

HOTELS & RESTAURANTS INDIA

fhrai magazine

JULY 2016

Vol 16 Issue 7 Pages 72 ` 50

A MONTHLY ON HOSPITALITY TRADE
By DDP Publications

KITCHENOMICS
Energy Efficient
Innovative
Trendy





**HOTEL & CATERING
WORLD PVT LTD**

IT'S THE GOLD STANDARD.

**HOTELS RESORTS RESTAURANTS BARS COFFEESHOPS
BAKERIES CANTEENS SHOP HERE.**



Bharat Malkani
President, FHRAI

Dear fellow members,

The government has introduced a progressive Civil Aviation Policy. The Civil Aviation Policy is aimed at creating an eco-system to handle 300 million domestic passengers by 2022 and 500 million by 2027, and 200 million international travellers by 2027. India recorded around 139.32 million domestic and over 50 million international air travellers in 2014-15.

The policy has a slew of passenger friendly measures, offering respite to frequent flyers such as:

- Relaxed airline code-share
- Prioritising regional connectivity
- 100 per cent FDI in airlines, Brownfield airports

Though it is low-key for the hospitality industry in the short run, in the long run, it will impact tourist numbers and hopefully bring in more guests to our hotels.

Excellent food is an essential ingredient of good hospitality and our cover story explores trends in kitchen design and equipments. All this starts at the level of a multifunctional sustainable, new-age kitchen which is efficient and supports increase in F&B revenues, promotes regional cuisine, and ensures repeat guests.

FHRAI gives active support to the campaign launched by the leading newspaper *Dainik Bhaskar* to communicate the message to 'save water'. The 'stop wastage of food' and 'save electricity' campaign will commence shortly.

Flip the pages to find out more.

With warm regards,

Bharat Malkani
President, FHRAI

“ India recorded around 139.32 million domestic and over 50 million international air travellers in 2014-15 ”

ComfortSense

Feel 'Sleeping on the Cloud' experience



s l e e p r e d e f i n e d

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

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

STARWOOD

IHG
InterContinental Hotels Group

Marriott
HOTELS & RESORTS

HYATT

HILTON
WORLDWIDE

CARLSON
REZIDOR
HOTEL GROUP

Best
Western

WYNDHAM
HOTEL GROUP



KING KOIL®

PREMIUM GLOBAL MATTRESS BRAND

Real Innerspring Technologies Pvt. Ltd.

B-7, Sec-3, Noida-201301 Tel.: 120-4737700, Telefax: 120-4737777,

Web: www.kingkoil.in, E-mail: mail@kingkoil.in, Contact: Sunil Dutta +91 9999222559, 9999222550

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

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

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

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

JULY 2016

COVER STORY

30

KITCHENOMICS

Experts enlighten on the vitality of kitchen design components.



Cover Picture Courtesy:
The Leela Palaces, Hotels and Resorts

30 COVER STORY



20 NEWS

CONTENTS

THIS MONTH

PRESIDENT'S MESSAGE	03
SECRETARY'S MESSAGE	08
FHRAI DESK	10
NEWS UPDATES	20
PRODUCTS & SERVICES	64
EVENTS	66
APPOINTMENTS	68

FEATURES

OPINION 26

THE ONLINE CONUNDRUM FOR HOTELS

Are OTAs/aggregators the friends or foes of the hotel industry? Industry insiders opine

SECRETARY GENERAL

Amitabh Devendra - sg@fhrai.com

PUBLISHER

Gunjan Sabikhi - gunjan@ddppl.com

DEPUTY EDITOR

Ambica Gulati - ambica.gulati@ddppl.com

ASSOCIATE EDITOR

Kanchan Nath - kanchan.nath@ddppl.com

CREATIVE DESIGN

Tushar Upadhyay
Raashi Ajmani Girdhar

MARKETING & SALES - DELHI

Anand Dutt - anand.dutt@ddppl.com
Senior General Manager (+919650196517)

Mayank Kholia - mayank.kholia@ddppl.com
Manager Advertising (+919650399928)

Jaspreet Kaur - jaspreet.kaur@ddppl.com
Sales Coordinator (+919650196543)

MUMBAI

Harshal Ashar - harshal@ddppl.com
General Manager (+919619499167)

Priyanshu Wankhade - priyanshu@ddppl.com
Manager Advertising (+919619499170)

FHRAI - MARKETING

S.P. Joshi

PRODUCTION MANAGER

Anil Kharbanda

ADVERTISEMENT DESIGNERS

Vikas Mandotia
Nitin Kumar

FEATURES

ANALYSIS 44 SO FAR, ITS LOOKING GOOD

The report card for the first six months of the hospitality sector looks positive

GUEST COLUMN 48 CAPTURING THE SCARCITY VALUE OF WATER

With water scarcity looming at large, ways to combat it among the hotel industry is crucial, says Niranjana Khatri, Founder of iSambav and Sriram Kuchimanchi, CEO of Smarter Dharma

VIEWPOINT 50 THE ASIAN TRAVELLER COMES OF AGE

Amitabh Kant, CEO, NITI Aayog, Government of India, on the status of tourism in India

SUPPLIER TALK 52 CREMICA TARGETS EXPANSION OF 1.2 LAKH RETAIL OUTLETS BY 2020

Akshay Bector, CMD, Cremica Food Industries, shares the expansion and the growth plans of the company



54 SPA



66 EVENTS



64 PRODUCTS

FHRAI

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

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

Email: fhraimag@ddppl.com
Tel: 91-11-41669575 Fax: 91-11-41669577

This issue of FHRAI Magazine contains 68+ 4 pages cover

All information in the FHRAI Magazine is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regrets that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by FHRAI Magazine or DDP. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances. Contents of this publication are copyright. No part of FHRAI Magazine or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in

any form without the permission of the publication in writing. The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in whole, without permission could face legal action. The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged. This publication is not meant to be an endorsement of any specific product or services offered. The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure of an advertisement to appear.



Vivek Nair
Hony. Secretary
FHRAI

“
Some 3.7 per cent growth has been recorded in Foreign Tourist Arrivals (FTAs) in May 2016 over the same period in 2015. About ₹ 10,285 crore Foreign Exchange has been earned through tourism in May 2016

Dear fellow members,

THE PRACTICE OF YOGA

'Yoga' has probably been India's biggest export to the world. As a practice, Yoga is believed to have originated about 5,000 years ago in India. As hoteliers, we are promoting yoga programmes in our hotels from the past for our guests, but, we should also have wellness sessions for our employees in their daily routine. The Ministry of Tourism celebrated the second 'International Day of Yoga' on June 21, 2016 by hosting a Fam tour for a group of 50 foreign delegates, consisting of tour operators/travel agents/media persons/opinion makers/scholars from 20 countries, which are source markets for India in promoting yoga and wellness. The United Nations General Assembly on December 11, 2014, had declared June 21 as the International Day of Yoga.

FTAs AND FEES

According to a data released by the Ministry of Tourism, the Foreign Tourist Arrival (FTAs) during the period January-May 2016, were 36.36 lakh with a growth of 9.1 per cent as compared to the FTAs of 33.32 lakh with a growth of 4.0 per cent in January-May 2015 over January-May 2014. Some 3.7 per cent growth has been recorded in FTAs in May 2016 over the same period in 2015. About ₹ 10,285 crore of Foreign Exchange was earned through tourism in May 2016.

RAMAYANA AND KRISHNA CIRCUIT

Products worth more than ₹ 300 cr were approved in-principle in Uttar Pradesh under the Ramayana and Krishna circuits under the Swadesh Darshan scheme. Some 11 destinations spread across six states under the Ramayana circuit and 12 destinations across five states under the Krishna circuit have been proposed at the first meeting of the National Committee, held under the

chairmanship of Dr. **Mahesh Sharma**, Minister of Tourism and Culture and **Vinod Zutshi**, Secretary, Tourism, experts and senior officers of MOT. The destinations proposed under the Ramayana Circuit are Ayodhya, Nandigram, Shringherpur and Chitrakoot (Uttar Pradesh); Sitamarhi, Buxar and Darbhanga (Bihar); Jagdalpur (Chhattisgarh); Bhadrachalam (Telangana); Hampi (Karnataka); and Rameshwaram (Tamil Nadu). The expert committee had suggested to include Chitrakoot (Madhya Pradesh), Nashik and Nagpur (Maharashtra) and Mahendragiri (Odisha). Under Krishna circuit, the destinations covered are Dwarka (Gujarat); Nathdwara, Jaipur and Sikar (Rajasthan); Kurukshetra (Haryana), Mathura, Vrindavan, Gokul, Barsana, Nandgaon and Govardhan (Uttar Pradesh); Puri (Odisha). The destinations were approved by the expert committee.

The 51st FHRAI Convention is taking place in the historic city of Indore in central India. The convention is a much awaited annual event and has consistently grown. The theme for this year's convention "Brand India" is inspired by our Prime Minister **Narendra Modi's** vision based on the five T's: 'Talent, Tradition, Tourism, Trade and Technology', while the convention logo brings together the symbol of a flaming torch and the welcome gesture of "Namaste".

I look forward to meeting, networking and discussing various relevant issues with all of you at the upcoming convention and making it a grand success.

With warm regards,
Vivek Nair
Honorary Secretary, FHRAI



WHY PANASONIC COOKERS ARE THE **BEST CHOICE** FOR YOUR BUSINESS!



CONSISTENTLY GOOD PERFORMANCE



NO SHOCKS IN YOUR KITCHEN



NO SUPERVISION. NO MESS



OPEN UP ANYTIME



IDEAL FOR COUNTERS

COOKS UPTO **2** kgs OF RICE



SR-932DS

COOKS UPTO **2.5** kgs OF RICE



SR-942DS



SR-942DF

COOKS UPTO **4.5** kgs OF RICE



SR-972D



COMMERCIAL RICE COOKERS

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

IDEAL FOR BUFFETS



SR-WA22H(SS)

- Ideal for Serving Idlis, Idlyappam, Momos, Steamed Vegetables etc in the Buffets.
- Double Steaming Basket
- Size 2.2 L

MEAT GRINDER



MK-MG1000/MK-MG1500

- High Grinding Performance
- 1000 Watts
- 1500 Watts

KETTLES



NC-GK1/NC-SK1

- Easy to see dual water window
- Available in 1.6 L & 1.7 L

PANASONIC APPLIANCES INDIA CO LTD., No.135, 1st Floor, Nagi Reddy Thottam, Thiru. Vi. Ka, Industrial Estate, Ekkattulthangal, Chennai 600032. Ph.: 044-2225 8701/05, +91 9445194566

OUR HOSPITALITY CHANNEL PARTNER: **BANGALORE:** Crockery World - 9845025420 | Chennai: SSN S.Selladurai Nadar - Hotel & Catering World - 044-25356006 / 25331772 / 23456006 / 23456007 | Coimbatore: Chandran Steels - 8056993399 | Delhi: DKG Sales Pvt Limited - Jalaj Gandhi - 9999826782 | Hyderabad: Agromech Industries - 040-23700280 / 65552669 / 23811097 | Kerala: Cater Circle- 9895756211 Maharashtra: Janta Steel - 022-24111987 | Vijayawada: One Stop Shop - 8666641113

BRANCHES: Andhra Pradesh - Mr. Sreedhar: 9849011926 | Gujarat - Mr. Bhavesh: 9227947310 | Karnataka - Mr. Ramesh: 9880799063 Kerala - Mr. Shyju: 9995891707 | Kolkata - Mr. Arijit: 9830307233, Maharashtra - Mr. Rahul: 8655666867 | North - Mr. Vishal: 9871293394 North East - Mr. Manoj: 9864980610 | Orissa - Mr. Prashant: 9337560190 | Tamil Nadu - Mr. B S Ramesh: 9994054940



FOR MORE PRODUCT DETAILS SCAN VISIT www.21timesbetter.com



Civil Aviation and Tourism

The 9th ASSOCHAM International Conference cum Awards on Civil Aviation and Tourism were held at Hotel Taj Mahal, New Delhi on June, 23, 2016. Here are glimpses from the same.





Tourism to further trade

The Indo-American Chamber of Commerce held a conference on "Travel and Tourism as a means to achieve US \$500 Billion trade between India and USA" on Wednesday, June 20, 2016, at Hotel Hyatt Regency, New Delhi. Some snapshots from the same.





EC MEETING OF SIHRA

The South India, Hotel and Restaurant Association (SIHRA) held its EC meeting on June 29, 2016 at the Fortune Select Grand Ridge, Tirupati. It was part of the President's initiative to reach out to regional associations and local members of the states. Issues discussed included:

The policy regarding liquor in Kerala after the new government, the minimum wages rise in Pondicherry for the Industry, the FSSAI act and its impending implementation.

The pre-meeting puja was an 'ashirvadam' performed by high

priests from various temples in Tirupati invoking the blessings of Lord Balaji on the members of the Executive Committee; it was held on June 28, 2016. **Ramnath Rai**, Minister for Forest, Ecology and Environment of Karnataka also graced the occasion.



California Walnuts



- Accounts for 99% of the commercial US supply and 2/3rd of world trade.
- Known worldwide for their excellent quality.
- Grown, harvested and processed following strict Federal and State food safety regulations with finished product often exceeding quality standards set by USDA.

Walnut consumption is significantly increasing in India. California Walnuts provide the perfect opportunity for Indian dry fruit trade to expand their product portfolio and fulfill the needs of Indian consumer.



California Walnut Commission

651 Pace City-II, Sector 37, Gurgaon (HR), INDIA 122 004

• Ph: +91(124)434-4500 • Fax: +91(124)434-4501 • www.californiawalnuts.in • walnuts@scs-group.com

Find us on: [facebook.com/CaliforniaWalnuts.India](https://www.facebook.com/CaliforniaWalnuts.India) twitter.com/CaWalnutsIndia

Non-Discrimination Statement: In accordance with USDA, the California Walnut Board and California Walnut Commission prohibit discrimination in all programs and activities on the basis of race, colour, national origin, age, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal or because of all or part of an individual's income is derived from any public assistance program. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W. Washington, D.C. 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). California Walnut Board and California Walnut Commission are equal opportunity employers and providers. © 2008 EO/AA

MARINE PLAZA-MUMBAI GIFTS PLANTS TO GUESTS

HRAWI member hotel Marine Plaza-Mumbai gifted plants to their guests as an initiative taken towards green environment. World Environment Day is observed every year on June 5 to raise global awareness to take positive environmental action to protect nature and the planet. It is run by the United Nations Environment Programme (UNEP). Everyone across the globe, from hoteliers to royal families, farmers, politicians to

enthusiasm. Different activities were performed in this week-long celebration for the employees. All the heads of departments encouraged their team to participate in the drawing and poster making competitions with environment-



HRAWI

school children, tons of thousands of people all over the world marked World Environment Day (WED) with events.

Hotel Marine Plaza also celebrated "World Environment Week" from June 3 to June 5, 2016 with full

“
World Environment Day is observed every year to raise global awareness to take positive environmental action to protect nature and the planet

related topics to show their creativity. All the staff participated in the plantation drive to make the surrounding green. **Meghna Tendulkar**, the House-keeping

Executive, interacted with the employees and briefed them about the threats to the environment. Posters regarding different environmental issues were also displayed.

Guest Speakers, **Afzal Khatri** and **Nusrat Khatri** recipient of 'Indira Gandhi Paryavaran Puraskar 2007' jointly under individual category first prize from the President of India, at Vigyan Bhavan, New Delhi, on June 5, 2009, delivered a meaningful lecture on the value of the environment. A presentation about various environmental issues was shared with the staff.



UP SINGH AS ADDITIONAL SECRETARY, MoT

Udai Pratap Singh has joined the Ministry of Tourism as Additional Secretary. He succeeds Girish Shankar. Singh is the 1984-batch senior IAS officer of Jharkhand cadre and was previously the Resident Commissioner of Jharkhand in NCR before which he was posted as Officer on Special Duty to Chief Minister, Jharkhand Bhavan, New Delhi.

Planning to buy New Equipments



Insist with **KMW G N PAN**

Since it is made from **18/8** Superior Grade Stainless Steel
Totally Rust Free with Anti Jam Function (No Jamming when Stacked)

With heavier 0.8 mm thickness and
NSF Mark (USA Food Grade Certificate)
Matt Finish for Scratches free appearance
and for Good Looks



We have more than 3000 + products range for Hospitality Industries visit our website www.kingmetal.com

Dealer in :

Mumbai, Delhi, Bangalore, Chennai, Kolkata,
Hyderabad, Pune, Srinagar, Jaipur, Chandigarh,
Patna, Ahmedabad, Kochi, Indore, Bhopal, Raipur,
Goa, Visakhapatnam, Madurai, Guwahati, Lucknow.

More Dealers are solicited all over country.



For More Information Contact us :

King Metal Works

Showroom : Unit No. 5, Steel Made Industrial Estate,
Marol, Andheri (East), Mumbai - 400 059.

Tel. : 022-4027 5700 / 51 | Mob. : 099306 75752

E-mail : marketing@kingmetal.com | sales@kingmetal.com

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

MAMATA BANERJEE PAVES THE WAY TO THE PASSAGE OF GST BILL

After her decisive victory in the Assembly Elections, **Mamata Banerjee**, the West Bengal Chief Minister, held her first



Sudesh Poddar
President
HRAEI

administrative meeting in the second term, at Jhargram in West Medinipur. She chose this place because she believed "good work has happened in the district" and the "process of development must continue".

While she was holding the meeting some 170 km from Jhargram, 23 state finance ministers attended the first meeting of the empowered committee on the Goods and Services Tax (GST), chaired by **Amit Mitra**, Finance Minister, West Bengal in Kolkata.

It turned out to be a historic meeting from what **Arun Jaitley**, Finance Minister, said, it looked like a unified tax regime and could become a reality as all states except Tamil Nadu were on board.

After the empowered committee's meeting concluded, Mitra said GST was a win-win for all and would benefit the industry and consumer. He finally signed off by reiterating

Banerjee's support for GST. A week ago, Banerjee had instructed Mitra to iron out the differences in one or two meetings and pave the way for GST, at an event organised by Chambers of Commerce to mark Trinamool Congress' resounding victory in the elections.

Sudesh Poddar, President HRAEI, wholeheartedly supported the positive move. He said, "It's a shot in the arm for PM Narendra Modi-led NDA government, with West Bengal Chief Minister, Mamata Banerjee saying that TMC will support the Goods & Services Tax (GST) Bill. This will certainly solve the longstanding imbroglio affecting the country's industry and business."



Pranav Singh
Secretary
HRAEI

The GST Bill has been stuck in the Rajya Sabha, and despite repeated attempts by the government, Congress has blocked its passage in the upper house. **Pranav Singh**, Secretary, HRAEI, said, "Her support raises hope that the ruling party will face less resistance in Rajya Sabha, where the opposition and its allies still hold a significant presence."

On its part Congress has refused to relax the conditions it had laid

down for backing the passage of GST. The proposed reform seeks to replace a slew of federal and state levies, transforming the nation of 1.2 billion people into a customs union. Congress, the original author of the tax reform, said it would back the bill if the government agreed to cap the tax rate at 18 per cent and create an independent mechanism to resolve disputes on revenue sharing between states.

"We have ideological differences with BJP but we will always support on issues that are beneficial to the people. We will support GST," Mamata Banerjee had said soon after her win in the Assembly elections.

"It is not the first time that the chief minister had publicly extended support to GST; support for GST first found mention in the 2009 Trinamool Congress



Tejinder Singh Walia
Senior MC member
HRAEI

manifesto," said **Tejinder Singh Walia**, Senior MC member, HRAEI. "Her rationale is that a single tax is pro-people." The move will also send a message to the world that she is a pro-industry chief minister.



GREEN APPLE FRUIT SYRUP

High on fruit content
Authentic flavors
Exceptional versatility



- Better yield due to higher fruit content
- BRC Certified

Made by professionals for professionals



Behind every great taste

BEVERAGE SOLUTIONS FROM VKL FOODSERVICE:

FRUIT & BERRY | BAR ESSENTIALS | INDIAN ETHNIC | COFFEE | CHOCOLATE |
TEA | NUTS | DESSERT | HERBS & SPICES

+91 9744340707 fs@vklspices.com www.marimbula.in

Corporate Office: Solitaire Corporate Park, BLDG #5, Unit 541 / 542,
Andheri - Kurla Road, Chakala, Andheri (E), Mumbai - 400093.

Corporate Identity Number: U52100MH2007PTC173441

FHRAI STEPS UP FOR WATER, ENERGY & FOOD CONSERVATION

Federation of Hotel and Restaurant Associations (FHRAI) of India has recently become a part of an ad campaign with *Dainik Bhaskar* that promotes saving water, energy and stopping food wastage in many regional languages.



The campaign will be running across one year, with the intention to sensitise the public towards stopping food, water and energy wastage.

To bring about a change in society, the change must come in from within. How will we drive behaviour change? Will it come by instilling fear? Enforcements never work at the conscience level, so probably the right route to take is by arousing guilt and providing the potential to save. That is exactly what the ad campaign is aiming to do.

In view of acute water shortage in the country, *Dainik Bhaskar*



Amitabh Devendra
Secretary General
FHRAI

organised the Jal Satyagrah campaign during April-June 2016, with an objective of bringing behavioural change in readers by encouraging them to consume water wisely in their day-to-day living. To spread the message, partnership was done with FHRAI, Drop Dead Foundation and WWF. FHRAI also became part of 'Comics For Change', a first of its kind initiative by *Dainik Bhaskar* newspaper to impart good habits of

five crore people, do not have clean drinking water in India. FHRAI is fully supporting this commendable initiative taken by *Dainik Bhaskar*, it will go a long way in promoting the message of saving water in the country."

Dainik Bhaskar Group claims to be India's largest newspaper group. With six newspapers and 62 editions, the group has total readership of nearly 4.4 crore across 14 states. The group has a strong presence in radio business with channels like 94.3 MY FM, the



Stop Water Wastage

- Don't keep the tap running while brushing and shaving
- Re-use of RO waste water
- Seal the tap leaking – impact on finances through Vastu/Feng Shui

radio brand of the group is the fourth largest radio network in India, with presence in 30 cities across seven states. The digital arm of group, DB Digital has 1.2 billion collective page views with 40 million unique visitors across its portals in four languages, Hindi, Gujarati, English and Marathi.

Stop Electricity Wastage

- Switch off the lights while not in use
- Plug off all the charging points when not in use
- Change bulbs to LED

saving water in children through comic characters. This was done through 'Sundarvan Adventures-Mystery of The Missing Water' comics under "Comics For Change" initiative.

Amitabh Devendra, Secretary General, FHRAI states, "Thirty-

Stop Food Wastage

- Don't over serve yourself /or over order. Finish what's on your plate!
- Carry the leftover food from hotel and restaurants.

DPCC RELAXATION TO SMALL HOTELS & RESTAURANTS IN DELHI

Delhi Pollution Control Committee (DPCC) in its 61st Board Meeting has introduced new category for small hotels/guest houses and restaurants, providing relaxation to the hospitality industry of National Capital Territory (NCT) of Delhi.

The provisions and consequent concessions announced by DPCC are in line with several follow-ups and representations by HRANI before the committee. As per the amended standards, a new category of hotels comprising less than 50 rooms (double bed) or 100 rooms (single bed) excluding 3-star and above has been introduced. The committee has provided relaxation in installation of Effluent Treatment

Plants (ETP) in small hotels/guest houses, provided they are connected with Municipal/Delhi Jal Board Sewer system connected to DJB STPs. It is expected that these hotels/guest houses comply with general standards for discharge in to public sewer.

Similarly, DPCC has also reinstated the restaurants/eating houses/dhabas and other such establishments, providing exemption from ETP installation in restaurants up to 100 seat covers, if they are connected to sewerage system of DJB.



Luv Malhotra, President, HRANI said, "The association has always worked towards the promotion of 'ease to business' to encourage new establishments to set foot in the industry. The relaxation by DPCC is a stepping stone towards this attempt. I hope that with the continued support from the government including our members we will keep getting success for ease of business, making way for fresh prospects in the hospitality industry."

HRANI

NOTICE

Attn. HOTEL & RESORT OWNERS

On behalf of our esteemed client we seek hotels & resorts for rental/long term lease basis in the following locations:

- | | |
|--------------|---------------|
| 1. Coorg | 7. Udaipur |
| 2. Bangalore | 8. Manesar |
| 3. Goa | 9. Shimla |
| 4. Lonavala | 10. Nainital |
| 5. NCR | 11. Sri Nagar |
| 6. Jaipur | 12. Kerala |

Client Details can be shared with interested parties with non-disclosure agreement.

vinod@mssplspace.com, sumesh@mssplspace.com
 Vinod Kumar: +919313478425 (India)
 Sumesh Madan: +1917.995.2562 (USA)
 www.mssplspace.com

MSSPL- SALE, PURCHASE, LEASING AND FRANCHISING OF HOTEL PROPERTIES

LAUNCH

HOTEL PL PALACE OPENS IN AGRA

Lords Hotels and Resorts, has launched its latest property in Agra – Hotel PL Palace. Located in the heart of the city at a close proximity to the Taj Mahal, the hotel aims at offering affordable luxury.

Segmented under its brand, 'Lords Inn', Hotel PL Palace houses 56 contemporary rooms with all facilities, an in-house coffee shop, a specialty restaurant and bar, it is equipped with a state-of-the-art health and fitness club, a rejuvenating spa and also a roof-top pool. With this addition, Lords Hotels and Resorts, as a hotel chain has extended to seven states across the country.

"We take immense pride and pleasure in announcing the launch of our 26th property, especially because we did not have presence in the east, until now. Besides, this property will be the kind that will be as inviting for foreign tourists who visit India to witness the grand splendour of the Taj Mahal as it will be to MICE travellers. The location is just right for both category of guests as Hotel PL Palace is based in the business hub of Agra and is also less than 10 km away from one of the seven wonders of the world," said **P R Bansal**, Managing Director, Lords Hotels and Resorts. A true value, mid-

market hotel, Hotel PL Palace has a bespoke architectural layout with inviting exteriors and a plush reception area.



OPENING

GOLDEN TULIP LAUNCHES FIRST SERVICE APARTMENT IN BHIWADI

Golden Tulip Hotel, Bhiwadi is offering service apartment's facility to its customer, as it is a hub of Japanese industry. There is a continuous flow of the expats into the city for a small duration and luxurious hotels become a bit heavy on the pocket. This is when the Golden Tulip Hotel eases the burden with their 16 service apartments.

Commenting on the launch of the service apartments, **Vimal Singh**, Managing Director, Golden Tulip Hotels South Asia said, "With the launch of these service apartments we are



hoping for warm appreciation and welcome in the industry. We chose Golden Tulip Hotel, Bhiwadi as it is located in an integrated industrial township with Neemrana and Khushkhera. Bhiwadi as a region has seen a lot of inflow of the Japanese expats hence, the property also has a restaurant with a speciality of Japanese cuisine which makes it an exception."

Golden Tulip Hotel, Bhiwadi has well-furnished 16 service apartments along with kitchens, which are equipped with all the modern amenities to comfort the customers looking out for a long stay.



Comfort, Care, Elegance all in perfect harmony!

No wonder our customers find reasons
to come back time and again

Since The past 3 decades Swosti Group is at the forefront of quality hospitality services in Odisha. From a standalone property to 3 full-fledged hotels it's been a long and exciting journey for the group and what has made this possible is the un-relented passion to extend excellent customer experiences. Hence every aspect of services are designed with minutely studied insights. All these resonate in the happy faces of customers.

Moving forward, Swosti Group would be unveiling a world class luxury resort on Chilika Lake, the 2nd largest lagoon in the world and admired for its irresistible beauty and tranquility. Beautiful islands, varied flora and fauna, exquisite migratory birds, picturesque villages all around make it one of the most exciting places to be in. To allow travelers to soak in and experience this magical sight in its full glory and grandeur, Swosti Chilika resort with 70 finely crafted cottages and innumerable amenities has been planned to be amongst the best that the country has experienced!!



Email: reservations@swosti.com | M: 09338015588
www.swostihotels.com | www.orissatravels.com

Toll Free: 1800 123 1414

Swosti Premium Ltd.

P-1, Jaydev Vihar, Bhubaneswar-751013, Odisha
Ph: 0674 3017000/ 3253515

Swosti Grand

103, Janpath, Unit-III, Bhubaneswar-751001, Odisha
Ph: 0674 3019000

Swosti Palm Resort

Gopalpur on Sea, Ganjam-761002, Odisha
Ph: 0680 2343455/ 2343718. M: 09337223590

NIGHTLIFE

F-BAR AND LOUNGE NOW IN PINK CITY

Golden Tulip Jaipur has announced the launch of the plush and stylish F Bar and Lounge. FTV, world's largest television and multimedia network in fashion and lifestyle content has joined hands with Golden Tulip Jaipur to enter the Rajasthan market. F Bar and Lounge has a 6,000 sq ft of both indoor and outdoor setting along with terrace and pool for energetic partygoers of the city.

The bar offers their patrons an extensive menu of world cuisines with premium drinks. This young and trendy place will get the best DJs from across the country for the most happening clubbing nights in the city at Hotel Golden Tulip Jaipur. This is undoubtedly the city's most exciting place that promises an impeccable nightlife experience with a mix of fashion, music and art.



TECHNOLOGY

OYO APP FOR BUSINESS TRAVELLERS

OYO Rooms has launched a self-serve platform for business travellers on its mobile App, called OYO for Business. The platform offers rooms which cater specifically to the needs of corporate travellers and include amenities like air-conditioned rooms equipped with flat-screen television, free Wi-Fi, complimentary breakfast and 24x7 customer-care support. The rooms are present in over 6,000 hotels spread across 180 cities in India. **Ritesh Agarwal**, Founder & CEO, OYO, said, "OYO has ushered in an era of reliable

customer experience in the highly fragmented and unpredictable category of unbranded hotels in India. We are thrilled to extend

our brand promise to business travellers across India's premier corporates, SMEs and start-ups. We are confident that business travel in India will become more rewarding and hassle-free once booked through OYO for business."

Kavi Krut, Chief Growth Officer, OYO added, "With strong growth outlook in the corporate travel sector, we expect this service to scale rapidly. Businesses are looking for a hassle-free experience at a great value. So there is a wonderful synergy with our brand promise. We will offer our partners carefully curated rooms, special offers and incentives to make this an enriching association." The platform offers ease of creating bulk bookings via the web and mobile app along with the added convenience of travel-expense management.



EXPANSION

MBD GROUP TO BRING STEIGENBERGER HOTEL TO INDIA

MBD Group and Steigenberger Hotel Group (SHG) have announced a joint venture to manage and franchise hotels under the brand MBD STEIGENBERGER for the Indian territory. MBD Group will have a 51 per cent stake while Steigenberger Hotel Group will hold a 49 per cent stake in the joint venture company.

Management of the joint venture company would be in the hands of the MBD Group looking after the India wide operations of the brand including business development, management and franchising of hotels, India marketing, pre-opening and post-opening assistance, wherein Steigenberger would be providing international sales and marketing support, training and brand standards to be deployed in the Indian region to suit the expectations of a luxury traveller.

The flagship hotel under the JV will be the MBD Zephyr Bangalore—an MBD Steigenberger Hotel located in the heart



of Whitefield Bangalore—the silicon city of India offering 184 rooms and 118 service apartments.

Sonica Malhotra, Managing Director of the Joint venture and Joint Managing Director of the MBD Group, said, “The association will ensure that German excellence joins hands with the warmth of Indian hospitality. We will be focusing on key cities in the country including Delhi, Mumbai, Chennai, Hyderabad, Goa, Kolkata, Pune, Indore, and other cities where we want to come up with luxury hotels.”



STYLING
HOSPITALITY

Uniforms
Unlimited

OUR BRANDS

WEBSITE: UJINDIA.COM EMAIL: DEZENZIA@UJINDIA.COM UNIFORMS@UJINDIA.COM

T: +91-22-24921998 +91-22-24968482 +91-22-30448686

by Zubin Arora



The one-stop in **Allahabad!**



Rupesh Kumar Singh



Hotel Kanha Shyam, a unit of Shyam Group is a testament to unparalleled grandeur in Allahabad (UP). The hotel's entrance and the lobby is grand and impressive. The lobby's royal interior is as crystal clear as the chandelier hanging overhead. Hotel Kanha Shyam offers a choice of well appointed, spacious and luxurious rooms with all the modern amenities.

All rooms are equipped with direct dial telephone, central air conditioning, hot/cold water, Wi-Fi, hotel mode LCD TV, an executive writing desk with chair, hair dryer, tea/coffee makers. **Rupesh Kumar Singh**, General Manager, Hotel Kanha Shyam, explained that 24 hour coffee shop – The Patio, Jannat – An international indian restaurant & celebrity bar offers

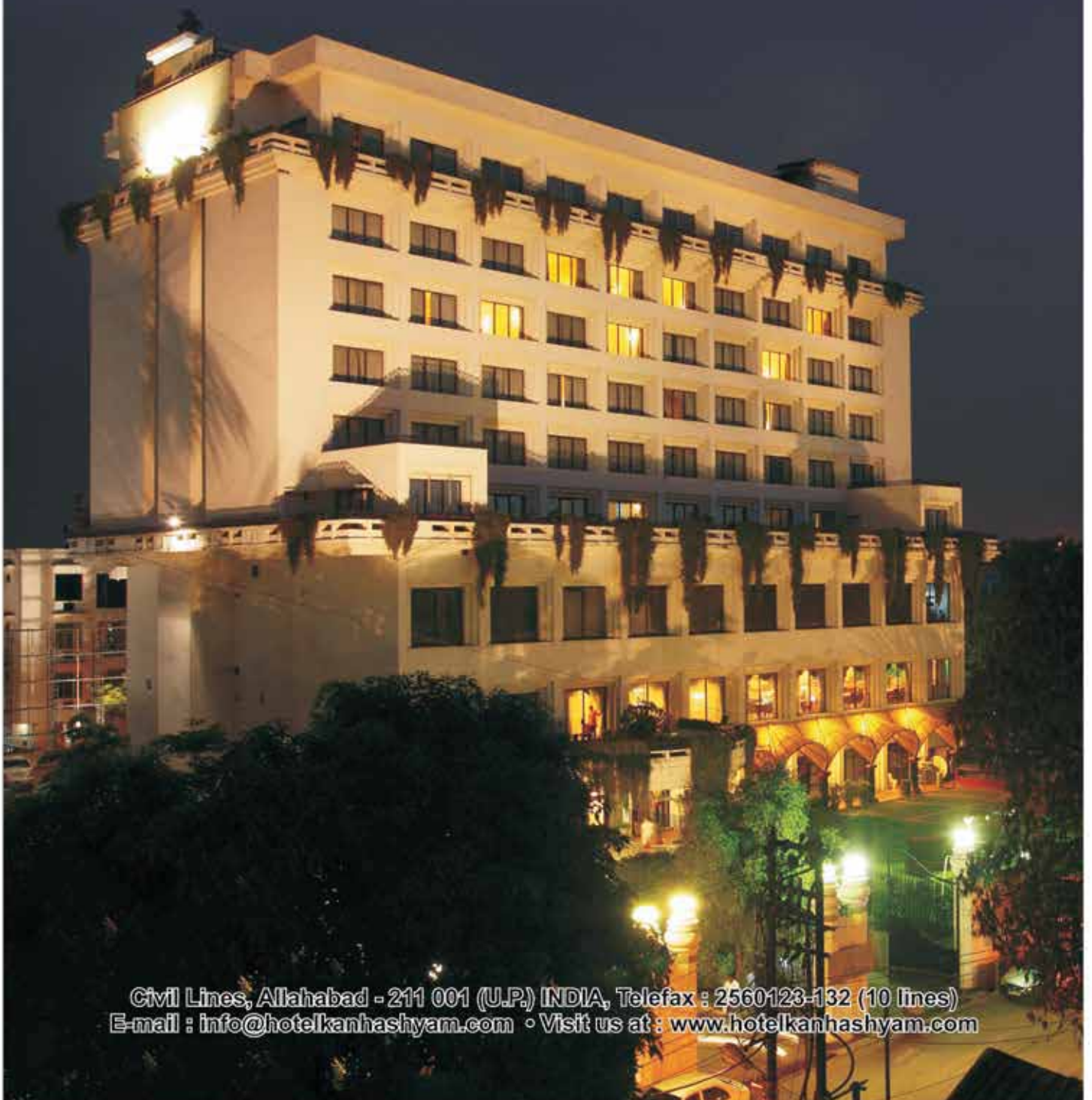
wide varieties of liquor and wines and is proud to offer fine delicious food designed by our experienced chefs to cater to every palate and preference from casual to formal fine dining with welcoming ambience. Hotel Kanha Shyam is an ideal place to accommodate any size and style of gathering, like business meetings, conferences, weddings or private parties. The fully equipped conference hall includes a large screen projector and Wi-Fi facility. A wedding at Hotel Kanha Shyam ensures beautiful designs and concept for each ceremony, selective choices for indoor and outdoor banquet arrangements, luxurious accommodation for your guests and an expert catering team that thrives on making every detail of the event extravagant, elegant and lively, he added.



HOTEL

Kanha Shyam
ALLAHABAD

www.hotelkanhashyam.com



Civil Lines, Allahabad - 211 001 (U.P.) INDIA, Telefax : 2560123-132 (10 lines)
E-mail : info@hotelkanhashyam.com • Visit us at : www.hotelkanhashyam.com

THE ONLINE CONUNDRUM FOR HOTELS

We made an attempt to find out whether OTAs/aggregators are the friends or foes of the hotel industry today? Especially the independent 2, 3 and 4-star hotels, which get a lot of their bookings, at the last minute through *Tripadvisor*, *MakeMyTrip*, among others. Are aggregators helping to increase occupancies or decreasing the room rates and value of your hotel in the long run? Senior members share their viewpoint.



K Syama Raju
Vice President
FHRAI

Today's travellers expect itinerant services wherever they are and for whatever they are searching. Also, hotel guests are increasingly aware and expect the hotels to provide such services. Statistics show 85 per cent of leisure

“
85% of leisure travellers used online services, 38% explicitly access travel information via the internet

travelers used online services during vacations and 38 per cent explicitly access travel information via the internet or their mobile devices. Already

30 per cent of leisure travellers use apps to find hotel deals.

Hotel owners have invested significant amount of funds into the business and have put in much effort to create a brand name for themselves. The need to adapt to the online services is very much understood and is the order of the day.

In the recent past, the domination of online portals and mobile applications for booking of rooms and rating of hotels is very much visible (that is MakeMyTrip, Goibibo, Yatra, Travel Guru, Cleartrip, Agoda, Expedia, Trip Advisor etc.).

As a result many of us still depend on online aggregators for online bookings. Hoteliers find it challenging to drive traffic to their own website because the search engines are flooded with online travel portal, paid search, keywords and sponsored advertisements.

OTAs charge exorbitant sums of fees for listing and routing customer to the hotelier with a revenue stream of 10 to 25 per cent being paid out to them. We have come to know of instances where it has gone as high as 40 to 50 per cent.



Sudesh Poddar
Hony Treasurer
FHRAI

Around 10-15 years ago, very few in India had even heard of online travel agents (OTAs). The concept that took off in the mid 1990s in the US has now evolved into an integral part of the hospitality industry across the world. This disruptive technological trend gradually became a 'necessary evil' for the hospitality industry.

In general, OTAs are a successful additional distribution channel, that, even though charging high commission rates, allows for valuable market exposure to individual hotels. A large OTA can provide a hotel, especially one in the 2, 3 or 4-star category limited visibility, wide online publicity. They can also help hotels sell unsold inventory. How-

ever, the commission rates charged by OTAs, weigh heavily on profit margins. Nevertheless, it is important for each revenue manager or hotelier to fully understand the costs related to each distribution channel prior to taking any decisions. It is also increasingly helpful for hotels' websites to contain some of the stronger marketing techniques and design attributes of the OTAs and comparison websites. And thus beat them at their own game. The core question is

“
The commission rates charged by OTAs, ranging from 15% to 30%, do weigh heavily on profit margins

”
how much of a hotel's total business shall be derived from OTAs? There is no right or wrong approach with regards to how many OTA bookings should be accepted. It will ultimately depend on a hotel's specific requirement and, that will decide whether OTAs are your friends or foes.

WAKE UP TO FRESH IDEAS™
REPOSE™

Spring mattresses | Pillows | Accessories



At times, even kings and queens
like to be treated like children.

Your guest is our guest. That's why we pack all the luxury we can into our mattresses. Repose special edition for the hospitality industry. Because it takes a lot, really, to pamper royalty.

☎ +91 98452 94350, +91 96558 74599, +91 81241 34800 | ✉ orders@repose.co.in | www.repose.co.in



Fire retardant

ISPA
INTERNATIONAL SLEEP
PRODUCTS ASSOCIATION
AMERICA
Manufacturer Member



Luv Malhotra
Vice President
FHRAI

Companies like Airbnb and OYO rooms leverage technology and enable consumers to have a hassle-free budget hotel booking experience while helping hotels/guesthouses to increase their occupancy. The idea is simple: provide users with quality budget stays but through aggregation and co-branding rather than by owning and running their own properties. These companies provide a boost to hotel occupancy lies, particularly in need periods and help in diversifying a hotel's client base by introducing guests who would have else been difficult to target.

The aggregators have opened up avenues and helped create a level playing field for independent owners and smaller chains. However, all this comes at a cost. Though OTAs offer a range of advantages on the marketing front, their high commission rates constitutes a major concern to most of the hoteliers. Whenever a customer makes a reservation on online travel portal, the hotel pays out a commission of 15-18 per cent, sometimes it's even higher, at 25 per cent or more. These commission

levels are undergoing changes and negotiations, due to industry pressure from leading hotel chains, but the issue remains nevertheless.

OTA/aggregators have a definite room inventory agreed with the hotels with specific prices, but the prices of these rooms are kept inversely proportional to customer demands which tend to be high for peak season and low for off-season. Hence, prices offered by OTA/aggregators are no different than the ones consumer can get if he/she goes to the hotel directly. With increased supply and heightened competition, commissions paid for bookings coming through OTAs are burning holes in the

“
Stringent clauses like Rate Parity that OTAs impose on the hotels are taking its toll
”

hoteliers' pockets. Moreover, the stringent clauses like Rate Parity that OTAs impose on the hotels are taking its toll. Overall, these conditions are posing harsh impact on hotel revenues. But keeping aside the fact that OTAs are costly partners for hotels, they still cannot be ignored considering their overarching reach and marketing might. Technology solution providers to the industry underscore this. In the end, online travel agencies cannot be treated as either friends or foes to the industry as both are somehow dependent on one another.



Dilip C Datwani
Senior VP
HRAWI

The growth of online platforms should be examined carefully. While they can bring benefits, there are pitfalls to the emergence of online platforms. Online platforms can rapidly scale. They tend to have small payrolls and are often less capital intensive than the business that they intermediate allowing them to achieve significant market power in short periods of time. It can also create a perverse situation where the business of providing a good or service is significantly less profitable than the business intermediating its sale. The market is dominated by a handful number of OTAs which are using their market share to charge unfairly high rates of commission from hotels, and to introduce one-sided agreements (rate parity clauses) which prevent hotels from charging less directly to a consumer.

OTAs are trying to escape accountability on the pretext that they do not come into the e-commerce policy as they do not mention the name of the service provider but the truth is that they do mention the names of the hotels on their websites. There are simple steps which can be taken to improve transparency in the online hotel booking

market: OTAs are currently engaging in numerous practices such as advertising false discounts, search results which are distorted by commercial factors rather than the best deal for the consumer, and hidden commission arrangements. Consumers are not aware, for example, a service that appears free in fact carries a hidden commission charge of somewhere between 15 to 30 per cent.

The basis for search rankings must be clearly presented. Consumers should be clear when hotels are being promoted through search rankings because higher commissions are being paid, or due to other non-price factors. Now a European Union Committee has come out with a lengthy report on what it calls "Online Platforms". The report is the end of an investigation on how the largest online platforms use their market power and whether the current regula-

“
OTAs are engaging in practices such as advertising false discounts
”

tory environment remains "fit for purpose". The crux of the matter is that OTAs have become a law unto their own, having too much power in their hands, be it the high commission charged, the manipulation of reviews, which has hit hoteliers under the belly. The need of the hour is that we the hoteliers, the travel trade have to come together to seek out a conducive environment to survive.

5
YEAR WARRANTY

interblocco
live-in furniture

Style & Comfort.. Brought home..



- QUALITY** | Interblocco furniture is made out of World Class Wicker source from **REHAU** (Germany) & **VIRO** (Indonesia).
- WEATHER RESISTANT** | Interblocco products are resistance against all weather conditions and UV Exposure.
- NO MAINTENANCE** | Interblocco products are no maintenance and are easy to clean using water and a brush.
- ENVIRONMENTALLY FRIENDLY** | Interblocco source fibers are 100% recyclable and free from toxins.
- 5 - YEAR WARRANTY** | Under normal conditions of use and maintenance Interblocco Furniture is covered by a 5-year Warranty against any manufacturing defect.



Our Prestigious Clients



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

Manufacturing Unit: 170, Sector 6, IMT Manesar, Gurgaon, Haryana - 122050 India phone: 0124 - 4367710 mobile: + 91 - 98103 - 44411, + 91 - 98110 - 62555
 email: rohit@interbloccofurniture.com website: www.interblocco.com
 Office: 23, M block, Greater Kailash Market, Part II, New Delhi 110 049 India mobile: +91 - 98111 - 42204 email: info@interbloccofurniture.com

OMICS

Kitchen, the food hub of the hotel or restaurant, remains vital for good food business. Innovative spaces, open kitchens, chef showmanship, ergonomics kitchen design, energy efficient equipments, automation in many aspects are all part of the new age trendy commercial kitchen. Experts share latest trends in commercial kitchens.

Kanchan Nath

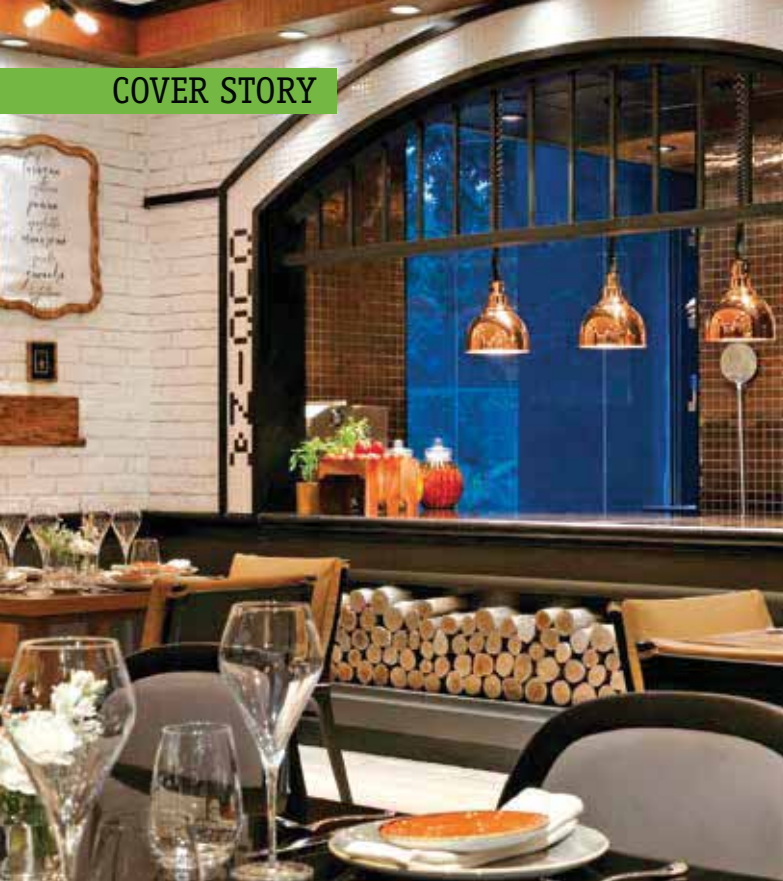
With global influences, consumer trends and eating habits are rapidly evolving. A kitchen needs to be multifunctional, equipped to provide multiple cuisines display kitchen equipment and mobile service equipment. Every hotel requires renovation in about five years, in such a scenario owners need to look for consultants who can provide cutting edge design solutions that help in the return on investment. Equipments need to be treated as assets, which will eventually help in recovering costs. Also since many independent restaurants are becoming popular across the country, hotel kitchens need to have smallest foot prints as food sales today have limited potential in most hotels. Drainage design is also critical as leakages in drains can lead to expensive shut downs.

To be at the pace of the new age dynamics of kitchen and scullery, hotel kitchens have also sought to practice a unique way through 'Live cooking stations' in terms of creating an aura of freshness, but the feasibility of this method is often doubted as they create a dent in profitability because of increased manpower and energy. Moreover, the Indian denizens have not truly incorporated an interactive culture, so an interactive kitchen, where the chef showcases a live example of the culinary skill, would not have many buyers. Food handling

needs a strong temperature control system for which ample attention has to be paid while designing.

A good kitchen space also has the responsibility of ensuring optimum use of waste management. The process to dispose refuse from the kitchen pipelines and treat it, has garnered immense awareness among the industry to procure the best of use of waste disposal. There are various ways to do it either with a garbage crusher underneath sinks that runs the waste through compactor. Gone are the days where kitchen spaces were just for residential purposes. The commercial kitchens are now sculpted aesthetically, as hotels now look at the commercial kitchens as a space that allows exotic cuisines to be nurtured efficiently.

These commercial kitchens require efficient exhaust and fresh air management. Earlier, the air cooling systems were installed in kitchens but this has been replaced through 'spot cooling system' of ventilation. In today's modern hotel kitchen the exhaust management is through a hood installed which also provides both ventilation and fresh air to keep the scullery cool. The food handling is a crucial component while structuring the kitchen spaces in restaurants, the food needs a strong temperature control system to retain its texture and freshness throughout the preparation of the dish.



M. Ram Vittal Rao

M. Ram Vittal Rao

Director, Vital Concept Design

FOOD AS AN EXPERIENCE

More guest interactions, artisan dishes involving the chef literally asking for a presentation of their creations like the presenter of a meeting room with the help of efficient and knowledgeable service associates/service staff. That would mean making the dishes precise. For example, just the right thickness of say, a chocolate shell which would melt on pouring the sauces on it. This makes it all the more important to have display kitchen equipment and mobile service equipment nearest to the guest for a holistic gastronomic experience.

BEAUTIFUL VENTILATED CEILINGS

As the kitchens become a part of the front of the house, the construction of ventilation hoods, and now gaining popularity, ventilated ceilings has come up. Ventilating ceilings, to be made of beautiful components and integrated lighting, even better culinary lighting highlighting each dish, so brightly that it's almost a performance in a theatre for the guest. These ventilated ceilings can be installed such that there are no views blocked by exhaust hoods. Demand-based exhaust using ventilated ceilings contribute to energy savings.

AVOID OVER DESIGN

Better technology sensing and modulating exhaust flows and supply air, based on infrared signatures from the heat generating cooking equipment. Controlling obnoxious food smells and avoiding the ventilation losses still remains a very coordinated

effort of all concerned. Designing as per actual capacities and avoiding over design is the best way to conserve energy.

NEW KITCHEN EQUIPMENTS

There are many ranging from processing, baking, confection, juice extracting, induction cooking, front cooking with inbuilt exhaust, ventilated ceiling, intelligent dishwashing, among others.

DESIGN SOLUTIONS FOR ROI

It's very important to hire the correct Hotel Operations Design Consultant who knows more than designing kitchens. These consultants should be able to provide out-of-the box cutting edge design solutions that help in the return on investment. The next thing is since selecting long lasting efficient equipment is a challenge in terms of a budget it's important that owners understand that these equipment be treated as an asset as it helps in recovering the costs due to its performance giving consistent results.

SAFETY AND FIRE PRECAUTION

Proper ventilation, air conditioning, anti slip and hygienic seamless flooring, hygienic seamless wall cladding, stainless steel false ceilings, eye wash and hand wash stations, fire detection and prevention linked to exhaust systems, smooth surfaces that do not cause injuries to associates working in these areas first-aid kits, fire safety blankets, gas leak detection systems and mobile high pressure cleaning units.

5 essentials for the new age kitchen

- Selection of domain knowledge consultants
- Better ergonomics
- Energy conservation
- Fire and life safety
- Space and equipment correctly sized

fresh[®]
PRODUCTS

*Innovative odour
control system*



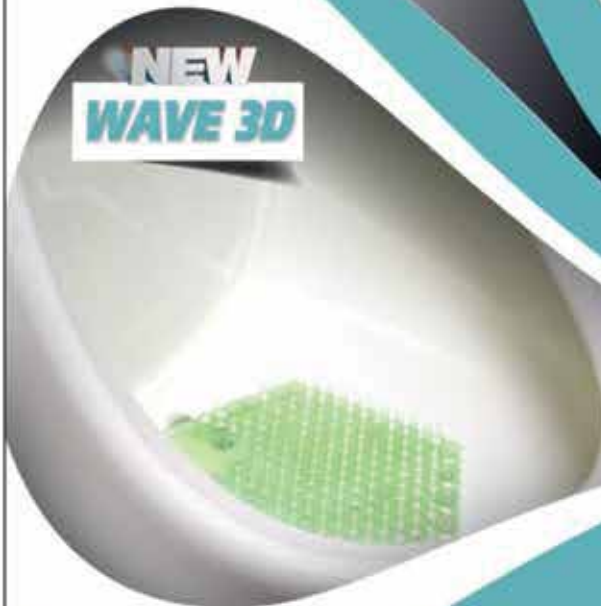
Made in USA.

swachh
BHARAT
Make India Clean

*Keeping the world smelling fresh
since 1971*



**NEW
WAVE 3D**



WAVE 1



WAVE 2.0



WAVE 3D

Authorized Agent:

Intercare[™]
KUWAIT • QATAR • INDIA

+91 11 2589 5155
+91 97 1117 9151
+91 97 1117 9153

admin.in@hygienewithintercare

www.hygienewithintercare.com

C-127, Naraina Industrial Area, Phase-1
New-Delhi, India 110028

Freshens restrooms for 30 days

Releases billions of optimized bacteria that eliminate odors at the source and clean the urinal instead of just masking smells.

Reduces splash and cleaning time

Long protrusions on top eliminate urine splash, keeping your floors dry and cut cleaning time in half.

Reminds you when to change it

Simply pull off the month & date tabs to set your replacement reminder.

Patented Performance

This patented urinal screen releases more than twice the active ingredients as look-alike screens over 30 days to keep the urinal and restroom smelling fresh.

Various Fragrances

Available in different fragrances to suit your demand.

Dealers enquiries are solicited in non-represented areas

Network
States

Gujrat Maharashtra Madhya Pradesh West Bengal Rajasthan
Kerala Utter Pradesh Delhi/NCR Haryana

Think-Hygiene.

www.think-hygiene.com



Sunil Khanna

Sunil Khanna

Principal Consultant and Partner, Hotelconsult Orient

SWIFT TURNAROUND OF ORDERS TO MAXIMISE SALES

The restaurant kitchens now, as a rule, are more hygienic; incorporate more and more food safety features and HACCP compliance. Restaurants want more reliable equipment, especially the kitchen refrigeration, and also faster turnaround of orders to maximise sales in view of soaring rentals. There is also a need for smaller footprints of kitchens yet higher volume of food production than ever before. Drainage design is also critical as restaurants are mostly located above shops or other spaces and leakages in drains can lead to expensive shut downs.

SHOW KITCHENS PLACE BURDEN ON AC

Kitchen ventilation is extremely important as they now require safe temperatures due to FSSAI requirements. Show kitchens also place an extra burden on air conditioning. Cold sections need to have temperatures as low as 18 degrees celsius, whereas, hot kitchens need to maintain 28 degrees celsius. Kitchen ventilation also affects fire safety as cooking appliances and hoods need to be kept at safe temperatures besides being a major factor for employee retention as high temperatures in kitchens can be hazardous to employee health and productivity.

ENERGY SAVING TECH-TRENDS

Combi ovens, efficient kitchen refrigeration, efficient

braising and boiling pans and low BTU (British Thermal Unit) griddles are some of the options besides correct sizing and design of open flame burners.

NEW KITCHEN EQUIPMENTS

Combi ovens, salamanders with moving heads, less heat generating appliances, broilers, flexible cooking stations and efficient refrigerators seem to be the current favourites of chefs.

REFURBISHMENT AND RENOVATION

First, they should be looking at an ideal design of kitchen. Time taken for the renovation should be minimised and should be of a fixed duration so as not to lose customers, especially if restaurant needs to be shut down for a while. Renovation should be started only once the FOH and BOH areas are designed to the minutest details and all vendors and purchase orders are ready and signed up.

SAFETY AND FIRE PRECAUTION

Nowadays, most restaurants are going for automatic kitchen fire suppression systems like Ansul Piranha and R 102 kitchen fire suppression systems, gas leakage detection and signalling systems, clean agent protection of electric panels and efficient HVAC systems. Continuous staff training and alertness is important with high ceilings and built in safety and safe egress paths are other important requirements.

5 essentials for the new-age kitchen

- Efficient over the entire life of restaurant
- Efficient use of space
- Energy efficiency
- Optimised cost
- Chef friendly design



Chill with Elan

Complete solution for Horeca & Retail Refrigerations



Customer Care : 011-32902532 • Email : elancare@elanpro.net • Enquiry : 011-3130 3166, 080-4163 8274
• Email : enquiry@elanpro.net • Facebook : www.facebook.com/elanprogroup • Website : www.elanpro.net



Rajat Rialch

5 essentials for the new-age kitchen

- Less manpower
- Optimal and multiple use of equipment
- Think whatever can be out-sourced, please outsource
- Think that future chefs are not going to work – in 40 degree and age old equipment so design and atmosphere has to be world standard
- Energy cost which were 5 per cent are now as high as 13 per cent so make sure you take care of energy

Rajat Rialch

Principal Consultant, HPG Consulting

LIVE COOKING STATIONS IN RESTAURANTS

Live cooking stations come with their own pros and cons, on one side they add lot of value in terms of creating an aura of freshness and on other side they create a lot of dent in the bottom-line of profitability because of increase in manpower and energy. Of course they increase the revenues but the question is do they increase profits? It is very difficult to say if they really increase profits, they may or may not. Moreover Indians per say are not interactive in nature so my point is that whatever we end up doing in interactive kitchens the percentage of people who really interact is very small.

SUSTAINABLE KITCHENS

Go for a design which requires less manpower, low operational costs through low energy and take care of waste. If we use equipment which is low in water and energy consumption and can create a design which is more mechanical in nature then increasing human manpower, I think automatically the design becomes sustainable



TREATING REFUSE FROM KITCHEN PIPELINES

A lot can be done to ensure refuse from kitchen pipelines is treated before being dispelled. There are various ways to do it. You put up a garbage crusher underneath sinks and run thru this waste through compactor. You can also create a centralised vaccum system for collection of waste and this waste can be treated. Organic waste being generated can be made manure through garbage composting machines.





Radha Enterprises

(A Complete Range of Fabrics)

www.radhalinen.com



- ▶ Bed Sheets
- ▶ Duvets & Comforters
- ▶ Bath Robes
- ▶ Pillows, Cushions & Bolsters
- ▶ Bed Runners
- ▶ Banqueting Fabrics
- ▶ Towels
- ▶ Hospital Fabrics
- ▶ Hostel Fabrics



Administrative Office : Modi Bhawan, Gole Market, Hapur-245101 (U.P)

Registered Office : Bazar Bazaza, Hapur-245101 (U.P)

Contact:

Mr. Sanjeev Agarwal

9412220250, 8958208022, 0122-2310280

radhaenterpriseshapur@gmail.com



Hotel Shakti Continental, Angul (Odisha)



Hotel Shakti Continental, Angul (Odisha)



Vinod Kaul

Vinod Kaul

Chief Advisor, Culinary & Hospitality Services

SCULPT YOUR KITCHEN

Modern commercial kitchen design must have the latest updated machinery and equipments, modular designs, and proper ventilation systems. Commercial kitchen must be aesthetically designed and should have ample working space and back-up working area. Ideally kitchen space is one-third of the total area of a standalone restaurant. Presently, commercial kitchens are designed according to the menu and cuisine to be served in the restaurant or hotel. It has to be divided section-wise, with separate storage and cooking batteries depending on the type of cuisine. Keen attention should be given to the flooring as well. To make kitchen floors non-slippery, kota stones, anti-skid, epoxy floor coating is used in commercial kitchens these days. Restaurants and hotels must also maintain international standards and HACCP compliance for food safety.

SPOT COOLING SYSTEM

Commercial kitchens require both excellent exhaust systems and fresh air systems. Earlier, air cooling systems were installed in kitchens but this has been replaced by Spot Cooling System of ventilation. Each cooking system has a hood installed overhead which provides both ventilation and fresh air to keep the kitchen cool. Food handling needs a strong temperature control system for which ample attention has to be paid while designing. The garde manger (cool, well-ventilated area where cold dishes such as salads, hors d'œuvres, appetizers, canapés, pâtés and terrines are stored) should have proper air conditioning in hotels and restaurants.

HIGH-EFFICIENCY HOODS

From sensor-activated lights that illuminate the kitchen only when required, to meat thermometers, modern-day kitchen equipments have moved from cumbersome, energy consuming giants to smart

eco-friendly devices. Food service facilities have high energy consumption with equipment and commercial kitchen ventilation (CKV) being the primary energy consumers in a restaurant. The first step in reducing energy consumption is designing high-efficiency hoods with low capture and containment (C&C) airflow rate. Cooking equipments also come with timers, unlike manually operated ones which earlier did not have an auto cut system. Timer equipments, LED lighting system, auto-cut equipments help save and conserve energy. Using glass chillers increases the shelf-life of food and saves a lot of time too.

EFFICACY IN KITCHEN

Modern butchery equipments such as automatic machines for meat cutting and multi-cooking, rational combination ovens are a must-have for every chef today.

REFURBISHMENT AND RENOVATION

Primary importance should be given to adequate and sufficient space for any commercial kitchen. Hire professional consultants to ensure all refurbishment is done as per industry standards and in accordance with the menu planning. For instance, if the restaurant serves Teppanyaki, then the kitchen equipments have to be in adherence to the requirements of the type of cuisine. Also, give importance to proper ventilation, safety and fire preventive systems.

FIRE SUPPRESSION SYSTEMS

Ansul's commercial kitchen hood system, and fire suppression system are absolutely necessary in a modern day kitchen. There should be ample storage space to avoid any clutter and damage. A kitchen should be installed with fire suppression systems, extinguishers, and the staff must be given basic fire training to prevent any untoward incident. Emphasis should also be laid on proper drainage systems.

5 essentials for the new-age kitchen

- Employ equipments as per menu design
- Food safety compliance with international standards such as HACCP & ISO
- Modern, upgraded ventilation systems
- Fire preventive systems
- Accident-free and spacious work area

Chef Vishal Atreya

Executive Chef, JW Marriott Mumbai Sahar

TRENDS IN KITCHEN DESIGN

Modular and open kitchens are the latest trends in the kitchen innovations industry. Adequate ventilation is a must for optimising the effective life of all equipments in a hotel kitchen. More so, it is even more important for food safety.

TECH-TRENDS

Sensor controlled water dispensers, pressure fryers, combination ovens, insulated holding cabinets, to name a few.

REFURBISHMENT AND RENOVATION

The stress should be not on saving money

now, rather the focus should be invested in design and smart equipments that can facilitate savings over a longer period of time. It is good to invest once and keep saving later, rather that save once and keep investing later. Professional help should be sought to deliver this objective.

SAFETY AND FIRE PRECAUTION FOR KITCHENS

Ansul fire system, heat sensitive water sprinkler, smoke detectors, fire resistant structure and heat resistant equipments are the best safety and fire precautions measures taken to keep the kitchen and its appliances safe.



Chef Vishal Atreya

5 essentials for the new-age kitchen

- Ergonomic design
- Smart and efficient equipment
- Correct ventilation
- Fire and life safety
- Food safety and hygiene





Chef Sabyasachi Gorai

Chef Sabyasachi Gorai

Director, Fabrica

LIVE COOKING STATIONS

Live Cooking Stations add a certain degree of appeal to the restaurant set-up. It is satisfying and comforting for the diners to watch the freshest of ingredients being used to cook what they have ordered and then binge on it. Such a set-up is more feasible in a hotel than a restaurant. Also one should understand that a live cooking station needs to have a strong coordination for the ingredients and utensils. Diners tend to pay much more attention to a live kitchen in terms of noticing the cleanliness and hygiene of the counter. The interaction factor in it definitely helps increase the revenues to a certain extent.

SUSTAINABLE KITCHENS

Sustainability is crucial when it comes to the kitchen, as it helps increase the life of the equipments and minimises the damage and losses incurred. There are certain ways in which hoteliers and restaurateurs can attain this. First step would be to educate the staff regarding the importance of hygiene. Also try to avoid taking impulse decisions while designing and conceptualising a kitchen and while purchasing kitchen equipment.

MOTORISED GRINDER AND GREASE TRAP

Installing motorised grinder and using a grease trap do the trick these days. The motorised grinders prevent the clogging of the drainage system as it churns the waste out. The grease trap on the other hand ensures that clean water is dispensed and this also helps increase the life of the pipelines and the drainage system.

FUNCTIONAL DESIGNS FOR KITCHENS

Linear Kitchen Designs, Modular Kitchens, one should make sure that the entry and exit of the kitchen should be separate. A maintained stewarding area makes the cut.

TRAINING STAFF

The staff should be well versed with the costing that fluctuates due to wastage or misuse. Personal hygiene is the start point which goes till educating them and giving handy tips like to keep the ovens in a static condition. Also to ensure that the staff learns about the damage that steam, chemicals and carbon do to the kitchen.

5 essentials for the new-age kitchen

- Sprinklers
- Combi oven
- Vaccumizer
- High power kitchen exhaust
- An effective kitchen drain



Platinum Bed™

For perfect sleep



Designed For a
Luxurious and Comfortable
Good Night's sleep

Premium Mattresses & Accessories

Platinum Bed International
New Delhi

For Business Enquiry, Contact Arun Pandita: +91 9818324109
Tel.: 011-65159991, Email: info@platinumbed.com
Website: www.platinumbed.com



Mint Hotels & Restaurants Consultancy

Minting efficiency in hotel F&B facilities, Mint Hotels & Restaurants Consultancy envisions solutions for garnering optimum hospitality.

Mint Hotels & Restaurants Consultancy was established in 2009 with a vision to create efficient and world class kitchens, F&B concepts and provide turn-key services for hotels and restaurants. **Arun Chanda**, who is the Founder Director of this company, has a cumulative experience of more than two decades in the 5-star space, flight kitchens, stand-alone restaurant brands and banquets. Mint works with upcoming F&B brands right from fuelling the concept, throughout and continuously providing effective solutions to every aspect of the client's needs, till the successful launch of the brand. Mint is a well-respected and admired organisation with a track record of brilliant F&B, integrity, diligence and timely project deliveries.

SERVICES ON OFFER

Team Mint comprises, qualified and dynamic professionals with varied experiences in the F&B industry, and specialised technical associates and partners in all core areas of hospitality, while providing a 360-degree solution for hotel F&B facilities.

TRENDS IN COMMERCIAL HOTEL KITCHENS

Smaller compact kitchens with higher efficiency, us-



Arun Chanda, Founder Director
Mint Hotels & Restaurants Consultancy, New Delhi

ing multifunctional and energy efficient equipments, for speedy food production and consistency, is the new trend in modern kitchen designs.



Conceptualisation, Menu Development & Engineering, Kitchen & Bar Designs, HR Solutions, Training, Branding & Communication Strategy, Launch & Post Launch Support



Arun Chanda
(Delhi)



Satya
(Delhi)



Kunal Sarkar
(Bangalore)



Deepa V.
(Pune)



Santanu
(Kolkata)



Sachin Agarwal
(Bhopal)



360° Hospitality Consultancy

You dream, we deliver.

Corporate Office: G 1288, LGF, C.R.Park, New Delhi 110019.

New Delhi: +91 9717445544 Bangalore: +91 9739878976

Pune: + 91 9822752725 Kolkata: +91 9831037970

Bhopal: +91 8889400770

www.mint-hrc.com mint.hrc

2016: So far, it's looking good!

Kanchan Nath

“The ‘Make in India’ campaign has visibly driven foreign investments across a gamut of sectors resulting in a steady increase in corporate travel”



Manu Sharma
GM, Vivanta by Taj –
Gurgaon

GURUGRAM REMAINS A BUOYANT MARKET

The Indian hospitality industry is moving into an exciting phase. The ‘Make in India’ campaign has visibly driven foreign investments across a gamut of sectors resulting in a steady increase

in corporate travel. Most major cities have, as a result, seen a growth in both volumes and consumer spends. Gurugram is, and will continue to be, one of the most buoyant markets in the country. We have entered into our fourth year of operations. With an average occupancy better than last year and ADRs moving upwards. While the monsoon is leaner than summers for this market, we have planned

a bunch of eclectic initiatives to drive business for the hotel. Our activities are customer-centric and are created to cater to various market segments. Our ‘Weekend Wellness’ offer, for example, is a rejuvenating spa-based staycation package that targets the local consumer during lean weekends while our ‘Suite Celebrations’ offer is designed for those with a higher propensity to spend.



“The hotel has also witnessed a remarkable growth in transient corporate travellers which is a direct result of increasing business in Manesar”



Roger Wright
General Manager
Hyatt Regency
Gurgaon

GROWTH IN TRANSIENT CORPORATE TRAVELLERS

There has been a significant boost in business travel and

the increase in occupancies in multiple markets is testimony to this fact. The main contributing factor is the considerable rise in businesses related to Meetings, Incentives, Conventions and Exhibitions (MICE).

The Hyatt Regency Gurgaon has witnessed a remarkable growth in transient corporate travellers which is a direct result of increasing business in Manesar. In order to cater to the discerning business traveller, Hyatt Regency Gurgaon is soon launching its Regency Club which offers a host of services and benefits.

The Regency Club offers additional benefits of airport transfers, cocktail hours, higher

room category and exclusive use of the Regency Club lounge for frequent stayers and corporate travellers. The hotel has many attractive offers for the weekend staycation and upcoming holiday season. Post monsoon also marks the beginning of peak season for the hotel industry with a considerable increase in the number of tourist arrivals, weddings, annual corporate events and international conferences.

The hotel with its large event spaces and vibrant restaurant and bar is the ideal choice to host these events with the support of our experienced and detailed event planners and associates.



Barun Gupta
Account Director
(Global Sales),
Starwood Sales
Organisation, Starwood
Hotels and Resorts

MARKET IS BULLISH

The rooms are increasing year-on-year, but we have been able to save the revenue. Revenue has not gone down, it is increasing.

ADRs has taken a hit but at the same time, they are stable. Market has become stable as compared to 2015. Market is bullish, it is increasing and it's going to increase further with a whole lot of new MICE movements that are going to come in, generated by the local corporate and a lot of social groups.

A lot of foreign travel is also happening at the corporate level, at the mid-segment and at the senior levels. Internationally this year is a fantastic one, both in terms of MICE and FITs. A lot of holidays have been booked for the holiday season. There are a lot of big ticket MICE movements that have happened in places like Bali this year. There is a lot of moment that I can see in terms of Central Asia, like Kazakhstan, where there are a whole lot of



Indian tourists who are visiting. There is a good traffic that has gone to Europe this year. Overall, this is a very good year for the India travel trade. Also, in terms of domestic market, it has increased.

The rest of the year is likely to be more bullish, for the next season, our hotel rooms have already filled up with a lot of MICE movements. Revenues will increase in terms of F&B. I foresee that 2016 will be a fantastic year compared to 2014 and 2015. ADRs will remain the same, but we foresee that the revenue will increase in terms of F&B, as also in terms of other sources. Big MICE movements are likely to be in Delhi, Mumbai, Chennai, Bengaluru; Kolkatta is in buzz this year, because there are a whole lot of medical conferences lined up this year. Lot many hotels are opening up in Kolkata this year. People are moving all across SE Asia, Bali and Dubai will be the biggest beneficiary this year.

“Overall this is a very good year for the India travel trade. Also, in terms of domestic market, it has increased”



Sunder Advani
CMD, Advani Hotels
and Resorts (India)

GOOD SIX MONTHS

It has been a very good six months in 2016; our hotel sales have gone up by 10 per cent in these last six months itself compared to last year. I would say that it has been unusually good. The reason I feel is that because of the issues abroad, people feel that it is safer to stay in India and holiday here.

I also feel there is more income, spending power and that has also helped a lot of the hotels. I think all hotels have

“Because of the issues abroad, people feel that it is safer to stay in India and holiday here instead of going overseas”

packages for the monsoons and more people are travelling and it's a good thing for the industry. MICE has also done extremely well.

“The expanding middle class and rising incomes have given rise to a breed of travellers who are looking to holiday frequently and seeking quality accommodation at value rates”



Anil Madhok
MD, Sarovar Hotels and Resorts

FOCUS HAS BEEN ON QUALITY MID-SCALE HOTELS

Growth has definitely been on an upward curve. With the economic and business environment on a growth trajectory, there was greater movement in corporate travel and MICE business as



well. The expanding middle class and rising incomes have given rise to a breed of travellers who are looking to holiday frequently and seeking quality accommodation at value rates. The focus has been on quality mid-scale hotels.

This growth in this segment and the market need is validated by

destinations and opened Kalyan Homestay in Vandalur-Chennai and Seyfert Sarovar Portico.

Sarovar also became the early bird to set footprints in one of the world’s youngest country, the Republic of South Sudan taking over the management of a hotel in Juba which has now been rebranded as The Panorama



the various developments in this category by various groups and investments being made. Leisure travel has also seen growth. FTAs have increased steadily, and so has the domestic travel leading to a satisfactory growth registration. Sarovar has had a good year so far. We expanded to newer

Sarovar Portico, Juba. With this we have now four operational hotels in the African region.

Our leisure as well as business hotels have done good business with good occupancy rates. ARR and RevPAR have been stable and met the demand rates.

“Hospitality has done well in the first six months of 2016. There has been a good stable occupancy throughout Delhi and NCR”



Rajindera Kumar
EC Member, FHRAI

OCCUPANCIES REMAIN STABLE IN NCR

I think despite the room inventory which has become enormous, hospitality has done well in the first six months of 2016. This is due to some conferences that came along. There has been a good stable occupancy throughout Delhi and NCR.

However over the weekends, it tends to drop. Now with

the holidays on, the corporate and the other people are not travelling much, so we are seeing a little drop in the occupancies. We are hopeful that September, October should look up.

I feel more charters from international countries should be brought in to increase tourism. Occupants should be only tourists and they should be well treated and well received with special fares.



Aashish Vyas
GM, Four Points by
Sheraton, Jaipur

NATIONWIDE HOSPITALITY SEGMENT UPBEAT

Coming to the micro level, January, February, March and April have been phenomenally good for Jaipur, reason being that we had an influx of everything put together, we had inbound coming in, we had MICE, we had weddings happening.

We had a number of large scale, all India level conferences

happening. Another impetus that has taken place in Jaipur is that there are now a lot of international experiential events, such as the Jaipur Literature Festival, The Jaipur Art Festival, for the first time ever there was the Jaipur Theatre Festival, where a lot of artists were present. The current chief minister has also made a lot of changes; she started night tourism, sound and light shows. Another thing that is slowly working out for Jaipur is that you now have many international flights going from there. Spice Jet is doing Jaipur-Dubai. Etihad is doing Jaipur-AbuDhabi. Air India is doing Jaipur-Sharjah.

Many hotels are lined up to open in Jaipur in 2017. So 2016 is one year that most Jaipur hotels will make a decent amount of money. Maintain ARR and do high level of RevPAR. However, May was not very good for most hotels, but June somehow has been a surprise month for most people in terms of room sales, it has been well cushioned for

us. Most hotels are sitting at the occupancy of 55 to 60 per cent compared to last year where they were at 48 per cent. Nationwide, the hospitality segment is a little upbeat because of the FDI that is coming in, thanks to Modi's trips. Representation of India in bigger economies is also having a little effect in people coming back and travelling back for investment in the country.

This is helping the corporate sector. There have been some big ticket investments in some start-ups in India. With the RBI Governor moving out, markets have been a little volatile. Overall, I think it's still not bad.

In August, there are the two long Independence Day and Janamashtami weekends. We do already foresee better weekend travel and we are out with packages in the market – mostly as, buy two nights and get one free. Our hotel packages are really good value for money. Overall the mood is very upbeat, as the countryside gets greener.

“
In June, most hotels are sitting at the occupancy of 55 to 60% compared to last year where they were at 48%
”





Capturing the scarcity value of water

Knowledge can be communicated but not wisdom - Hermann Hesse



Niranjan Khatri

“ Nature took thousands of years to let water seep down and fill up underground aquifers and we have depleted them in 70 years ”

Geographically, India receives converse levels of precipitation. Cherrapunji, also called the wettest place on planet earth receives as much as 19,000 mm while Churu district in Rajasthan with recorded rainfall as low as 200 mm. Therefore, the realisation of inadequacy is highly unequal among us today.

Although rainfall is a lifesaver for countless regions in India, it is still difficult to capture all of it. Eventually water finds its way to the lowest point and disappears to the nearest stream, river and sea. Only 20 per cent of water finds its way into the underground aquifers. The discharge rate is more than recharge rate, like an overdraft. This kind of deficit is unacceptable in the business world, yet the corporates world over have not fully comprehended the importance of treating water like gold or diamonds, which have no value of slaking human thirst.

Nature took thousands of years to let water seep down and fill up underground aquifers and we have depleted them in a short span of 70 years, thanks to our pumping technology. In financial parlance, this kind of behaviour will be termed as fiduciary irresponsibility.

INDIA TAP-DANCING ON THIN ICE

The total water availability has come down per capita availability from 6 lakh litres in 1947 to 1.5 lakh litres currently.

Today, almost 80 per cent of india's surface water is polluted as per an assessment by WaterAid, an international organisation working for water sanitation and hygiene. The study also shows that domestic and industrial sewage disposal into our water bodies has doubled over the last few decades. Our rivers are dumped with garbage, untreated sewage and hazardous chemicals with gay abandon.

LEARNINGS FOR STAKEHOLDERS

Water Management needs to be a top priority action item as opposed to being a critical concern only during the worst droughts. When the monsoons release their bounty of life giving nectar, in our collective amnesia we will forget entirely about water management. How can we change that?

Civil society - Thanks to the drought, people have started to talk about water concerns. These



concerns need to be translated into action for making water minimalism an active part of our daily lives. Whether its tightening a leaking tap or using buckets instead of piped water,



individual and collective behaviour change will happen only with more awareness and information sharing.

Hotels & Restaurants - Hotels need to relook their service design collectively with wisdom and foresight as opposed to short term opportunities. Water efficiency is quickly becoming a problem area for hotels in most Indian cities. Countless 4 and 5-star hotels in Bangalore meet their water needs with transported water from other areas via tankers. In most cases, this accounts for a huge portion of the hotel's bottom line.

One such hotel in Bangalore consumes close to 30 lakh litres of water in a month. Focusing on water efficiency will help reduce this need by nearly 50 per cent. This is not only a huge water saving, but also a monetary one. A hotel spends on water twice, once to buy water and again to treat the used water. This said, it only makes business sense for hotels to look at water conservation as a saving opportunity. Along with reducing the spend on water, this will also bring down overall energy by reducing the energy needed to pump the same water upwards.

Government - Water is going to be a show stopper for growth unless policy enters the perceptual arena of all industries including agriculture which consumes 85 per cent of water alone.

It is suggested to the Government of India to start the Bureau of Water Efficiency on the lines of the existing Bureau of Energy Efficiency.

This will make annual water auditing compulsory for all industries with a directive of showing declining consumption annually. Industries that have already embarked on this journey will have a slightly different criteria

which can be articulated through stakeholder engagement. Water footprint calculation, analysis and reporting will become a norm for all sectors and industries. Goal setting will be made possible with country wide level data of water productivity per tonne of water used.

CALL FOR CHANGE

In the olden days there was unwritten rule that even during wars, water bodies will not be poisoned by the warring parties. Nowadays without waging a war within countries the so called modernised civilisation is deliberately, knowingly and unflinchingly poisoning its water sources on a breathtaking scale as never imagined before.

The chief players in this game of self-compromising is the farming sector, where excessive amounts of chemical fertilisers and pesticides are used to enhance productivity and in bargain, compromising the ground water alongside the industrial sectors where effluent discharge is released without treatment by many stakeholders.

One is hoping that recent droughts have been a wakeup call for all stakeholders to use water judiciously. This dream can only be actualised by properly pricing water for those who have paying capacity and imparting best water practices for the farming sector.

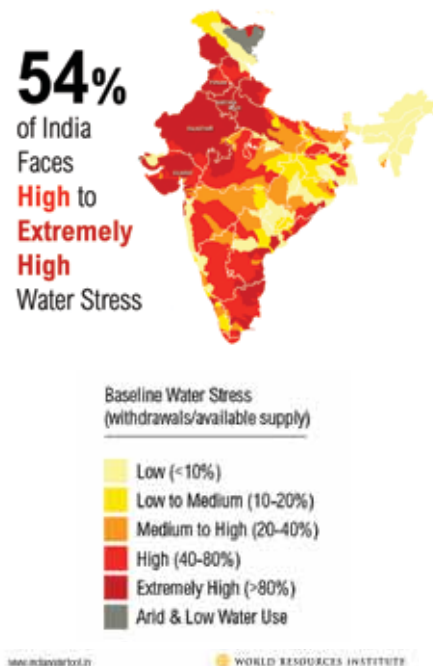
The above step alone will help the country to work towards drought proofing India and ensure a sustainable growth of seven per cent otherwise such plans will be halted by nature. I can say this with confidence as I experienced severe water crisis in Andaman & Nicobar islands in 1990. During this period one deployed all measures to insulate the hotel by using seawater for flushing, rainwater for drinking needs and dug a well to harvest rainwater for gardening. We did not know at that time that we had started implementing demand side management as opposed to supply wise management of water.

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



Sriram Kuchimanchi

“Concerns need to be translated into action for making water minimalism an active part of our daily lives”



The Asian traveller comes of age

Amitabh Kant, CEO, NITI Aayog, Government of India, takes a holistic viewpoint on the status of tourism in India.

Kanchan Nath

Talking about how critical tourism is for the country, Amitabh Kant, CEO, NITI Aayog, Government of India, at a public forum, said, "Quite often the travel tourism industry looks at tourism in isolation and it is very important to understand that tourism is essentially a 'civilisation' issue. Tourism will grow and expand in India, if India continues to grow and expand. It's important that India grows at nine to ten per cent per annum, year-after-year."

FDI GROWS BY 50 PER CENT

Deliberating on ease of doing business, he said, "In the last 68 years, we have made India a very difficult and complicated place to do business. We need to make India a simple and easy place to do business in. We have brought in a vast number of rules, regulations, procedures which we need to scrap. I think some of these things we seem to be doing in a big way. With this, we have made India easy and simple and jumped up 12 positions in the ease of doing business. On the Foreign Direct Investment (FDI) front India has grown by almost 50 per cent in FDI as compared to a point where

there has been a decline of about 16 per cent across the world."

SAY NO TO 'MASS TOURISM'

The world of travel and tourism itself is going through many radical changes. Concentrating



Mass tourism has destroyed destinations, invaded destinations and countries and it is very important for India to understand this. India should focus on value and not numbers



on one essential aspect of this he said, "Mass tourism has destroyed destinations, invaded destinations and countries and it is very important for India to understand this. India should never focus on numbers. The focus should be on value. India should not



be a mass tourism country. India's focus should be on up market, high-value, experiential tourism."

Reiterating the fact that India is a long-haul destination, he said, "One should understand why India is different from the rest of the world. India is different because it is a long haul destination. Travellers in Europe move from one country to another in one day, two days. These remain short-haul destinations which can be visited by car or train. Travel across the world is regional in nature, except in South Asia. South Asia is not a regional game of tourism and therefore in India's case it's a long-haul destination. Around 97.4 per cent of our tourists come by air. So an open sky policy is required for the growth of tourism in India."

RISE OF THE ASIAN TRAVELLER

Talking about the changing traveller, he said, "In the past, tourism was a function of how the Americans and Europeans were travelling. All the leading hotel chains of the world were run by people emerging from Swiss hotel schools. In the last decade there has been a radical change. We have suddenly witnessed the rise of the Asian traveller. We have seen 14 million travellers from India and 100 million from China.

Actually there is a new bunch of travellers moving across the world. These countries are witnessing a huge rise of the urban middle class who are crossing their boundaries to see different parts of the world. It is important to cater to that traveller. You will now find many Asian managers manning hotel chains abroad."

He added, "Also urbanisation is going to happen in India. Urbanisation has ended across America. It's ended across Europe and is nearing its completion in China. It's just begun in India. In the next four to five decades we will see 700 million people get into the process of urbanisation. These people who get into the process of urbanisation are going to travel."

6 C'S OF TOURISM

- **Open up Civil Aviation in a dramatic manner**
- **Civic Governance**
- **Completely new Communications strategy. Aggressive high value campaign to promote India across the world**
- **Consistency of policies, tax policies, not about luxury but job creation**
- **Capacity building, allow a lot of experiential products to happen, particularly rural tourism**
- **Community participation. Competition among states on tourism**

EXPERIENTIAL TOURISM

Talking about the huge rise in experiential tourism, he said, "Today's traveller is not about visiting cities, he is about experiential tourism. He wants to see India as it exists, in its natural state. Therefore you need to provide him a local authentic experience of India."

He added, "It's important that we understand that this distribution channel has changed and therefore technology has become a key driver for growth. Also human resource development is critical. In the travel and tourism industry we need about 78 per cent people who are skilled and only 22 per cent managers. But in India we do just the reverse, we produce 80 per cent managers and only 20 per cent skill. We need a complete radical restructuring of the HRD system in the travel and tourism sector in India."

Talking about the scope of Indians getting employment abroad, he said, "As Asian travellers are going to travel across the world. You need many more managers from India to go across the world and manage the different hotels abroad and this is increasingly happening. You will suddenly see Asian managers managing many of the hotels abroad."



Cremica targets expansion of 1.2 lakh retail outlets by 2020

Cremica has been able to sustain a growth of 35 per cent in FY 2014-15. They have an aggressive expansion plan for the future. **Akshay Bector**, CMD, Cremica Food Industries tells us more.



Akshay Bector



WHICH ARE THE PRODUCTS THAT CREMICA OFFERS TO THE HOTEL AND RESTAURANT INDUSTRY?

Cremica Food is known for its unique recipes, health oriented ingredients and state-of-the art quality controls and standards. Known for product innovations as well as offering customised and localised food products, we have an extensive product range including Indian gravies and

curries, tomato ketchup, sauces, mayonnaise, bread spreads, salad dressings, syrups and dessert toppings, which we offer to HORECA industry.

WHICH OF YOUR PRODUCT BRANDS IS THE GROWTH DRIVER FOR THE COMPANY?

Consistency in taste and quality offerings gives us an edge in the industry. Also, we have been known for our innovative

offerings. We understand the palate of our consumers like no one and that's how we offer altogether a wide range of exclusive offerings.

WHAT ARE YOUR EXPANSION PLANS AND DISTRIBUTION SCALE IN INDIA? HOW RELEVANT HAS E-RETAIL BECOME?

We are planning to cover about 1,20,000 retail outlets by the end of 2020. We are observing a rise



of e-retail in the country. Though there is a long way to go for them to become a habit for an average Indian household.

WHAT ARE YOUR MARKETING AND BRANDING STRATEGIES FOR TIER III AND TIER IV CITIES OF INDIA?

We are creating new markets by regular innovation and support. We train our customers to maintain hygiene and quality in their offerings. Developing recipes according to the local palate is what we are always known for.

CAN YOU ENLIGHTEN ABOUT THE CONSUMER TRENDS IN THE CATEGORY OF THE PRODUCTS THAT YOU OFFER?

Consumers are more sensible nowadays. They prefer picking up right taste and quality; choosing value for money is becoming secondary. Everyone has their own choice and palate. Thus, there is a lot scope of innovation and offerings.

WHAT HAS BEEN THE GROWTH IN THE LAST SIX MONTHS OF 2016, VIS-A-VIS 2015? WHAT'S THE AGENDA FOR 2017?

We have been able to sustain a growth of 35 per cent in FY 2014-15. We have an aggressive expansion plan for the future. We have taken a target to expand Cremica's presence in across 1.2

lakh retail outlets by the end of FY 2020.

WHAT ARE THE TRENDS IN THE PROCESSED FOODS SEGMENT ACROSS INDIA?

The market is expanding tremendously. With the reforms in terms of trade and ease of entrance in the market, competition has also intensified. The category overall is growing at a fast pace.



Let the Skin Sip WINE

Wine as a therapy has long been an indulgence of the royals. Scientists validated it later, and now, Woo Wellness and Spa at Pullman and Novotel New Delhi Aerocity has put forth an entire ritual, a soothing Vino therapy that ends with a glass of wine. In a casual interview, **Ram Chatterjee**, Director of Spa, Pullman Novotel New Delhi Aerocity talks about the same and more.





Good wine is not just limited to the bar at the Pullman & Novotel New Delhi Aerocity as Woo Wellness & Spa introduces a 90-minutes VINO therapy treatment where your skin gets to sip some wine too! The advantage of using wine in therapy is that it is a powerful antioxidant which acts as a free radical scavenger – defending the skin, promoting tissue elasticity and thereby creating a more youthful appearance

KINDLY TELL US A BIT ABOUT VINO THERAPY.

Vino therapy is the wine treatment which makes use of grape and the wine extracts to provide effective skincare treatments, with anti-ageing action. It helps to fight the signs of aging, cleans and improves skin tone; makes your skin soft and radiant, removes dead skin and improves blood circulation.

CONSIDERING IT'S BEEN INTRODUCED SINCE THE LAST TWO MONTHS, HOW HAVE GUESTS RESPONDED? WHAT ARE THE PRICES OFFERED?

So far we had a very good response from the guest. Guests are open these days to try and experience the same and are happy to see the results. What they like the most is getting the body exfoliate and relaxing massage together. And we have this treatment at two prices, 90 min at ₹ 6,999.00 plus taxes and 150 min at ₹ 8,999.00 plus taxes which makes easier for the guest to choose base on their preference.

WHAT KIND OF OFFERS DO YOU HAVE FOR DAY-GUESTS?

We have a wide range of treatments to offer for different guest for different purpose. Such as body treatments, face treatments, express services for transit guest and packages for spa lovers.

WHAT ARE THE INGREDIENTS USED IN THE THERAPIES? FROM WHERE DO YOU SOURCE YOUR INGREDIENTS?

We are using Phytomer and Kama products. Phytomer is from a French-based company which

consists of marine-based ingredients whereas Kama is an 100 per cent vegetarian ayurvedic product.

BEING PART OF AEROCITY, WHAT ARE THE SPA OFFERINGS THAT YOU HAVE FOR TRANSIT PASSENGERS?

For transit guests, we have 20-45 minutes of relaxing 'express foot massage' or 'back and shoulder massage'.

WHAT ARE NEW AND EMERGING TRENDS IN WELLNESS AND SPA INDUSTRY IN INDIA?

India has a major contribution in wellness and spa, as seen from history, such as yoga, meditation and ayurveda, and nowadays activities such as family wellness outing, kids activities, wellness superfoods, sports fitness, aerobics and of course spa treatments contribute to a better lifestyle. Guests have started spending time and energy on wellness issues and take interest to listen and understand their body needs. They are now keen on consultation and taking advice of a senior ayurvedic doctors or meeting senior therapists.

HOW IS THIS INDUSTRY GROWING IN THE COUNTRY?

Industry is growing and guests have started noticing the benefits obtained by the services, hence, there is a demand for the same. The future is really very bright. These days hundreds of people are increasing and moving towards wellbeing. For an example, at our celebrations of yoga day, we had good number of enthusiastic guests who were eager to learn. We had an active attendance. It is a message to the world that India is a wellness business hub too.

WHAT ARE THE GLOBAL TRENDS IN THE SPA AND WELLNESS INDUSTRY?

Global trends include hiking, aerobics, family destination outing, fitness sports, kids program, super foods and spa treatments such as sleeping therapy.



Ram Chatterjee

“Vino therapy fights signs of aging, cleans and improves skin tone; makes your skin soft and radiant”

Busting the myths around Milk and Dairy food

Much has been said about milk and dairy foods, about how they have more fat, cause mucus or are not good for lactose intolerants. However these are just myths, says **Tanya Joshi**, Senior Dietician and Nutritionist, Freshmen's Valley.

Milk and dairy foods have been a part of our diet since ages. It is well noted and acceptable that milk is one of the most nutritionally complete foods available. Milk and dairy products provide the body with nearly 10 essential nutrients which includes high quality protein, carbohydrates, vitamins like A, D, K, B12, nicacin, riboflavin and minerals like calcium, magnesium, potassium, phosphorus and zinc.

But many of our favourite foods including dairy are associated with commonly held misconceptions. Many of these myths have been a part of folklore for years and are not found in science. Avoiding or removing dairy foods from diet may lead to decrease in recommended dietary intake of many vital vitamins and minerals like calcium. One must always seek advice from a healthcare professional before eliminating them from the diet. Listed below are some of the most prevalent myths linked with dairy foods along with actual facts.

Myth: Consuming dairy products lead to weight gain

FACT:

- Weight gain occurs when the body consumes more calories than it burns. The combination of less physical exercise and unhealthy appetite are most commonly the reasons we experience 'weight creep'.
- Contrary to this common myth, researchers suggest that having at least



three servings of dairy foods in a calorie controlled eating plan may accelerate weight loss and body fat, improves muscle retention and reduce waist line.

- The calcium helps the body break down fat more efficiently, stimulating weight loss. Hence, a weight loss diet should include dairy products to help meet nutritional needs.
- But remember to look for low fat versions which are lower in calories and unhealthy saturated fats such as skim milk, low fat yogurt and reduced fat cheese.

Myth: Organic milk is much healthier than regular milk

FACT:

- Both organic and regular milk are highly nutritious. There is no difference between them with respect to quality, safety and nutritional requirements. The difference is just how they are produced on farms.
- According to USDA, milk and dairy products can be labeled 'organic' only if the milk is from cows that have been exclusively fed organic feed with no mammalian or poultry by-products involved, have access to pasture



throughout grazing season and are not treated with synthetic hormones or antibiotics.

- A serving of both organic and regular milk contains same essential nutrients that make dairy products an important part of healthy diet. Both organic and conventional milks must go through very stringent standards to ensure the milk is safe, pure and nutritious.

Myth: *Milk causes mucus*

FACT:

- There is nothing mucus inducing about milk and dairy products. No scientific evidence is present which shows association between milk and mucus production.
- After drinking milk or having ice cream some people may experience a thin coating or residue over their mouth and throat. This is often mistaken for mucus. This is actually a normal, creamy texture of milk fat which melts near the body temperature.
- It is not harmful and lasts only for a short duration.

Myth: *Dairy is a trigger for asthma*

FACT:

- There is no research to support this myth. Milk and dairy is rarely a trigger for asthma.

- Milk and dairy intake was not associated with increase in nasal secretions, coughing, congestions and asthma symptoms, a study revealed.
- In fact, dairy foods may reduce the risk of becoming asthmatic in preschool children. Food, drinks and food chemicals affect less than 2.5 per cent of all people with asthma.
- Common triggers for asthma may include allergens like viral infections, house dust, mites, pollens and weather changes.
- The National Asthma Council recommends avoiding dairy foods as a way to manage asthma and suggests including at least minimum recommended dietary intake of dairy food group every day.

Myth: *Lactose intolerant people must completely avoid dairy products*

FACT:

- Lactose intolerance is often confused with milk allergies. Lactose intolerance is not an allergic reaction to dairy foods; it is an inability to digest milk sugar-lactose due to absence of an enzyme in the body. Whereas allergy is abnormal response by body's immune system to milk and dairy products especially in case of protein.
- A study reveals that 'most people with

lactose intolerance can comfortably consume up to one cup milk every day and certain dairy products with minimal or no symptoms.'

- However, a careful examination to find out the intensity level for consuming dairy foods must be done. Completely avoiding dairy foods can lead to low levels of calcium and other essential nutrients putting us at the risk of osteoporosis, high blood pressure
- Most hard cheese and yogurt low in lactose are also well tolerated. Yogurt contains 'good bacteria' that helps to digest lactose. Flavoured milk, lactose reduced products like cream, butter or lactose free milk and dairy products are also available.

Myth: *Calcium supplements can replace milk*

FACT:

- According to a new research by UK National Osteoporosis Society, 'unlike milk, the effect of bone boosting calcium supplements in young girls does not last.'
- Milk is not only an excellent source of calcium but also provides high quality protein, vitamin A, vitamin B12, vitamin D, riboflavin, potassium, magnesium, phosphorus and zinc. Vitamin D in milk is a nutrient required for best absorption of calcium in the body.
- There is a need for children and teenagers to take plenty of milk and dairy in their diet if they have to build bones strong enough to last a lifetime. Dairy products are rich in calcium that is easily digested and absorbed by the body.
- A calcium supplement will not provide all the other nutrients that dairy foods add to the diet. Taking supplements will not provide the enjoyment of drinking a cold glass of milk or a fruity milkshake; pouring milk over a bowl of breakfast cereal or enjoying ice cream scoops on a hot summer day!

Myth: Consuming milk and dairy foods causes kidney stones

FACT:

- Dairy consumption does not lead to the formation of kidney stones. Infact some research suggests that drinking milk may actually be a good strategy to lower the rates of stone formation.
- A study in women found that those who consumed three or more servings of dairy per day had a lower risk of kidney stone formation for over the period of eight years!
- The calcium binds to the oxalates in food and helps limit their absorption in the body, reducing the risk of kidney stones
- It is important to note that calcium supplements do not have the same protective affects and may actually increase the risk

of stone formations; thus it is best to get calcium from dietary sources.

- Consuming milk between the meals is also recommended because some calcium is excreted along with oxalate and it is important to get enough dietary calcium to compensate for this loss.
- People with kidney stones don't need to eliminate milk products from their diet.

Myth: Consuming cheese and high fat dairy can cause acne

FACT:

- There is no evidence to support link between dairy foods and development of acne.
- Many colleges of dermatologists state that acne is not caused by diet or eating dairy foods. Other factors like skin type, genetics,

hormones and exposure to environmental pollutants are more likely to be involved in its development.

- The importance of vitamin A and D for skin health is well established. Vitamin D helps in healing and preventing acne whereas vitamin A helps normalise skin functions. These vitamins are found abundantly in milk and dairy products.
- Excluding dairy from the diet is therefore not advisable and its total avoidance may compromise intakes of many essential nutrients.
- Eating a healthy diet consisting of low fat milk and dairy products, yoghurt, cheese, fresh fruits and vegetables and plenty of water will ensure your skin gets all the nutrients it needs.

KMW INTRODUCES STAINLESS STEEL GASTRONORM PANS



King Metal Works for the first time in India has introduced 'KMW' brand, stainless steel GASTRONORM PANS (GN pans) for the hospitality industry. The KMW brand stainless steel GN pans are made from 18/8 grade stainless steel, hence they are totally rust free. They have a heavier thickness of 0.8 mm to avoid handling dents with anti jam function, so that there is no jamming when stacked. It comes with NSF, the American food safe grade certificate duly marked on each pan. Its advantage is that it is available in all sizes with and without perforation, no other brand offers all the features specified above. Besides it also has international standard matt finish, so on use

scratches do not appear much as it appears in polished finish. Hence, if you are buying new equipment or looking for replacement then insist for 'KMW' brand G.N pan for excellent service to get value for the money spent.

Since their incorporation in 1970, King Metal Works is the most trustworthy and reputed firm in the industry. They are proud to have more than a 100 satisfied customers in 40 countries worldwide in their four decades of work experience. Their expertise lies in a diversified range of hollow ware, flatware and fabricated products of sheet metal. They offer you end-to-end solutions (from manufacturing to packaging) for kitchenware, table-ware, bar ware, pizza supplies, bake ware, wire and pet products in stainless steel, aluminium and brass for hotels, restaurant and home use. They have deep drawing and fabrication capabilities for manufacturing OEM parts, which have widespread applications in industries like automobiles, pharmaceuticals, kitchen equipments and dispensing units. One of the widest product ranges with more than 3,000 product varieties to choose from, at KMW, they believe in maintaining quality and innovation.

Online Reputation Management FOR HOTELS

Hotel Reputation Management is recognised as a practice of monitoring and influencing the image of the property throughout the web. The concept arose within public relations but quickly shifted its focus towards newly emerging review sites, social media and search engine results.

Gone are the days when Internet was difficult, but, today, websites are no longer static brochures. User-generated content is a must. And regular interactions on social networks are vital to any business success. No one can skip what people talk about our property, what they tweet, and leave a comment on our Blog, and last but not the least posting a Facebook update about their experience or stay at the property. Word of mouth still holds the greater value in hospitality but at such a time of technology, where people talk online, the voice goes long way.



Divya Thakur

A high online reputation index means that the hotel is exceeding guests' expectations and is effectively managed by the employees, will enable the hotel management to increase average daily rates (ADR). In a very competitive field of hospitality industry, online reputation directly affects the sales volume. Google searching is a primary target of reputation management efforts.

According to Tripadvisor, 93 per cent of the people find reviews important when determining which hotel they want to stay at. 53 per cent of the people surveyed would not book a hotel without having a guest opinion about it. Hence, user generated content, as reviews or feedback, grew to a major decision factor for customers. For this reason, it is becoming more and more important for as hoteliers

to build up a professional Hotel Reputation Management that keeps tracking the reputation all over the web. The very success of a hotel is dependent on it. Only if one has a clue about what people think when they hear the hotel's name, one can counteract the impact of negative reviews or highlight positive feedback. Consequently, Hotel Reputation Management should not be reduced to single and loose measures. It should rather be an essential part of marketing mix.

There are many tangible and intangible benefits that a strong reputation gives an organisation.

- Leverage online reviews to increase revenue.
- Improve the ranking on review sites & OTAs.

- Out perform the competitors.
- Group reporting for hotels.
- Strong workflow management with clear action items.
- Deep marketing and sales insights and the competitors.
- Ability to set and manage social media goals.
- Online support with account management.

One of the most recent business commandments is being transparent, opening up to criticism and feedback is always beneficial for hotels. Therefore, an effective Hotel Reputation Management can help to obtain a competitive advantage for hotels.

*(The views expressed in this article are of the author, **Divya Thakur**, Assistant Professor, BCIHMCT, New Delhi)*

SOCIAL MEDIA CHANNELS

- ◆ Reviews - TripAdvisor, Google, Yelp and more
- ◆ Social Networking – Facebook, Twitter
- ◆ Videos - YouTube, Metacafe, YahooVideo
- ◆ Photos - Flickr, Photobucket
- ◆ Blogs and forums



No occasion required to eat out in Mumbai

Debashish Roy, General Manager, Food First restaurant of the First Flight - Hotel and Hospitality Division tells us more about the restaurant business.

HOW IS THE RESTAURANT INDUSTRY IN MUMBAI GROWING AND WHAT ARE THE CHALLENGES FACED?

Mumbai may be the best city in India as far as stand alone restaurants are concerned. Here, a moderately good restaurant can easily do a business of one crore in a month including food and drinks, so it's great. People here love to spend. They have a habit of eating out without any occasion. During the onset of weekends people mostly go out for dinner to a restaurant. Drinking is social affair, there is no taboo in it! Law and order is good. The challenging part is that the property rent is very high; 20-25

per cent of your sale is going to be consumed on it. Staff cost is also high. It is difficult to get good staff, especially at the lower level. Day-by-day, the bar licence fee and taxes are creating an adverse affect on businesses.

WHAT ARE THE CONSUMER TRENDS AS PER THE PALATE OF YOUR GUESTS?

Nowadays, guests are looking for variety and people are health conscious. They are concerned about the presentation of food. They also observe the minute details of the restaurant; what kind of crockery cutlery is being used, what kind of music is being



Debashish Roy

Chef Bytes

Your favourite ingredient

Cumin

Favourite Indian fast-food dish

Moong Dal Ki Pakodi

Favourite city to travel to for food

India - Kolkata, Abroad - Bahamas

Favourite Indian non-alcoholic drink

Chilled Tender Coconut Water, Alphonso Aam Ras,
Summer: Raw Mango and Mint Sorbet

One tip from your grandma's kitchen

Cook on slow fire

played. They are looking for tasty food but do not want too much of oil or ghee in the food. People prefer cheese, baked, grilled item. Among the non-vegetarian dishes, people prefer more of chicken than mutton or fish. As a chef I believe meat nearer to the bone is tasty, but here in Mumbai, more than 95 per cent people prefer boneless meat.

WHICH ARE THE YOUR MOST POPULAR DISHES IN YOUR MENU AND WHAT MORE ARE YOU PLANNING TO ADD?

We serve pan-Indian cuisine, dishes from North, South, East and West part of India. The most popular dishes are Jaipuri Tikki, Saufyani Paneer Tikka, Tandoori Broccoli, Vilayti Seekh, Lasooni Maki Palak, Golbari Mutton, Sunehare Murg, Bharwan Tangri, Baked Chicken Tikka, Gurer Rasogolla, Pineapple Up Side Down, among others. We have a few fusion dishes like Baked Chicken Tikka, Masala Grilled Fish, which our guests love. We have a plan of adding a grill and BBQ section soon.

PLEASE NAME A FEW TRENDS IN TERMS OF PRESENTATION OF FOOD.

We use all edible presentation on platter. It is simple, healthy, hygienic and has uniformity. We

change it on a seasonal basis. In winter, we use lots of strawberry in our plate to garnish and in summers, it is replaced by mangoes. Mayonnaise, with edible food paste like mint, roasted tomato, boiled red chillies create a magic on the plate. We use corn, olives, chives, chocolate also as plate garnish. Now there is a trend of molecular gastronomy. Baby spinach, carrot, radish and different flowers are also used as garnish material.

WHAT KIND OF RETENTION PROBLEMS IS THE INDUSTRY FACING?

Retaining staff, rather good staff is always a problem. Till date, the industry is not paying well to the lower category staff. Mumbai is a very costly city, employees here, are switching for even ` 500-1,000 to some new restaurant.

The salary standard in Mumbai may be highest in the country but the cost of living is very high in comparison to other metros or A 1 cities, so there is always a trauma after disbursing salary. One is afraid that someone might leave. As far as skill is concerned, it is very difficult to get skilled staff for standalone restaurants.



TAKING THE TECHNOLOGY ROUTE

Shantha de Silva, Head of South West Asia, InterContinental Hotels Group, gives an update on technology trends being taken on by the brand.

HOW HAS TECHNOLOGY ADDED TO THE IN-ROOM EXPERIENCE?

Building on our strong track record in innovation, we're using digital content to enhance the guest experience not just to the in-room experience, but across the entire journey which we term dream, plan, book, stay and share. Leading in these areas is crucial to building loyalty among guests

and drives revenue to our hotels through low cost direct channels.

We're currently piloting mobile room key technology in the Americas which gives guests the opportunity to bypass the front desk when checking into their room; check-in and check-out through the mobile; and 'Mobile Folio', which allows guests to view their hotel bills in real-time.

Shantha de Silva





We also have the IHG Translator App, which gives guests access to translations from English into 13 different languages.

WHAT MOBILE MARKETING PLANS, SUCH AS APPS, DO YOU OFFER?

Mobile was only introduced as a channel over six years ago at IHG and we were actually the first to develop Apps on all mobile platforms. Now, the IHG App has one of the highest ratings of all major hotel chains on the App store.

Offering a simple-to-use platform, the IHG App allows guests to read reviews of our hotels, make reservations and access information related to their travel. The IHG App is also linked to IHG Rewards Club, making it easier for our guests to redeem points. In addition to our app, we've also partnered with digital travel service, Stay.com, to enable guests in over 50 destinations worldwide to research, plan and create personalised travel guides for the city they're visiting.

WHAT KIND OF 'SMART CHECK-INS' DO YOU OFFER? HOW DO YOU ENABLE REAL-TIME AND LAST MINUTE BOOKINGS?

We continuously gather insights from consumers, which enables us to research, develop, pilot and launch new ways of engaging with guests. We know that swift responses to guest requests are essential to improving guest satisfaction during their stay. We're currently trialling IHG Guest Request, a service that allows guests to make a request instantly through the IHG App when they are staying at an IHG® hotel. The App then uses a platform which logs, assigns and tracks requests, making it clear to hotel staff what the current status is and who is responding.

HOW DO YOU USE DATA ANALYTICS/CRM TO ENHANCE CUSTOMER EXPERIENCE?

We have introduced a new CRM system to allow front desk teams to personally welcome each IHG

Rewards Club member at an IHG hotel to make the member experience more meaningful. In addition, guests can now tell us their stay preferences such as a late departure, higher floor or extra pillows when booking through our websites or through the IHG App.

WHAT TECHNOLOGY INNOVATIONS ARE YOU INTRODUCING IN YOUR KITCHENS TO SAVE ENERGY AND OPERATING COSTS?

We have developed what we call the IHG Green Engage System that our hotel managers across the world can access online. Data related to energy and water consumption and waste generation by a hotel can be recorded in the system, which then offers over 200 'Green Solutions'. These Green Solutions cover every aspect of the hotel lifecycle, from picking a suitable site to selecting the correct lighting to choosing energy saving appliances for the kitchen and provide staff training.



SUSTAINABLE TECHNOLOGY FROM HANSGROHE



◆ The Swiss resort hotel Frutt Family Lodge and Melchsee Apartments offers a spa experience with breathtaking views and taps and showers by Axor and Hansgrohe. Philip Loskant, the architect, and interior designer Matthias Buser opted for a classic lodge style for the family rooms and suites. Natural materials, warm colours, abundant oak elements and modern furnishings give the interior design an understated elegance with a cosy chalet-like feel. A sustainable energy design was conceived for the entire complex. Ninety per cent of the electricity used is generated from renewable sources. The washbasins in the rooms and suites are equipped with single-lever taps from the Hansgrohe Metris line that use up to 60 per cent less water than comparable products thanks to the Ecostat Comfort technology.

ELANPRO LAUNCHES ICE MACHINE SERIES

◆ With the aim of providing innovative solutions to foodservice industry, Elanpro, announced the launch of ELANPRO Ice Machines series (EIM). An affordable, hi-tech range, EIM series combines productivity, reliability and ease-of-use with aesthetic appeal and quieter operation. The series has eight ice cube models ranging from 30-1,000 kgs and three models for flakers. Developed specifically to meet the increasing ice production needs, EIM series deliver higher levels of reliability and energy efficiency. The innovative technology used in ELANPRO's latest offering makes it easy to operate and easy to clean. The ice machines have micro computer control system i.e. it has a voice function to broadcast fault. With a small operational footprint, the machines can fit into confined areas—particularly important for nightclubs and bars, where the space is at a premium. The machines also have a light inside the bin for constant and reliable monitoring of the system.





MARBLE SURFACES FROM AKROS, ITALY AT ETRELUXE

◆ An all new collection of beautiful marble surfaces, created using skilled craftsmanship and intricate technique by AKROS, Italy is now exclusively available at ETRELUXE in India. The application of etching to marble projects is the original idea that makes AKROS available exclusively at ETRELUXE a unique concept. This etching technique, known by the Arabs since the Middle Ages, has brought many celebrated figurative masterpieces ever since the sixteenth century. One may cite the works of Albrecht Dürer and Rembrandt, and those more recent by Francisco Goya and Giovanni Battista Piranesi. The technique uses precious and semi precious metals and elements to create stunning masterpieces that are indescribable. The inventiveness of these unique surfaces by AKROS uses this technique to draw on marble, creating many designs of unparalleled allure: testimonies of the very best Italian style and workmanship, which succeed in giving splendor and elegance to prestigious living spaces.

PERSONALISE SPACE WITH ROOM DIVIDERS

◆ Today, space is a modern luxury for city dwellers. The Great Eastern Home has launched its royal range of room dividing screens that would give the living space a stylish and ingenious finish. Room dividers are traditional and aesthetic to look at and serve a great utility of creating a more practical space within a room itself! Beyond simply dividing rooms, room dividers can provide a new look to a space by adding texture or serving as pieces of art. Room dividing screens makes a lasting impression in your living space by not only enhancing a room's theme but also help separate a large space into smaller ones and allow dual room functionality.





Jägermeister MASTER CLASS

Aspri Spirits hosted a master evening class with NILS BOESE, Brand Ambassador- Mast Jägermeister SE, at Bandstand, Hauz Khas, New Delhi. The evening commenced with Boese taking the patrons through Jägermeister profile and sharing his experience with the brand. He took them on a voyage of Jägermeister history and shared some interesting insights about the company and the brand. He also demonstrated interesting ways of creating exquisite cocktails with the unusual spirit.

Nils Boese is a renowned bartender and has a rich experience of 25 years. He runs his own small bar in Hildesheim, Germany which is close to Wolfenbüttel where Jägermeister is meticulously produced. He is working with Jägermeister since 2010 as a Brand Ambassador. Jägermeister, recognised as a unique herbal spirit, is made from 56 different herbs, blossoms, roots and fruits, including star anise, cinnamon, ginger and a secret set of herbs. It is the world's 8th best-selling premium spirit brand and it also ensures to remain the World's favourite herbal liqueur. Best served as an ice cold shot, Jägermeister is a versatile spirit which can be used as a premium ingredient in cocktails and long serves.



EROS DOES A TANGO

It's Friday! And time to tango at Eros Hotel, New Delhi. Originating from the land of Argentine, this dance is being taught by Kiran Sawhney, Founder of New Delhi Tango School, on Fridays all through July at this Delhi hotel.

And along with the one-hour master class is the Milonga where you can dance your heart out. Milongas are tango dance socials and they come with a lot of fun and frolic. "Accompanied by traditional tango music, the dance needs just a little bit of practice and then the rhythm takes over," says Sawhney. And when you see the dance, you will know from where the term 'it takes two to tango' originates. "A perfect synchronisation of two people moving in rhythm slowly, tango can burn as

many calories as brisk walking." Despite the fact that Indians do shy from this close dance, the first Milonga did find many young takers, ready to embrace the new form. Sawhney holds regular classes at her studio too.





ACREX
India 2017
 23 - 25 FEBRUARY • 2017
 IEML • GREATER NOIDA • DELHI

South Asia's
 Largest Exhibition on
 Refrigeration,
 Air-conditioning,
 Ventilation and
 Intelligent Buildings

bfa a member of
BUILD FAIR ALLIANCE
 Integrated Building Solutions

RISING INDIA: ENTERPRISING & COOL
Witness 'Global Cooling'

400 Exhibitors • 25 Participating Countries • 50000 Visitors
at India Exposition Mart (IEML), Greater Noida, Delhi NCR

Curtain Raiser Partner  	Platinum & aQuest Partner 	Titanium Partner 	Partner in Excellence 	ACREX Hall of Fame Night Partner 	Knowledge Partner  <small>A TATA Enterprise</small>
Theme Partner 	Mobility Partner 	Silver Partners    		Bronze Partners   	

For more information:
NürnbergMesse India Pvt. Ltd.
 T: +91-11-47168827/29
 E: mansi.chawla@nm-india.com, mehak.mamtani@nm-india.com

www.acrex.in

Organiser:



ISHRAE

Event Producer:

NÜRNBERG MESSE



appointments



SCOTT MCCONNELL

Director, Global Sales – Leisure Asia Pacific, Carlson Rezidor Hotel Group

★ Carlson Rezidor Hotel Group, has announced the appointment of Scott McConnell as Director, Global Sales – Leisure, Asia Pacific. He will be responsible for key account management and the acquisition of new accounts, working in tandem with the Asia Pacific Commercial team. A seasoned industry professional with over 18 years' experience, Scott was most recently the global account director with Langham Hospitality Group where he was responsible for the management of the leisure, travel, MICE and entertainment.



K.B. KACHRU

Chairman Emeritus and Principal Advisor, Carlson Rezidor Hotel Group, South Asia

★ K.B. Kachru has been appointed Chairman Emeritus and Principal Advisor, Carlson Rezidor Hotel Group, South Asia, by Carlson Rezidor Hotel Group. Kachru has been instrumental in building the business in India since 1998. Most recently, he was chairman and a mentor to Raj Rana, chief executive officer, South Asia, of the Group, since 2013. In his new capacity, Kachru will continue to be on the board of the Group's South Asia business entities, serve as an outstanding ambassador and represent the company at industry forums.



SHOBHIT SAWHNEY

General Manager Park Hyatt Goa Resort and Spa

★ Shobhit Sawhney has been appointed as the General Manager at Park Hyatt Goa Resort and Spa. An industry veteran with over 16 enriching years. Sawhney was earlier handling the role of Hotel Manager at Grand Hyatt Mumbai, a flagship hotel of the brand. In his new role, he will be heading the luxurious Park Hyatt Goa Resort and Spa - the first Park Hyatt Hotel in India and the only resort property of the brand in the country. He has graduated from IHM Mumbai and was working in the United Kingdom with international hotel chains till Hyatt brought him back home.



SARITA SHARMA

Mixologist JW Marriott Mumbai Sahar

★ Sarita Sharma has been appointed as the Mixologist at JW Marriott Mumbai Sahar. She began her culinary journey in 2009. With an enriching experience of six years in the industry, she started her stint in bartending as a senior bartender at Flaming Trio, a bartending company. At Flaming Trio, she worked with Asian and international flavors which enhanced her ability to make delicious and exotic drinks. She then joined JW Marriott Mumbai Sahar as a Bartender in 2014.



AMEET WAGH

General Manager – Sales (West) Sarovar Hotels

★ Sarovar Hotels has appointed Ameet Wagh as General Manager of Sales (West). Bringing with him a dynamic experience of over 18 years in sales and marketing in the hospitality industry, Wagh has been successfully generating profitable business through the achievement of sales and marketing targets in his assignments. Ameet's key strength lies in generating sales through corporates and travel agents, identifying opportunities from key business segments, formulating strategies to maximise sales.



RAHUL SAXENA

General Manager Seyfert Sarovar Portico, Dehradun

★ Sarovar Hotels and Resorts has appointed Rahul Saxena as General Manager of Seyfert Sarovar Portico, Dehradun. A dynamic professional with over 20 years of experience, his previous assignments included roles as General Manager at Country Inn and Suites by Carlson Ahmedabad and General Manager of Sales and Marketing with Hotel Parkland New Delhi and Jaypee Group of Hotels. He had also worked with The Lalit (Grand Intercontinental) and Grand Mercure in New Delhi.



**JOIN THE
FHRAI 51ST ANNUAL CONVENTION
INDORE, SEPT. 22 – 24, 2016**

REGN. NO. _____

Registration charges (Including Service Tax @15%)

(Service Tax No.: AAACF0904BSD002 • Service Category: Club or Association/ Convention • Pan No.: AAACF0904B)

Type	Upto 16 th August, 2016 (in INR)	After 16 th August, 2016 (in INR)
FHRAI Member / Spouse	Rs.9775 (per person) / Rs.17250 (per couple)	Rs.11213 (per person) / Rs.20125 (per couple)
Non Member / Spouse	Rs.11500 (per person) / Rs.18975 (per couple)	Rs.12938 (per person) / Rs.21850 (per couple)
Children (4 to 14 years) in the same room	Rs.6900 (per child)	Rs.8625 (per child)

Registration Form

(PLEASE FILL THIS FORM IN CAPITAL LETTERS ONLY)

• Are You FHRAI member? Yes / No • If yes, please enter membership number

1. Name: _____ Age: _____ Gender (M/F): _____
 Designation: _____ Mobile: _____ Email: _____

2. Name: _____ Relation: _____ Age: _____ Gender (M/F): _____
 Designation: _____ Mobile: _____ Email: _____

3. Name: _____ Relation: _____ Age: _____ Gender (M/F): _____
 Designation: _____ Mobile: _____ Email: _____

4. Name: _____ Relation: _____ Age: _____ Gender (M/F): _____
 Designation: _____ Mobile: _____ Email: _____

Name of Organisation: _____

Address: _____

City: _____ Pin: _____ State: _____

Tel: _____ Fax: _____ Email: _____

Please Tick: •Veg. Meal •Non-Veg. Meal

Hotel Booking

(PLEASE FILL THIS FORM IN CAPITAL LETTERS ONLY)

Please book my hotel accommodation at:

First Preference: _____

Second Preference: _____

Third Preference: _____

Check in: _____ Check out: _____

No of Rooms- Single: _____ Double: _____ Extrabed: _____ TotalNights: _____

I/we do not require Hotel accommodation. I/we will manage my own Hotel accommodation.

Note: In the event your preferred choice of hotel accommodation is not available; the next available hotel will be allotted.

Travel Details

ARRIVAL

Air (Flight No.): _____

Rail (Train Name / No.): _____

Date: _____ Time: _____

DEPARTURE

Air (Flight No.): _____

Rail (Train Name / No.): _____

Date: _____ Time: _____

PaymentDetails

PLEASE MAKE CHEQUE / DD FAVORING 'FHRAI CONVENTION ACCOUNT' PAYABLE AT MUMBAI.

Total Amount: _____ DD / Cheque/NEFT/ RTGSNo.: _____

Dated: _____ drawn on: _____ Bank &Branch.

NEFT / RTGS Details

Account No./ Type : 50100109577661 (Saving A/c)	RTGS/ NEFT Code : HDFC0000003
Account Name : FHRAI Convention Account	Branch : K. G. Marg, New Delhi
Bank Name : HDFC Bank Ltd.	Branch Address : 209-214, Kailash Building, 26, K. G. Marg, New Delhi – 110001.

* Please note: Registration will not be confirmed until payment is received and realized

Convention Hotels & Rates

Hotels	Rooms available	Single Room / Double Room Charges Excluding Taxes
Radisson Blu	70	Rs. 5,100/-
Fortune Landmark	40	Rs. 5,100/-
Sayaji	70	Rs. 4,800/-
Effotel	100	Rs. 3,800/-
Mangal City	50	Rs. 3,500/-
Shreemaya Celebrity	20	Rs. 3,000/-
Waterlilly	35	Rs. 2,500/-
Infinity	30	Rs. 2,500/-
Amarvilas	30	Rs. 2,500/-
Golden Gate	15	Rs. 2,200/-
Somdeep	20	Rs. 2,000/-
Atithi Satkar	27	Rs. 2,000/-

*Include Breakfast

Cancellation Fee

50% of the Delegates Fee will be refunded upon cancellation received till 31st August, 2016 up to 1600 hrs. By means of Letter, Fax or E-mail, to the Convention Secretariat. No refund will be given after the above mentioned date and time.

Transport

Courtesy transfers will be provided for the delegates from the Airport / Railway Station to their respective hotels on 22nd and 25th September 2016 as per our schedule. Delegates will also be provided transport by coach, from their hotels to the Convention Venue and vice-a-versa, as per designated time schedule only.

Identification Badge

Please collect the same from Registration Desk. Delegate badge must be worn at all times during the Convention. It is mandatory to present the badge when availing Lunch/ Dinner.

Spouse Activity

Local sightseeing is planned for your spouse. Details will be available at the Delegate Registration Desk at Indore.

Declaration

I/We will be settling all Hotel bills including all extra room-night charges, extra services consumed, if any, directly with the hotel.
I /We also agree to pay for Hotel retention charges in the event of a "No Show" or any cancellation done as per the Hotel's policy.

Signature: _____

Delegate name: _____

TERMS & CONDITIONS

- Registration fees Includes Service Tax.
- Entry on first come first serve basis (Limited Seats available).
- Children above 14 years will be treated as adults.
- Delegate Fee includes dinner on 22nd September 2016 and Lunch and Dinner on 23rd & 24th September 2016.
- Cheque/ DD of the requisite amount favoring 'FHRAI CONVENTION ACCOUNT' must be sent along with the duly completed Delegate Registration Form to the Convention Secretariat Office at Mumbai.
- Online payments can also be made at www.fhrai.com/convention
- Registration Fee doesn't include hotel room charges, breakfast, any personal expenses such as Spa, laundry, room service, personal transportation etc.
- Every delegate must fill the Delegate Registration form and send it to The Secretariat at Mumbai, so as to enable us to issue identification tags. This is requested even from our guest and media persons.
- Acknowledgement Letter will be given to all confirmed registrations. This letter will be required for obtaining Hotel accommodation at a special rate as well as for collecting Identification Badge from the Delegate Registration Desk.
- This Registration Form may be photocopied for additional requests.
- Registration will not be confirmed until full Delegate Registration fee is received.
- Last date of Registration is 31st August 2016.

* All Correspondence to be address to Convention Secretariat

CONVENTION SECRETARIAT

Hotel And Restaurant Association (Western India), 4, Candy House, 1st Floor, Mandlik Road, Colaba, Mumbai 400 001.

Tel.: (022) 22024076 / 22831624/ 22819773 • Fax: (022) 22023515• E-mail: info@hrawi.com, convention@hrawi.com • Website: www.fhrai.com/convention

The Federation of Hotel & Restaurant Associations of India

Regd. Office: B-82, 8th Floor, Himalaya House, 23, K. G. Marg, New Delhi - 110 001. Tel.: (011) 40780780, • Fax: (011) 40780777 • E-mail: fhrai@vsnl.com
• Website: www.fhrai.com • CIN – UJ55100DL1955NPL002587

hindware

BATHROOMS YOU KEEP ADMIRING!

100% Rimless 100% Clean*

Rimless Family



ELEMENT
Water Closet



LARA
Water Closet



ENIGMA
Water Closet



McCaughyHindware716



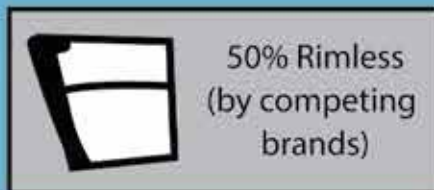
Rimless Design For Easy Cleaning



Swirlflush Technology Saves Water



Full Rim
(your traditional WC)



50% Rimless
(by competing brands)



100% Rimless
(by Hindware)

*Tested and Certified by Lab

hindware **CARE**
Toll Free No. 1800 200 75 77
*Service available in select cities.



India's most awarded & certified bathroom products company

[f /hindware](#) [t /hindwarehomes](#) [y /user/hindwarehomes](#)



FRANCE



- Minibars ▪ Safes ▪ Kettles ▪ Hair Dryers ▪ Mirrors ▪ Electronic Locks ▪ Iron Centre — Iron/Iron Boards/Iron Organizer
- Weighing Scales ▪ Amenity Trays ▪ Docking Station ▪ Emergency Torch ▪ Waste Bins
- Housekeeping/Multipurpose/Laundry Carts ▪ Soap Dispenser ▪ Hand Dryers ▪ Insect Killers

WE SERVE HOSPITALITY THE BEST



fcml distributors pvt. ltd.

A 217, Okhla Industrial Area, Phase 1, New Delhi - 110 020 INDIA | Tel.: 91 11 2637 2701-06, Fax : 91 11 2681 4240, 4161 3595 | Email: sales.fcml@fcmlindia.com

fcml store (display centre)

Sultanpur Chowk, Sultanpur, Mehrauli-Gurgaon Road, New Delhi - 110 030 INDIA | Tel.: 91 11 2680 0482/92 | Email: sales.fcml@fcmlindia.com

www.fcmlindia.com | Also Offices at: MUMBAI | BANGALORE | CHENNAI