane products. The Radiant Hamper includes a Ganesh Ji idol, potpourri, and a diya, along with sweets, tea, nuts, pralines, and a scented candle.



## Perfect for gifting

Sheraton Grand Bengaluru Whitefield Hotel and Convention Center is offering a variety of exotic gourmet hampers for the Diwali season. These hampers are designed to make the festival an unforgettable experience. The luxury hamper includes Indian Mithais, Sublime House of Tea, a wine bottle, a set of three spreads, millet pops, a floral fragrance diffuser, and Motichoor Laddoo candles. The Elegance hamper includes Indian Sweets, Sublime House of Tea, a wine bottle, roasted nuts, macaroons, artisanal millet crisps, and Eat Better Ladoos.

## Unique gourmet delights

The Imperial's Signature Diwali Collection is a unique and elegant way to celebrate the festive season. It is perfect for friends, family, colleagues, and important business relationships. The collection includes traditional home-made Mithaai, hand-made laddoos, fig and honey bars with premium nuts, continental delights, and the exquisite 'Gulgelhupf and Madeleine Box'. These items are designed to evoke warmth and modern sophistication, enhancing the festive experience. The Imperial's Signature Diwali Collection is a perfect way to express appreciation and gratitude.





A collection of Indian sweets and gifts. In the center are two dark blue boxes with gold ribbons, labeled 'SHANTHI AND NIKHIL' and 'HOUSE OF SWEETS'. One box is open, showing a variety of sweets in a grid. To the left is a bowl of colorful sweets and a small golden pot. To the right is a small golden pot and a bowl of sweets. The background is a soft pink.

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



# MOVEMENTS

## AMIT JAIN

General Manager  
Hyatt Place Aurangabad Airport



Hyatt Place Aurangabad Airport has appointed Amit Jain as the new General Manager. Jain will oversee hotel operations, drive revenue growth, and provide top-class service to guests. With expertise in budgeting, customer retention, forecasting, finance, and management, Jain has worked with The Oberoi Group, The Leela Palace Kempinski, Bangalore and Mumbai.

## ABHISHEK BHATTACHARYA

Hotel Manager  
Cygnett Collection KK Hotel, Ayodhya



Cygnett Hotels & Resorts has appointed Abhishek Bhattacharya as the new Hotel Manager for Cygnett Collection KK Hotel, Ayodhya.

With over 17 years of experience in the luxury hospitality sector, Bhattacharya has a proven track record of delivering excellence in his workplace. He has worked with brands such as Radisson Hotels, Wyndham Hotels & Resorts and Hyatt.

## ANUJ NAINTA

Hotel Manager  
The Lodhi, New Delhi



Anuj Nainta has joined The Lodhi, New Delhi as the Hotel Manager. With over two decades of experience in the hospitality industry, Nainta will oversee daily operations, manage a team of 380 associates. Nainta has previously served as Director, Food & Beverage, Taj Mahal & Towers Hotel, Mumbai, where he oversaw operations of nine restaurants, bars, and event venues.

## RAVI SHANKER

Director, Sales & Marketing, South India  
The Fern Hotels & Resorts



Ravi Shanker has joined The Fern Hotels & Resorts as Director, Sales & Marketing, South India. His responsibilities include leading sales initiatives, developing strategies and overseeing the sales and marketing operations of all Fern hotels in South India. His extensive expertise in these roles enable him to effectively enhance the brand's market presence in the region.

## NITIN TANWAR

Director, Rooms  
Grand Hyatt Gurgaon




Nitin Tanwar has been appointed as the Director, Rooms, Grand Hyatt Gurgaon. With a proven track record, Tanwar will oversee various functions such as front office, housekeeping, reservations, and guest service. Tanwar began his career with brands such as Trident and The Leela, where he managed room segments and operational functions to optimise guest satisfaction.

## LINU K

Assistant Executive Housekeeper  
Courtyard by Marriott Shillong



Courtyard by Marriott Shillong has appointed Linu K as the Assistant Executive Housekeeper. With an experience of 13 years, Linu brings a wealth of expertise to the position, having previously worked at Evolve Back Resorts, Kabini and Four Points by Sheraton, Mahabalipuram. His focus will be on enhancing guest experience, ensuring meticulous attention to detail. 



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Global Chief Development  
Officer - Premium, Midscale &  
Economy - Accor



**David Udell**  
Executive Vice  
President - ASPAC  
Hyatt



**Haitham Mattar**  
Managing Director - Middle East,  
Africa & South West Asia  
IHG Hotels & Resorts



**Kevin Goh**  
Chief Executive Officer  
The Ascott Limited



**Puneet Chhatwal\***  
Managing Director & CEO  
IHCL



**Ranju Alex**  
Area Vice President - South Asia  
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**Vikram Oberoi**  
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**Zubin Saxena**  
Senior Vice President, Regional  
Head - South Asia, Hilton