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fhrai magazine

JULY 2017

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K. Syama Raju
President, FHRAI

Dear fellow members,

Our repeated representations to the Union Ministry of Tourism and Union Finance Ministry Officials have borne fruit. The revised Goods and Services Tax (GST) slab on hotel room tariffs effectively widens the tax slab of 18 per cent to tariffs ranging between ₹2500 and ₹7500 instead of the previous upper limit of ₹5000. With this revision, the highest tax rate of 28 per cent is assigned to tariffs of ₹7500 and above. Along with the revision in the slabs for room tariffs, the tax rate for air conditioned restaurants, including restaurants in 5-star hotels, will have GST at 18 per cent. All our regional associations have been holding seminars on GST to facilitate learning, understanding, and adherence to the new GST regime. GST for hotels will be charged on the rack rates or declared rates of hotels, which will have a considerable impact on the hotel industry. According to the notification number 11/2017-Central Tax (Rate) New Delhi, dated June 28, 2017, "For accommodation in hotels, inns, guest houses, clubs, campsites or other commercial places meant for residential or lodging purposes, the 'declared tariff' will be the basis of tax to be levied."

The upcoming 52nd Annual FHRAI Convention is scheduled to take place between September 14-16, 2017, at Shangri-La Hotel, Bengaluru. The preparation is at full pace under the leadership of K Nagaraju, Chairman of the Organising Committee. The Convention is returning to the Garden City and the Silicon Valley of India after more than two decades. The theme chosen for this year's convention is "**Hospitality 2025 – The Future is NOW**".

The event will witness three days of networking, imparting of knowledge, inspiration, and most importantly, the celebration of Indian hospitality. The venue of the annual convention, Shangri-La Hotel, Bengaluru, was launched in September, 2015, with the city's largest accommodation inventory offering 397 rooms and suites. It offers comprehensive meeting and event facilities including a wide range of customisable floor plans and arrangements. The Grand Ballroom can accommodate up to 900 guests. These versatile spaces are ideal for grand events and celebrations. In addition, they also have seven other flexible venues or function areas. As you flip through the magazine, Andreas Streiber, General Manager, Shangri-La Hotel, Bengaluru, reveals more about the hotel facilities.

Security of life and property is important for the survival of the tourism and hospitality industry. Any breach of data security is serious and can have severe consequences not only in terms of revenue loss but also for the business' reputation and customer's loyalty. In our cover story, hoteliers share their views on how they are trying to provide a safe and welcoming environment to their guests.

Once again, I welcome you all to come to Bengaluru to be a special part of the FHRAI 52nd Annual Convention.

With warm regards,
K. Syama Raju
President, FHRAI

“
GST for hotels will be charged on the rack rates or declared rates of hotels, which will have a considerable impact on the hotel industry
”

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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, Vidyaranyapura Post,
Bangalore-560097 (Karnataka)

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Hyatt Hotels Corporation



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SECRETARY GENERAL

Amitabh Devendra - sg@fhrai.com

PUBLISHER

Gunjan Sabikhi - gunjan@ddppl.com

MANAGING EDITOR

Peden Doma Bhutia - peden@ddppl.com

ASSOCIATE EDITOR

Kanchan Nath - kanchan.nath@ddppl.com

ASSISTANT EDITOR

Tripti Mehta - tripti.mehta@ddppl.com

CREATIVE DESIGN

Raashi Ajmani Girdhar

MARKETING & SALES - DELHI

Mayank Jain - mayank.jain@ddppl.com
Manager Advertising (+919650399928)

Dinesh Sharma

Business Associate (+919810264368)

Jaspreet Kaur - jaspreet.kaur@ddppl.com

Sales Coordinator (+919650196532)

MUMBAI

Harshal Ashar - harshal@ddppl.com

General Manager (+919619499167)

Priyanshu Wankhade - priyanshu@ddppl.com

Manager Advertising (+919619499170)

SOUTH

Shradha Kapoor - shradha.kapoor@ddppl.com
Assistant Manager (+918179792492)

FHRAI - MARKETING

S.P. Joshi

PRODUCTION MANAGER

Anil Kharbanda

ADVERTISEMENT DESIGNERS

Vikas Mandotia

Nitin Kumar

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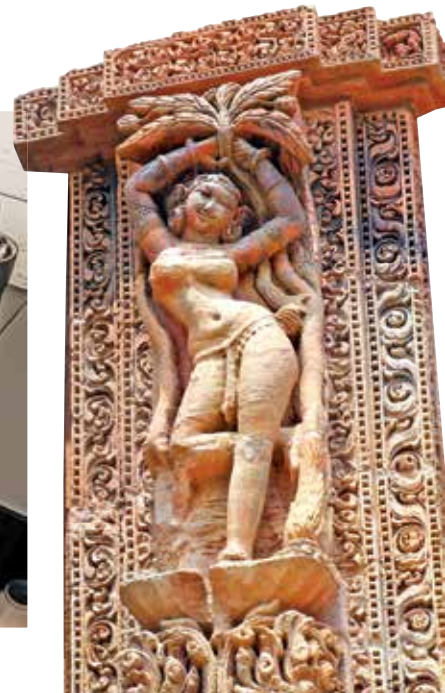


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FHRAI

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

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Email: fhraimag@ddppl.com
Tel: 91-11-23344179

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Vivek Nair
Hony. Secretary
FHRAI

“
The levy of the Goods and Services Tax of 28 per cent and 15 per cent, respectively, has come as a body blow to the hotel industry at large”

Dear fellow members,

The levy of the Goods and Services Tax of 28 per cent and 15 per cent, respectively, has come as a body blow to the hotel industry at large. For one, the low threshold limit of ₹7500 is not fathomable; also, there is confusion if the GST of 18 per cent is on the published rate, as the notification mentions 'declared tariff'. A clarification is being sought on the matter from CBEC.

According to the latest monthly data from STR Global, India's nationwide occupancy increased 5.4 per cent year-on-year to 61.4 per cent last month, which marked the highest absolute occupancy level for May in India since 2007. This extra demand is allowing hoteliers to hike their rates; India's Average Daily Rate (ADR) climbed 3.5 per cent to ₹5,406.77 (approximately \$84) in May. These two factors combined to raise nationwide revenue per available room (RevPAR) by 9.1 per cent.

This indicates a clear upswing in the hotel sector, albeit due to a reduction in new projects being developed in the last few months, as the ones recently commissioned get to stabilise their operations and overcome their financial woes with banks insisting on their short repayment tenures. This is in spite of the Ministry of Finance, Government of India, and the Reserve Bank of India having included hotels in the infrastructure lending list and being offered longer tenures.

The third meeting of the National Medical and Wellness Tourism Promotion Board (NMWTPB) took place recently. The members of the Board discussed ways to improve the

structure of the policy and make it more comprehensive. Shri Mahesh Sharma, Hon'ble Minister of State (Independent Charge) for Tourism and Culture, Government of India, said, "Medical and wellness tourism plays a major role in overall growth of tourism. India offers some very intricate treatments at almost one-sixth the cost in comparison to many countries, has the best professionals, and the most acclaimed paramedical staff. To harness the potential of this segment, we are going to divide the segment into two phases. We have asked the members of the Board for suggestions to prepare a draft Medical Tourism Policy, which will then be reviewed and later released in a matter of three to four weeks. We are also working on a dynamic, interactive web portal which will be a one-stop-shop for medical value travel needs. The purpose is to standardise the rates of various services, provide a list of medical tourism providers, and offer a single-window system to medical and wellness tourism in a transparent manner."

Another let down is the inclusion by the Ministry of Environment and Forests, Government of India, on recommendation of the High Level Committee instituted by the Ministry of Tourism four years ago, to rationalise the setback from the High Tide Line to 40 metres from the present 200 metres, instituted in 1991, which has stymied all development on the beaches of India.

With kind regards,
Vivek Nair
Honorary Secretary, FHRAI

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HRANI HOLDS SEMINAR ON GST

The Hotel and Restaurant Association of Northern India (HRANI) held a seminar for members on Goods and Services Tax (GST) at The Imperial, New Delhi, on July 6, 2017. There was an active participation by the 70-80 members who attended to clarify doubts about GST.

Kanchan Nath

Welcoming the government officials, **Sanjay Sood**, President, HRANI, said, "We welcome the tax reform, GST, and especially Ms Verma's proactive support to us, that resulted in the threshold of ₹5000 being increased to ₹7500 for the 28 per cent tax category."

LOWER THE TAX RATE

Highlighting the main concern of hoteliers, **Surinder Jaiswal**, Hony. Secretary, HRANI, said, "We are very happy to get GST; we definitely wanted one India, one tax. Our main concern is that we were expecting lower rates of not more than 12 per cent." Taking the example of Clarks Varanasi, he said, "In UP, there was only 5 per cent Luxury Tax and 9 per cent Service Tax, coming to about 14 per cent. Now, the same has been increased to 28 per cent. This is very high.

Tax cannot be collected at the loss of customers who may travel to cheaper destinations outside of India. We can, in future, have a taxation of

5 per cent for all budget hotels, to a maximum of 12 per cent, so that revenue loss is not there."

CONCRETIZE EVERY PROBLEM

Sungita Sharma, IRS(C&E), Principal Additional Director General (Vigilance), said, "GST is a tax instrument and it is also a forward tax instrument on what existed earlier. There is more concern in the tour operator sector than the hotel sector, per our assessment.

This is the week where we must concretize every problem that we have so that we refer it to the law committee, which can then brief the GST Council

“We can in future have a taxation of 5 per cent for all budget hotels and maximum up to 12 per cent”

as to what is the way ahead. I am here to capture your pain points and communicate them to the Council."

TAX DOWN FROM 20 TO 18 PER CENT

Speaking at the event, **Rashmi Verma**, Secretary - Tourism, Government of India, said, "GST is a change and any change, whether good or bad, is always resisted. Transition causes upheaval."

Talking about the GST rates, she said, "Firstly, let me clarify that there is a misconception that taxes have gone up. If we do an analysis, the earlier incidence of tax, on an average, was about 19-20 per cent, except in two to three states where it was lower than this. In effect, the rate for the hotel industry by and large has come down from 20 per cent to 18 per cent." She added, "I got an analysis done; we have found out that almost 90 per cent of the classified hotels charge less than ₹7500 and come under the 18 per cent tax slab. It's only the remaining 10 per cent

HRANI

(L-R) Renu Thapliyal, Secretary General, HRANI; Rashmi Verma, Secretary - Tourism, Govt. of India; Sanjay Sood, President, HRANI; Sungita Sharma, IRS(C&E), Principal Additional Director General (Vigilance); Surinder Jaiswal, Hony. Secretary, HRANI.





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(L-R) Surinder Jaiswal, Hony. Secretary, HRANI; Rajindera Kumar, Former President, FHRAI & HRANI; Rashmi Verma, Secretary - Tourism, Government of India.

that have suites and super luxury rooms and that too in bigger cities like Mumbai, Bengaluru or Delhi."

GST ON DECLARED OR PUBLISHED TARIFF

Clarifying the operational aspect of GST, Verma added, "There is no confusion about the fact that if your declared/published rate/tariff is more than ₹7500, then you have to tax it at the rate of 28 per cent. Taxation will be on the invoice value.

Twenty eight per cent on ₹6000, if that is what you are charging, or 28 per cent on ₹5000, if that is what you are charging. Declared rate/tariff is important only from the point of view of what will be the rate structure. People will pay tax only on what they have collected. There is no question of paying tax higher than that. This goes for other brackets also."

DIFFERENT TAX FOR DIFFERENT CATEGORIES

Elaborating on the different categories of rooms, she added, "Every hotel has different categories of rooms- standard, deluxe, and suites. For each category, there are different declared rates, and depending on the declared rate, GST will be levied. Each hotel can have different sets of rates operating for payment of tax in terms of category of rooms."

“
In effect, the tax rate for the hotel industry by and large has come down from 20 per cent to 18 per cent

TRANSPARENCY

Indicating how important it will be to be transparent to the consumers, she said, "The consumer will also be subjected to three types of rates if he is using different categories in the same hotel. If the consumer visits the restaurant, he will have to pay 18 per cent tax. If he consumes liquor, it is a completely different type of tax he has to pay. So, you continue to levy the tax being levied by the state government and the excise duty being levied by Government of India. This is something you should be upfront about whenever a consumer is checking into your hotel. In fact, hoteliers can even display the rates."

She added, "Another challenge that you all will be facing is that the taxes will now be visible on the voucher. Earlier, some of the taxes were hidden. So, the consumer might feel 18 per cent tax is high, while it was only 14 per cent earlier. However, earlier, though Service Tax was 14 per cent, you were also paying other taxes like 5 per cent Luxury Tax,

9 per cent VAT, etc. This all has now come down to 18 per cent. It is very important for you to engage with your guests and customers."

GST CELL

Speaking about the GST Cell, she added, "We have already established a GST Cell 15 days ago. Gyan Bhushan, (IES), Economic Advisor, Ministry of Tourism, is heading that Cell and we have already started receiving a lot of queries. There is a dedicated number and e-mail on which you can raise any concern you have on the operational aspect or anything you fail to understand about GST. We are also in the process of engaging a consultant who is well versed on GST."

UNBUNDLING OF BILLS

Giving her recommendations to hoteliers, Verma concluded, "Hoteliers must take steps to make changes in their declared tariff, perhaps the huge gap which was there between the declared tariff and the actual rate that you were charging your guests and customers should be narrowed or bridged as far as possible. Try to bring your maximum rooms under ₹7500, so that there is no issue at all of the high rate. You also need to unbundle whatever you are offering to the guest. Till now you were including the breakfast and many other facilities; perhaps it's a time for you to take a call on that. You can have a separate charge for breakfast. Bring down the room-rent accordingly, so that again it will be included in the 18 per cent bracket." There, however, remains uncertainty on many factors related to GST, including complimentary rooms, freebies, surge pricing, dynamic room rate pricing, no actual published tariffs, seasonal pricing, tax on beach shacks and garden restaurants, ISGC credits, input tax credits, transport services by hotels, and difficulty in unbundling of taxes in terms of MICE. These are to be taken up by the GST Council and lobbied for with the government for subsequent clarification and improvements or changes in the law.



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HRAWI EMPOWERS WOMEN FROM WEAKER SECTION OF SOCIETY

The hotel industry, which is one of India's largest employment generators, will now extend its contribution to uplifting the socio-economic conditions of women from the weaker section of the country.

Trikaal Inc, a leading hospitality company, has donated two food trucks worth ₹12 lakh for this cause. It will also provide for overheads and raw materials to cross-subsidise such operations till the women become self-reliant.

Hotel and Restaurant Association of Western India (HRAWI) will train a section of women belonging to

Bharat Malkani, CMD, Hotel Transit and T24 Residency; and, Kamlesh Barot, Director, Vie Hospitality, among others, have lent support to the initiative.

"Inflation, taxes, and overheads are increasingly taking food beyond the reach of common man. Mumbai is filled with residents whose monthly pay is less than ₹9000 or ₹300 a day. Think of the average pay of your domestic help or watchman or driver. The cost of an average meal is beyond their scope," says **Bharat Malkani**, Past President, HRAWI.

"My motivation to support this cause comes from the Prime Minister's 'Man

have the resources. So, I decided to become a part of the project and provide resources for Dalit women to financially secure themselves," says **Renu Jain**, Chairperson, Trikaal Inc.

The skilling programme will include sessions on food preparation and will also educate women about procurement of basic foodstuff, nutritional value of food, preservation, and hygiene.

"We, being part of the hospitality industry, have always been in the forefront for livelihood generation for people and have improved their livelihood by imparting required skills to be part of this social



the Dalit class as Bachat Gat chefs through many of its 5-star member hotels. These trained women will then execute their business of serving meals through two food trucks donated by Trikaal Inc. Initiated and conducted by the Weaker Section Development Mission, the meals will be priced as low as ₹10.

Various hotel and restaurant owners including Vivek Nair, CMD, Hotel Leela; SP Jain, MD, Pride Hotels; Dinesh Advani, MD, Shalimar Hotel; Gurbaxish Singh Kohli, Joint MD, Pritam Group of Hotels; Dilip Datwani, Datwani Hotels; Jimmy Shaw, Owner, Waterfront Lavassa;

ki baat' where he encourages us to work for the Dalit, Peedith, Shoshit and Vanchit.

I also observed that there are several women who are looking to start something of their own but don't

“HRAWI will train a section of women belonging to the Dalit class as Bachat Gat chefs through many of its 5-star member hotels”

initiative," concludes **Dilip Datwani**, President, HRAWI.

The event was inaugurated by Ramdas Athawale, Honorary Union Minister for Social Justice & Empowerment and is supported by Ministry of Social Justice & Empowerment.

HRAWI, over the last several years, has taken effective steps to encourage, promote, and protect the interest of member establishments. It has been rendering professional assistance from time to time to all its members on topics of vital importance.

ALL HOTELS ARE NOT GROWING

The Hotel and Restaurant Association of Western India (HRAWI) has strongly contradicted recent surveys suggesting that the Indian hotel industry may have come out of a decade-long slumber. The Association has opined that while it may be true for a small section or class of hotels, it definitely does not hold good for the overall hotel industry. It has, in fact indicated the opposite to be true.

"The Average Room Rates (ARRs) are 30 per cent lower than what they used to be 10 years ago. The trend in rising occupancy is presently due to the popularity of the Online Travel Agents (OTAs) and aggregators and has little to do with hotel business picking up. To the contrary, hotels are barely able to set-off the operating costs and other fixed expenses. The industry also now has to face unfair competition in the trade with the emergence of the homestay option, which has started to nibble at the



Dilip Datwani
President
HRAWI

“
The Average Room Rates (ARRs) are 30 per cent lower than what they used to be ten years ago
”

hotel industry's share of the pie without having to deal with the policies, regulations, taxes, laws, and licences that the industry has to put up with," says **Dilip Datwani**, President, HRAWI.

The Association has also pointed out that the Foreign Tourist Arrivals (FTAs) have not really picked-up despite the government's easing up of visa policies for a host of countries. As per a report by the Ministry of Tourism, Government of India, the percentage share of FTAs in India during February, 2017, among the top 15 source countries was higher than Bangladesh at 17.46 per cent.

"There is a huge percentage of Indian expats and Indian nationals who stay and travel abroad. We do not think there has been much change in the curve for us as far as foreign guest stays are concerned," says **Bharat Malkani**, Past President, HRAWI.

HRAWI'S PICKLE INITIATIVE RECEIVES ACCOLADES

At a recently held forum in India's Corporate Social Responsibility (CSR) sector, HRAWI won an award for the initiative, Project Pickle. Initiated in collaboration with the Ministry of Social Justice & Empowerment, the project is aimed at providing employment to over one lakh self-help Dalit women groups in rural and urban India by sourcing from them the ubiquitous everyday food item, the pickle.

As part of the programme, the Association conducts an advocacy programme with both its member and non-member hotels and restaurants to purchase pickles from self-help Dalit women groups.



With an estimated ₹65-70 crore worth of pickles bought by hotels in Maharashtra, the Association has aimed at sourcing as much quantity

of pickle as possible from these women. A month's supply of pickles in three to five hotels provides employment to at least 10 Women's Self Help Group (WSHG) community ladies.

While accepting the award on behalf of HRAWI, **Bharat Malkani**, Immediate Past President, HRAWI, said, "Instead of buying the pickle from large companies, the association decided to encourage purchase from the WSHG community. This makes a marginal difference in cost to the hotel establishment but it helps in providing employment to a lot of women."

GST, A GAME CHANGER FOR INDIAN ECONOMY?

HRAEI held a seminar titled 'Goods and Services Tax (GST): The Roadmap Ahead' at Holiday Inn Kolkata Airport, on June 17. The seminar was organised to address queries on GST that came into effect from July 1, 2017. SK Panda, Chief Commissioner, Service Tax (Kolkata Zone), chaired the seminar. Sungita Sharma, Primary Additional Director General (Vigilance), Mumbai, and NC Guriya, Joint Commissioner, Commercial Taxes (West Bengal), were also present. While inaugurating the seminar, **Sudesh Poddar**, President, HRAEI, said, "We are about to step into a new tax regime and our members have a lot of doubts. The seminar was organised to clear the doubts of our members." **T.S. Walia**, MC Member, HRAEI, said, "The overwhelming response at the registration desk showed there is a lot of confusion among our members. Their queries were addressed by officials present at the seminar."

"There is indeed a lot of panic across the industry regarding GST, especially in the unorganised sector," said Panda. According to him, GST regime has made things more simple and beneficial for



“ GST will make the tax base of the country wider, eventually leading to greater economic benefit and higher GDP ”

the common man and also the government. He also added that the GST will make the tax base of the country wider, eventually leading to greater economic benefit and higher GDP." Sharma assured that ease of doing business in the new tax regime will increase.

"We have formed sectoral working groups to address issues in respective sectors. We'll prepare a guidance note of your sector based on the issues." Guriya offered an overview of the GST scenario. "This will surely reduce number of court cases because confusion over goods and services domain will be removed."

Pranav Singh, Secretary, HRAEI, said in conclusion, "The seminar answered a lot of questions of our members. Now, there is no doubt that GST will be beneficial to our industry." Poddar added, "We expect GST to be a game changer of Indian economy."

(L to R) SK Panda, IRS, Chief Commissioner Service Tax; Dr. Rajesh Mishra, Ex-President, FHRAI; Sudesh Poddar, President, HRAEI; NC Guriya, Joint Commissioner Commercial Taxes, Govt. of WB; Sungita Sharma, IRS (C&CE), Principal Additional Director General; T.S. Walia, Vice President, FHRAI; Vinaay Malhotra, Senior Vice President, HRAEI; Pranav Singh, Honorary Secretary, HRAEI



HRAEI

HRAEI COLLABORATES WITH FSSAI FOR FOOD SAFETY

The Hotel and Restaurant Association of Eastern India (HRAEI) has collaborated with the Food Safety and Standards Authority of India (FSSAI) to educate and equip hotels and restaurants in the eastern region of India with food safety and security guidelines.

As part of the initiative, the Association has organised a certification programme for Master Trainers with the support of Subject Matter Experts (SMEs) from FSSAI to counsel and guide representatives from hotels and restaurants through a series of conclaves held at various locations.

The Association completed the first training session for Master Trainers in Kolkata, West Bengal, and undertook similar exercises in other states in the region. The session was held at Fern Residency, Rajarhat, on June 9.

The objective behind the HRAEI-FSSAI certification programme, FoSTAC, for Master Trainers, was to familiarise the hoteliers and restaurateurs with the finer nuances of food safety and hygiene and to effectively pass on the communication to the grassroots levels in the establishment in order to uniformly implement the process. FSSAI has made it mandatory for hotels and restaurants to have at least one person trained in food safety in order to check adulteration in food.

Pawan Kumar Agarwal (IAS), Chief Executive Officer of FSSAI, graced the occasion with his presence. He said, "This initiative is a part of our programme that will upgrade the level of food safety and hygiene in hotels and restaurants." Representatives from 30 hotels attended the training session. Pranav Singh, Honorary Secretary,



(L to R) Godhuli Mukherjee, IES, Commissioner, Food Safety, and Secretary, Health & Family Welfare Department, WB; Suneeti Toteja, Director, FSMS; and Rajesh Singh, Regional Director, FSSAI.



Pawan K Agarwal
CEO
FSSAI

“ This initiative is a part of our programme that will upgrade the level of food safety and hygiene in hotels and restaurants ”

HRAEI, took a key role in organising the event and said, "HRAEI has brought on board Dr. V Pasupathy, Food Scientist and certified Lead Auditor on



Pranav Singh
Honorary Secretary
HRAEI

“ HRAEI has brought on board Dr. V Pasupathy, who trains and certifies eligible representatives from participating member establishments ”

food safety management systems in the country who mentors, trains, and certifies eligible representatives from participating member establishments."

TTM SOCIETY UNVEILED IN MADURAI ON JUNE 4



Tamil Nadu Travel Mart (TTM), officially registered on May 30, 2017, in Chennai, inaugurated its Society in Madurai on June 4, 2017, at Regency by GRT Hotels, Madurai. It was inaugurated by Sanjay Shreevats, Regional Director (South), Ministry of Tourism, Government of India.

The inaugural function was presided over by the TTM Founder President, T. Natarajan, who is also CEO, GRT Hotels. The function was felicitated by S Rajamohan, Principal & Secretary, Institute of Hotel Management, Tharamani, Chennai; S Sundar, the Secretary, initiated the vote of thanks.

Sanjay expressed his dream of TTM being conducted in Tamil Nadu. He appreciated the extended support of the Tamil Nadu Government. He promised necessary reinforcement

through the Ministry of Tourism, Government of India. He had already appraised the Union Minister of Tourism, Dr. Mahesh Sharma, along with Meenakshi Sharma, Additional Director General, Ministry of Tourism, Government of India, on the event.

Rajamohan too congratulated the TTM Society and the organising committee. He said that as tourism in Tamil Nadu grows, educational institutions involved in developing

“ TTM Society's primary aim is to promote Tamil Nadu as the preferred tourist destination in India and abroad ”

students for the industry would also take a leap.

He volunteered to give required facilities for the mart. He promised volunteering of 900 students from his campus to work with the society for the students to have an optimal exposure of the industry.

ABOUT TTM SOCIETY

For the first time in the history of Tamil Nadu, a society has been formed with all the stakeholders of travel and tourism industry including hotels, tour operators, travel agents, fleet operators, airlines, museums, arts and craft centres, etc., from Chennai to Kanyakumari.

TTM Society's primary aim is to promote Tamil Nadu as the preferred tourist destination in India and abroad.

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REBRANDING

GUJARAT'S FIRST GRAND MERCURE IN VADODARA

Vadodara's Surya Palace has been rebranded Grand Mercure Vadodara Surya Palace. Strategically located in proximity to Vadodara's business district and corporate hub, the hotel is the first Grand Mercure to be launched in the state of Gujarat. Featuring 146 well-appointed guest rooms including five suites; Azure, an all-day dining restaurant; Vanilla, a delicatessen; an outdoor pool; and a fitness and wellness centre, the hotel is a mere two-minute drive from the railway station and 10 minutes from the airport.

"The rebranding of Grand Mercure Vadodara Surya Palace gives us an opportunity to showcase the property as our 48th hotel in the

country and highlight AccorHotels' growing network in the region. It further strengthens our presence in Gujarat as AccorHotels' first upscale property in the state and West India," said **Jean-Michel Cassé**, Chief Operating Officer, India and South Asia, AccorHotels.

The group will further augment its presence in the state with the opening of a Mercure hotel in the divine city of Dwarka in Gujarat, later this year, outlining the importance of West India as a market for AccorHotels. Additionally, through the setting up of a new Global Sales Office structure in the country, AccorHotels has consolidated its brand portfolio under a single window operation with multiple brand choices and offerings for the global market.

AGGREGATOR

BIRDRES AND OYO TO INTENSIFY NETWORK



BirdRes, the B2B distribution channel from Bird Group, has joined hands with OYO, the budget hotel aggregator. With this association, BirdRes would give OYO access to its nationwide network of travel agents and help expand its business in the India market. **Rakesh Mehta**, Manager – Operations, BirdRes, says, "This partnership will offer BirdRes customers ease of access to book OYO rooms for their clients through a simple and hassle-free payment process. Further, it will offer OYO a large platform to offer their services to a wide range of travel agents all over India."

On the partnership, **Abhinav Sinha**, COO, OYO, says, "With over 25,000 registered travel agents, the platform provides us seamless access to this preferred network of India's top corporates and mid-sized businesses. It enables us to offer OYO's hassle-free stay proposition to corporate travellers."



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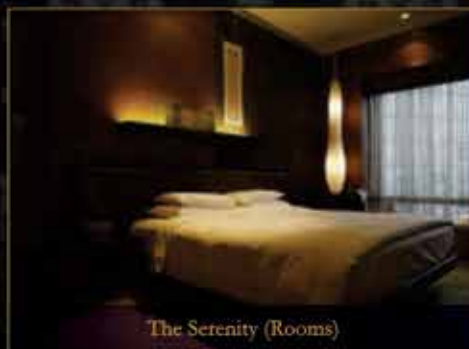
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LAUNCH

SANDAL SUITES, NOIDA, REVEALED TO GUESTS

The launch of Sandal Suites, operated by Lemon Tree Hotels, marked the opening of Noida's first upscale serviced suites. The property features 195 suites, extensive banqueting facilities, numerous dining options, and an array of recreational facilities in a contemporary setting. These serviced apartments, situated just off the Noida-Greater Noida Expressway, are located within Assotech Business Cresterra, the LEED Gold certified office complex in the IT hub of Sector-135, Noida.

Speaking at the launch, **Rattan Keswani**, Deputy Managing Director, Lemon Tree Hotels and Director, Carnation Hotels, said, "This is the first property Lemon Tree Hotels (through its management arm, Carnation Hotels) will be operating in Noida, and our first step into the upscale serviced suites space. The launch of Sandal Suites is in response to the growing demand for comfortable and convenient extended stay accommodation options for business and IT professionals in the vicinity."



EXPANSION

CYGNETT HOTELS ADDS JAMMU TO ITS PORTFOLIO



The winter capital of J&K, Jammu is a window to the beautiful state that gets thousands of tourists every year for various reasons, be it for a cultural expedition to Vaishno Devi, the rich flavour of Kashmiri cuisine or for a relaxing ride in the Shikaras. The city now has one more reason to celebrate. **Sarbendra Sarkar**, Founder and Managing Director, Cygnett Hotels and Resorts, says, "Cygnett Park Asia, Jammu, is an exciting addition to the Cygnett Hotels portfolio. We believe the city of Jammu has incredible potential for business and hospitality growth, making it an obvious choice for the Cygnett Hotels brand. Working with one of the most experienced hotels in this region will set new standards in offering guests a dynamic hotel experience, and this association will resonate the essence of Cygnett Hotels and Resorts in its global expansion."

DIGITISATION

KERALA AIMS TO MULTIPLY TOURIST ARRIVALS

Government of Kerala is looking to double the number of domestic tourists and achieve a 50 per cent increase in foreign arrivals to the state by 2021. "Kerala Tourism has been exploring new media as a key platform and has witnessed the reach and response to it. These digital platforms are the key to achieving this goal," said **Kadakampally Surendran**, Minister of Tourism, Government of Kerala, while inaugurating the second edition of International Conference on Tourism Technology (ICTT) at Le Méridien Kochi. Terming the ICTT as "the gateway to improve our social media presence", he said it would eventually enhance the tourism sector. Highlighting the state government's plans, the Minister noted that the new liquor policy, which allows bar licences to restaurants in hotels of the three-star category, would boost the MICE tourism in the state.

The ICTT, organised by Association of Tourism Trade Organisation (ATTOI) with support from Kerala Tourism, is the only conference of its kind in the country focusing on the most pertinent aspects of building business on technology platforms. The inauguration ceremony saw in attendance Hibi Eden, MLA, Ernakulam Constituency; Dr. Venu V, Principal Secretary, Department of Tourism; and P Bala Kiran, Director, Kerala Tourism.



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FORTIFYING YOUR STAY

From natural disasters to terrorist threats, no circumstance is truly predictable in today's time. Hoteliers share inputs on how they ensure that guests at the hotel feel safe through enhanced safety measures.

Kanchan Nath





Naveen Vishen

Naveen Vishen Head of Operations Jüsta Hotels & Resorts

DEPENDABLE TECHNOLOGY

Ensuring safety and security of all tangible and intangible assets is not limited to humans alone. Physical security is heightened with the aid of tools such as electronic surveillance, technology, and stringent processes.

Adherence to technology as well as constant monitoring of all processes and activities can be achieved through the means of baggage screening machines, CCTV cameras, metal detectors, and access-controlled key cards to rooms and floors.

We use software programmes to track and share information of guests with authorised team members. Monitoring of staff movement and visitors to the hotel is also important.

STRICT ADHERENCE A MUST

One of the key ways of ensuring safety and security is to ensure that the process meant for this is adhered to strictly by all members of the staff. Any deviation from the SOPs with regard to this is non-negotiable and taken up strictly to ensure there are no future lapses.

We have check points at all stages of our operations to monitor adherence. All team members working directly or indirectly with guest information are required to sign a non-disclosure agreement before they become a part of the organisation.

THE WAY AHEAD

We are looking at ways where human intervention is minimised through introduction of enhanced technology by which we conserve time and increase prediction, efficiency, and accuracy in the security division.

MORE ACCESSIBLE AREAS

The products are now more compact and can be placed in or around the access areas, which was not possible earlier. Storage capacities of recording devices have increased, products are now smarter, and they endure the ability to function more efficiently than before. For instance, CCTV cameras have multiple functional capabilities such as increased sensitivity to start recording whenever there is a movement. They can also capture thermal images.

DYNAMIC DEVELOPMENT

Development of technology is so dynamic that in many cases the new product options that are made and sold internationally are either not available at the same time in our country or they are over-priced due to various import duties. In some cases, by the time they reach our shores, they turn obsolete. As India is a diverse country with lots to cover and with regard to security, the products are either not compatible or customisable to our requirements.

5 KEY REQUISITES

- The right set of people
- Up-to-date equipment
- Protection of assets
- Digital data protection of records
- Constant monitoring of processes



Malay Singh
Chief Security Officer
Crowne Plaza Gurgaon

AWARENESS AMONG ALL

Nowadays, people are more aware of safety and security policies. They are aware of the fact that if they follow these policies, they will be the first to reap its benefits as well. Such an awareness is also advantageous for them as it makes them think and come up with new ideas that can make the workplace more safe and secure.

TRAINING WELL

There is no doubt that new products are more reliable and multifunctional, helping fulfil the motive of security designs of a hotel. However, there does exist a gap when it comes to the users of this technology.

If users are not well-trained, technology may fail to deliver its purpose. That said, if we use technology from end-to-end, then the user needs to only ensure that everything is working, making human interference more of a supervisory function.

RISK MANAGEMENT

All security standards are designed in a way as to prevent any kind of security breach. At our hotel, we lay great emphasis on risk management, allowing us to gauge potential threats. We carry out risk assessments and on the basis of reports generated from such an exercise, we opt for safety and security measures to nullify potential threats and make guests and employees safe and secure.

SECURING PERSONAL DETAILS

In order to keep the personal information of guests absolutely secure, we give access of that information to very few key and reliable people. We also use different technologically-advanced techniques to keep it secure.

KEEPING UP WITH STANDARDS

Standards are specific to local circumstances. However, there is not much difference in international and local standards. Indian hotels use advanced technology for making hotels secure, a requisite per our current security scenario. We have come across plenty of advanced scanning and vigilance systems such as under-vehicle scanning systems and face recognition cameras that help meet these standards. The main difference lies in adherence to the standards. For an unobstructive security service, we require tools that quickly give us background information so we can analyse and take an action, whenever the need arises.

NEW TECH

High definition, infrared, Wi-Fi enabled cameras for elevators are increasingly being used at hotels. Regular, hard-wired CCTV systems cannot give an unobstructed coverage as elevators are constantly moving. Wi-Fi enabled CCTV systems, however, do have the advantage of wireless connectivity, without the difficulty of a loose connection and hence, lesser downtime.



Malay Singh

KEY REQUISITES

- Risk analysis
- Perimeter and physical security
- Technical security
- Policy, procedures, and intelligence
- Audit, awareness, and trainings



Lt. Col. (Retd.) Satish Bhati

Lt. Col. (Retd.) Satish Bhati Chief of Security The Imperial, New Delhi

AVERTING DISASTERS

Security of life and property is very important for the survival of the tourism and hospitality industry. Man-made incidents, natural disasters, terrorist attacks, and harmful disorderly behaviour have threatened the sustainability of the industry. Some of the safety characteristics stated below can be developed to avert or reduce security risks:

- Staff of hospitality and tourism industries must be trained to deal with security issues like terrorist attacks, bomb threat calls, and hostage situations.
- Standards in compliance with security issues must be strictly adhered to, particularly issues relating to fire prevention, health hazard, environmental pollution, violence, and terrorism.
- Existence and effective access to emergency services are pivotal to a sustainable destination.
- Effective planning and communication in the pre-event stage should be adopted. A written emergency preparedness plan for reduction, readiness, response, and recovery phases to deal with crisis should be available and must be updated regularly.
- The use of advanced software, database, modelling, and other communication tools will allow for operational improvement and competitiveness in the industry.

MAKING THE BEST OF SECURE SYSTEMS

We strive to ensure the security, integrity, and privacy of personal information submitted to our sites and we review and update our security measures in light of current technologies. Unfortunately, no data transmission over the internet can be guaranteed to be totally secure. However, we take all reasonable steps to protect the personal information you may transmit to us. Once we receive your information, we also make our best efforts to ensure its security on our systems. We use Opera software in order to encrypt the personal information that guests provide to us. The personal information we collect from guests, online, is stored by us and/or our service providers on databases protected through a combination of physical and electronic access controls, firewall technology, and other reasonable security measures.

OBSTACLES AND REMEDIES

With technology growing at a rapid pace, new gadgets and equipment are flowing in the market. For instance, IP-based CCTV cameras that can be accessed on smartphones, non-linear junction detectors to detonate bombs remotely and to detect active and passive electronic circuits, liquid scanners to check containers for explosive and flammable liquid, smart door locks that can be accessed from smartphones, and full body

KEY REQUISITES

- Vigilant employees
- Proper profiling by front-desk
- CCTV cameras
- Staircase exits with panic-bar bolt doors
- All-vehicle checks





scanners are being used extensively. That said, the biggest obstacle, by far, is to handle a terror attack that can only be possible by individual vigilance, effective communication with local police, and a well-trained staff for reacting to emergency situations.

INTEGRATIONS

Security mainly consists of five types of equipment that includes access control systems, CCTV surveillance systems, communication equipment, scanning systems, and detection systems. All these systems are often combined or integrated with the main panel. Change in technology demands upgrading of all the equipment and surveillance devices.

The security equipment available in the market uses latest technology, but some specific ones need government approvals, further delaying the process of procurement. Furthermore, after procurement, the main challenge lies in installation, commissioning, and maintenance of the equipment.

PHYSICAL PRESENCE A NORM

Globally, the basic technology that is being used for security operations is same for the hotels. International hotels are mostly dependent on new technology, gadgets, and surveillance devices, but in India we feel that the best access control is to have the physical presence of a security guard and armed guards watching 24*7, in addition to the installed access control system.


COMING UP

We are in the process of acquiring the latest explosives trace detector from Smith Detection System. This equipment is a miniaturised detection technology and is programmed to detect and identify over 40 threat substances in about 20 seconds, including common chemicals often used in Improvised Explosive Devices (IEDs) and home-made explosives. Also, proposal for X-ray scanners at the staff entrance for scanning of material and staff baggage, and installation and upgrade of surveillance systems is in the process.


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Sachin Motee

Sachin Motee

Head - Security & Vigilance The Leela Mumbai

WINNING CONFIDENCE OF GUESTS

With rising concerns over security, travellers have become sceptical about security issues within the hotel premises and the safety quotient of a property. It is imperative to win the confidence of guests by addressing their concerns. Hotels are trying to see how best they can upgrade their systems by using the latest technology for access and surveillance of the hotel, keeping in view the privacy of guests.

KEY PRACTICES

We follow effective supervision and control procedures that ensure important information and details are not leaked. We also focus on management and operational policies regarding the security of guest rooms, security policies and practices for back-of-the-house areas, and employment and training of security personnel.

THE FUTURE

Technology will play a major role in enhancing surveillance and access control systems. Access points will be made digital and personalised, thereby increasing the safety of guests.

SCOPE FOR IMPROVEMENT

In my opinion, Indian hotels are equipped with all the required standards. However, I do feel that we can make better use of technology in refining our processes and functions.



OUR PROCEDURES

We keep our hotel safe and secure by adapting the following techniques:

- Well-equipped fire prevention systems according to the local regulation
- Comprehensive emergency plans
- Emergency lighting system
- 24-hour uniformed security guard
- Regular testing of hotel safety and security systems and fire fighting training for employees
- CCTVs for hotel public areas
- 24-hour first-aid-trained employees
- Educating all employees about safety norms and emergency exists

SOON TO COME

We are planning to procure a number plate identification system, wherein the number plates of all vehicles will be automatically registered in the system during entry and exit. This will help us in streamlining the access of vehicles to the hotel premises.

5 KEY REQUISITES

- Well-equipped fire prevention systems
- Trained security personnel and well-informed employees
- CCTVs for hotel public areas
- Guaranteed emergency plans
- Regular testing of hotel safety and security systems





Dushyant Singh

Dushyant Singh
 Managing Director
 Raj Niwas Palace, Dholpur, Rajasthan

SIMPLE MEASURES

Over the years, there has been great advancement in the safety and security systems of hotels. There are few security measures that are of utmost importance such as cameras with digital technology, software interface, and CCTV; biometric readers such as face recognition systems, etc.; and key card locks for guest rooms with flash memory and other functions. The whole system can be connected directly to the Property Management System (PMS). The facility for emergency power also helps provide uninterrupted service to the guests staying at the hotel.

FOLLOWING PROTOCOL

We follow a strict confidentiality law. As a protocol, we keep the details of all our guests completely confidential. We have the latest softwares that are password-protected and can only be accessed by the senior-most IT incharge. Our front desk takes data and consumer protection very seriously, and invests time and effort on compliance on behalf of our guests. We have trained security guards working 24-hours, staff wearing a photo ID allowing quick identification, and CCTVs.

BEING GLOBAL BRINGS STANDARDISATION

In my opinion, there isn't a huge difference in international and local standards. Most hotels in our country are multinational, so they follow the same rules, policies, and protocols everywhere. As a nation, we might not have matched up to international standards, yet, but have surely come a long way.

PREPARING EMPLOYEES

We organise fire fighting drills and other mock drills for all the team members, so they are well aware of how they must act in case of an emergency.

NEW TECH

When thinking about hospitality, one thinks of that intimate one-to-one connection that builds a relationship between the guests and the hotel staff. Though technology cannot replace that, it can surely help in streamlining the time-consuming processes. We have an insurance policy in place that provides an option of insurance policy to guests to guarantee compensation for specified loss.

KEY REQUISITES

- CCTVs
- Security officers and guards
- Fire alarm system
- Employee IDs
- Fire extinguishers



Ranjeesh PK

Ranjeesh PK General Manager Davanam Sarovar Portico Suites Bengaluru

CHANGE IN STANDARDS

Security at a hotel can be divided into different segments such as data security, disaster management (man-made or natural), and loss prevention. Over the years, we have witnessed hotel security become technologically advanced. Cameras, scanners, DFMD electronic door locks, and digital room safes are all standard practices now.

KEEPING INFORMATION SECURE

When it comes to data or guest information, the hotel collects the bare minimum information from the guest to complete the hotel transaction. The data is fed into a secure software that can be accessed only by the duty manager and other managers higher up in the hierarchy. We do not connect with our guests on Facebook or any other such medium where information is shared in a public domain.

CHANGE IN VIEWPOINT

Given the security situation in our country, the entire hotel fraternity has changed its view on hotel security. A systematic approach to each situation has been evolving and will continue to evolve. One day, we may evolve in the way passengers are frisked at airports irrespective

of them being business-class travellers or economy-class travellers. It is ultimately for the safety of the guests.

GAP ANALYSIS

Not much has changed in the generic equipment used, however, better and smarter upgrades have come up. Commenting on the gaps in products, yes, there is scope for improvement, but it all depends on the system that is going to be implemented and the need for such products.

MEETING INTERNATIONAL STANDARDS

From my personal experience and also after meeting and talking to our expatriate guests, I can say that we, in India, are on par in terms of security with any international hotel.

SECURING ALL CORNERS

The priority demanded by business travellers staying at a hotel is free and secure internet access and most importantly, good security. We have ensured that the staff in the hotel is aware and trained on detecting suspicious activity, which is important for guests and us as well. We follow strict procedures everywhere, be it bookings being made at the hotel dining or event.

5 KEY REQUISITES

- Awareness and training
- Systems and procedures
- Right equipment for every need
- Motivated team
- Good co-ordination with local authorities



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Kranthi Juluri

Kranthi Juluri Security Manager Novotel Visakhapatnam Varun Beach

COMPREHENSIVE SYSTEMS

Over the years, hotel security and safety has become more comprehensive and technologically advanced. Today's physical security system components are not just limited to landscaping and lighting, fire and security alarms, CCTV and video surveillance, but a lot of emphasis is also being laid on tools and equipment that protect proprietary information of the guests at the hotel. Security systems are being integrated so that access control systems, alarms, and cameras are co-ordinated. Also, highly trained and certified security personnel are being hired to monitor and assist in the safety demands of the hotel.

EFFICIENT STAFF

We take complete care of the guests by providing wide-angle door viewers, deadbolt locks, night torches, chains on doors, emergency exit plans, and much more. At the same time, it is also important to monitor guest and staff movement inside the property. An effective security procedure starts from recruiting efficient and effective staff.

The hiring practices such as strong background checks of selected applicants help us streamline the policies and procedures effectively. All our employees are well-trained to ensure a guest's security and safeguard his/her personal information.

NEW MECHANISMS

We believe that crisis management plans should be up-to-date and that the hotel staff should always be ready to tackle all kinds of unforeseen situations. With digitisation being the key word, hotels are and will be implementing various automated technologies. New mechanisms such as mobile applications, hotel software, training modules, and security equipment are being introduced in the market on a regular basis. Given the increased risk factor, hotels and major hospitality brands are undergoing an overhaul by making large-scale investments to provide the best measures of safety and security. Another trend is installation of new check-in systems that accept chip-based credit cards and debit cards as a way to guaranteeing secure payments.

HOTEL-SPECIFIC STANDARDS

Each hotel or hotel group has its own set standards for risk management. It is best kept to the management to acquire and implement the relevant procedures. At our hotel, we ensure that the safety and security procedures are up-to-date and that global best practices are followed by the hotel. We ensure that no stone is left unturned in maintaining the maximum safety levels for our guests.

5 KEY REQUISITES

- Security and safety training
- CCTV cameras
- Familiarising guests with emergency procedures
- All-vehicle checks
- Regular mock drills



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*The Company is registered wide registration number 24942, dated 9th April 2002 under the International Companies Act 1990.

Contact No. 9754515484 | sjinisiwale@gmail.com | Whatapp 9009369619
C.K Wagh 7697709242 | Ph No-0751-2630957 | chandrashekharwagh21@gmail.com



Saurabh Gahoi

Saurabh Gahoi Area Director - Bengaluru Lemon Tree Hotels

AVERTING THREATS EVERYWHERE

The world is an increasingly unpredictable and dynamic place. Terrorism remains at the top of one's mind when it comes to travel threats as per the Global Rescue 2017 Travel Safety Survey. Safety also involves preventing employees and customers within the hotel from potential injuries as well as preventing related property damage. To improve safety, we have electronic locks, fire sprinklers, smoke detectors, closed circuit televisions, access controls, perimeter protection, infrastructural benchmarking, physical security, emergency response procedures, employee training, pre-employment verification, fire and safety, etc. Keeping data secure is a big concern for us, even at an industry level.

TECH TO KEEP DATA SECURE

With latest technology and cloud-based computing systems, we keep the personal information of our guests secure. At the same time, we ensure there are no lapses in following procedures.

REPLACING OBSOLETE TECHNOLOGY

Key cards are becoming a common practice and may be replaced by voice, hand, retina, and skin identification in the future. Lemon Tree is already using equipment like face detection scanners, vehicle number plate scanners, and four-dimensional models to track each and every movement.

Computer systems help in keeping security personnel up-to-date with local security issues, screening potential security threats, monitoring

current security personnel, and keeping the physical facilities protected. Multi-sensor fire detectors provide increased fire protection. Several agencies have developed programmes to help educate hotel guests about safety. Fire protection and evacuation drills are practised across all Lemon Tree hotels.

ROOM FOR IMPROVEMENT

Older products were operated manually and required more physical interventions as compared to the new ones that are on the same principles, yet, are technology-driven, saving time and space. The new age equipment has restrictions and malfunctioning issues, which needs enhancement. Special vapour tracers need to be developed to detect explosives from a large distance. Security personnel need more training on latest developments in order to enhance their security setup.

A CENTRAL DATABASE

We need to educate and equip more people to understand the importance of safety and security. We also need more automated systems to decrease manual interventions as much as possible. A central database is also required for all hotels to track down any potential threats.

REGULAR AUDITS

We have our own risk assessment checklist that is followed religiously. Periodic audits ensure upkeep of hotel safety and security for guests and employees. Furthermore, we keep modifying the same regularly as per technological advancements and guidelines.

5 KEY REQUISITES

- Continuous patrolling
- Surveillance through CCTV
- Upkeep of security equipment
- Hazard identification and control measures
- Trainings and periodic audits



Shankar Bhoibar
Security Manager
Novotel Pune Nagar Road

DIGITAL OVER ANALOGUE

Over the years, guests have watched hotel security become more comprehensive and technologically advanced. Analogue systems are increasingly being replaced by digital systems, with internet protocol that enable superior and advanced imagery, recognition, and storage. We also see that security systems are integrated to provide co-ordination between all safety measures. Moreover, hotel operators are selecting the best security vendors with prior reference checks.

PLETHORA OF MEASURES

To ensure maximum security of guest information, we ensure that employees check IDs each time someone asks for a key replacement. We also provide our

SECURITY, A SALES DIFFERENTIATOR

We expect greater attention to be given towards integrated surveillance systems, advanced lock and access control systems, and sophisticated asset protection tools. All of this is done in a manner that blends aesthetics and security.

Today, business travellers and corporations are more concerned about the safety of their employees while travelling. Safety and security is becoming a sales differentiator for many hotels and we expect this trend to continue in the years to come.

INCREASED AWARENESS

As we see an increase in outbound tourism, we also see an increase in the awareness levels



Shankar Bhoibar



staff proper uniforms and name tags so that no one can misuse their identity. Our team politely engages with guests to understand their purpose of visit and whereabouts, helping us establish intent.

Additionally, we also train our staff to verify the identity of every contractor who enters the property; the Security Director of the hotel reviews hotel conditions on a regular basis using checklists to ensure all areas like stairwells and hallways are well-lit, clean, and safe.

Our hotel has a clear emergency response plan that is discussed with the Security Manager during security trainings to maintain clarity on the processes being followed. All kinds of guest details and our database are kept under strict vigilance.

among the guests. Today, guests are highly aware of global best practices and in order to serve them better, the hospitality industry in India has also begun to evolve and is rapidly investing towards improving the safety and security scenario.

At Novotel Pune Nagar Road, we ensure that all software and systems are up-to-date and that global best practices are followed.

TECH FOR SAFETY OF HEALTH

We have purchased a life-saving device called Automated External Defibrillator. This machine works by delivering a dose of electric current to the heart, which can potentially save a guest's life in the unfortunate event of them suffering a heart attack.

KEY REQUISITES

- Trained security team
- Electronic security devices
- Fire alarms
- Emergency power
- Defibrillation units



Ashwini Kumar

Ashwini Kumar Safety and Security Manager Novotel Hyderabad Airport

EXCHANGES AND PROTOCOLS

There has been large-scale technology adoption in hotels in the last few years as part of strengthening safety and security of the property as well as that of the guests. We feel that with an increase in the factor of risk and with the introduction of new technology, trainings are being provided across multiple levels in the hotel hierarchy. From screening at the entrance till the final check-out, every guest is ensured complete comfort and safety at every step. Various information exchange and verification protocols are carried out in a streamlined manner to reduce inconvenience and fulfil all protective measures.

THREE-LAYER MECHANISM

It is through a three-layer mechanism that we make sure no information is leaked. The mechanism involves administrative control, where the hotel ensures that basic guidelines and procedures are followed by the staff and random checks are conducted by the security team; technical control, where checks on passwords, access to information, and software upgrade is undertaken on a regular basis; and physical control, where usage of security systems like CCTV, access to any particular area, confidentiality of documents, and data of guests is also kept under high surveillance.

UPDATING TECHNOLOGY REGULARLY

Guests being more exposed to international best practices has encouraged the local hospitality industry to catch up as well. The guests today are aware and demand nothing less than the best. It is our endeavour to ensure that the guests feel safe within the hotel premises. To ensure maximum safety and security of our guests and employees, we ensure that all the systems are up-to-date and that the hotel has a fully-equipped response team available at all times in case of an emergency.

FOLLOWING SET NORMS

At Novotel Hyderabad Airport, we follow the guidelines provided by authorities like the fire department, National Building Code of India, State Health Department, the police, and others. For employees, we do strict background verification to employ the best and right candidate. All our employees are well-trained to ensure security of guests and safeguarding of personal information. We also ensure that special audits are organised to ensure proper working and dissemination of safety related information and its implementation. These audits are conducted at random to make sure all the security protocols are actively being followed on an appropriate level. All the equipment and infrastructural amenities are checked and replaced regularly to minimise any kind of risks and errors.

5

KEY REQUISITES

- Employ the best staff
- Regular training
- Follow all stated policies and procedures
- Involve local authorities and media for surveillance
- Familiarise guests with emergency plans



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Convening in BENGALURU

Shangri-La Hotel, Bengaluru, is to be the venue for FHRAI's 52nd Annual Convention, which will be taking place from September 14 to 16. In an interview, **Andreas Streiber**, General Manager, Shangri-La Hotel, Bengaluru, talks about the hotel and remaining relevant in the IT hub of India.



KINDLY TELL US ABOUT THE USP OF THE HOTEL.

The hotel is the closest five-star luxury property from the airport with a travel time of 45 minutes. We constantly strive to provide the best in-house service and make our guests feel at home. To be able to do so, we ensure that our guests can avail relaxation therapies even when they check-in late. Shangri-La is the largest food and beverage destination in Bengaluru with eight outlets catering to the diverse culinary needs of our global travellers.

Our guests are spoilt for choice with restaurants serving authentic and modern dishes across Indian, Chinese, Japanese, Mediterranean, and international cuisines. The city is known for its pleasant weather round-the-year and each of our

restaurants cleverly mix indoor and outdoor seating to offer expansive views of the city and dining experiences that are truly remarkable. Our 19th floor open-air, rooftop bar, Hype, is open on all days and visible from all four corners of the city.

WHAT FACILITIES DO YOU OFFER TO BUSINESS TRAVELLERS?

The requirements of business travellers are always very specific and we have kept the same in mind while working on our offerings for these corporate guests. Some of the key facilities that we would like to highlight include:-

- Spacious and well-insulated rooms
- Work station in every room
- High-speed Wi-Fi connection across the hotel
- Strategically placed electric outlets, 24-hour access to the business centre with all secretarial facilities
- Well-appointed business and meeting rooms
- Press reader service that allows guests to download international newspapers on their own devices

“

We constantly strive to provide the best in-house service and make our guests feel at home

”



- In-room iron boards and quick laundry facilities
- Relaxation facilities with 24-hour access

WHAT IS THE MICE CAPACITY OF THE HOTEL? TELL US ABOUT NEW TECHNOLOGY THAT YOU PROVIDE.

As a premier international luxury hotel, Shangri-La Hotel, Bengaluru, offers comprehensive meeting and event facilities, including a wide range of customisable floor plans and arrangements. These versatile spaces are ideal for grand events and celebrations, especially our Grand Ballroom that can accommodate upto 900 guests.

In addition, we also have seven other flexible venues/function areas. The above offerings and services make the hotel an ideal destination for not just short stays or transit business travels but also for extended stays.

Together with seven other function rooms on level two, connected by a grand staircase and glass elevator, the meeting facilities at Shangri-La Hotel, Bengaluru, are the city's largest.

WHAT ARE THE SIGHTSEEING AND SHOPPING OPTIONS IN THE CITY?

Some of the most beautiful gardens in the city are Lal Bagh, Cubbon Park, and Bannerghatta National Park. Bengaluru Palace, the cultural and monumental palace with a striking resemblance to England's Windsor Castle, is located just five minutes from Shangri-La Hotel.

Vidhana Soudha, the seat of the State Legislature of Karnataka, is one of the most important structures in Bengaluru, which is located 10 minutes from the hotel.

The other iconic landmarks include National Gallery of Modern Art, HAL Heritage Centre, Aerospace

Museum, Bull Temple, and ISKCON Temple. Bengaluru is a paradise for those looking to shop in the city. The city shopping ranges from high-end luxury malls to local thrift shops and street markets. Bengaluru has numerous shopping malls where one can find luxury branded stores. UB City is the biggest luxury skyline shopping mall located in the heart of Bengaluru city, a great place to spend an evening, have a great dinner or just shop for some luxury items. Bengaluru also has many options for the bargain-savvy street shopper to buy some good quality products at reasonable price.

The best places to go for street shopping are MG Road, Commercial Street, Brigade Road, Residency Road, and Krishna Rajendra Market. Bengaluru is a city that mesmerises one with its multifaceted charm.

WITH NEW HOTELS HAVING OPENED IN BENGALURU, HOW DO YOU PLAN TO TAKE ON THE COMPETITION?

Competition has supported us in the past and continues doing so by setting the quality and service bar very high. We practise our brand philosophy and ensure all the propositions are guest-centric, resulting in guest loyalty and delight.

The most important aspect is to continue and develop our guests and partner relationships, and to create a destination for all our different customer segments and be great ambassadors of Bengaluru.

KINDLY TELL US ABOUT YOUR PREPARATIONS FOR THE FHRAI CONVENTION IN SEPTEMBER.

We feel honoured to have this prestigious event take place at Shangri-La Hotel, Bengaluru. We are working very closely with the organising committee to ensure that the revered FHRAI Convention will be a great success.

Is mixed-use better?

Regional Presidents opine and express their view on how viable mixed-use projects are when developing a new hotel. Is it better to build these hotels separately?



Sanjay Sood
President
HRANI

BRIGHT PROSPECTS

Mixed-use development just means a single real estate development that incorporates several different uses (retail, office, hotel, residential, etc.). But, it implies that those uses are designed to work together and complement each other. When it's done well, mixed-use development offers great benefits.

The primary benefit of mixed-use projects is that they capture all three segments of real estate residential, commercial, and retail. The model offers the chance of earning good returns by giving more flexibility in land use. These projects are self-sustainable. Also, the development risks are distributed.

There is always the possibility of restructuring the project based on demand (for particular types of properties).

On a practical level, mixed-use projects are more difficult. Financers have to evaluate each use separately, zoning and building approvals can get exponentially harder, and from a design perspective, there are a lot more details you have to get right. The developer may have to simultaneously market office, hotel, retail, and residential space in order to move forward. Projects take longer and that is the single most deadly thing for real estate (since the developer is usually paying somebody for land or money while the project is crawling forward).

Mixed-use developments have a bright future as they take care of most needs of a consumer, adding tremendous value, socially and economically. Today, mixed-use projects are much more common than they were 20 or 30 years ago and the difficulty of completing them is also less. The cities are also more demanding that they be more open and less self-contained. Like many practices, they are not good or bad in themselves, it's all in how it's done.

“Mixed-use developments have a bright future as they take care of most needs of a consumer”



Sudesh Poddar
President
HRAEI

CUSHIONING HIGH LAND COSTS

High land costs make mixed-use property projects inevitable to lessen risk and to get financing easily. This is why the trend of hotel developers opting for mixed-use of property to cushion high land cost is reaching smaller cities and is not limited to luxury projects.

According to estimates, land accounts for 40-50 per cent of the hotel development cost. For budget and mid-scale projects, the share of land in overall cost is much higher. Mixed-use ensures the sale proceeds from the commercial or residential segment can be used to fund the hotel's construction.

From a mixed-use project the developer can get upfront cash by selling the commercial space or the residential units. This helps in risk mitigation. Moreover, any new hotel takes time to stabilise as occupancy levels increase at a gradual

pace. In the absence of mixed use, the owner is forced to look for more revenue generating space within the hotel, such as more banquet halls or restaurants.

The best example of mixed-use property is the

“High land costs make mixed-use property projects inevitable to lessen risk and to get financing easily”

Swissôtel Kolkata, the five-star hotel developed by the Ambuja Neotia Group. The hotel is attached to a shopping mall (City Centre, New Town) and a movie multiplex. The hotel that started operations in 2010, is an extremely popular destination for business travellers.

That smaller cities are also going for this model is best exemplified by Sonotel Dhanbad in Jharkhand. This four-star luxury hotel is attached to Ozone Galleria shopping mall with a movie multiplex. PearlTree Hotels in Purulia, West Bengal, too came up with a commercial complex. The success of these models should motivate other entrepreneurs and builders to go for mixed use of property.



Dilip Datwani
President
HRAWI

OPTIMAL USAGE

Mixed-use projects help de-risk the developer's investment while helping hotel brands expand their luxury portfolio at a time when developers are cautious of putting money in free standing luxury hotels. Incorporating luxury residences into the model helps to monetise real estate gains. Since payback for a hotel tends to be between 8-10 years, early real estate monetisation from apartments makes the project more viable. The developer can generate upfront cash by selling the residences, which helps in planning finances better and mitigating some of the risks. Builders inform that combining a luxury hotel with residences fetches at least 30-40 per cent premium. On the other hand, the hotel brand too benefits from the captive clientele it gets from the adjoining residences or office spaces. Furthermore, the capital generated from sale of residences, commercial or retail space, helps in subsidising the cost of developing the hotel. The reason why mall developers are now offering space to hotels, has more to do with the Floor Space Index (FSI) and less with utility. In the case of retail, it is not always possible to utilise the complete FSI of the plot.

It makes the usage relatively more diverse. In some cases, mixed-use is the best use for real estate development and it fits with floor plate sizes. Retail, historically, does not work on more than three floors. Advantages of mixed-use development to retailers is that they add captive footfalls, increase sales of food and impulse items, generate a wholesome social fabric, and create destination development and in some cases, it can also help decrease the base rental and increase revenue for developers who operate on a revenue share model, which also increases feasibility for retailers. There are many benefits to a mixed-use development for those involved. First, there



Builders inform that combining a luxury hotel with residences fetches at least 30-40 per cent premium

is enhanced development viability for both hotel and condo development that could be prohibitive individually. Secondly, there is the ability to accelerate development by fracturing up the site into more manageable pieces if the gross buildable area is too advanced to be absorbed in a market for a single purpose use. Lastly, there's an opportunity to spread and/or reduce risk by having investment revenue flow through multiple streams. This creates a balanced ratio of variable to fixed/stable cash flows as well as from diversified market sectors.



K. Syama Raju
President
SIHRA

THE CORRECT BLEND

Mixed-use development is a type of urban development that blends residential, commercial, cultural, institutional or industrial uses, where those functions are physically and functionally integrated, and that provides pedestrian connections and more compact development. It implies that those uses are designed to work together and complement each other

Mixed-use development offers great benefits. For the developer, risk is spread around several different markets. It's just diversification at the project level. At the city level, mixed-use developments can resolve the dilemma of modern urban real estate.

THE DOWNSIDE

- Financers have to evaluate each use separately, zoning and building approvals can get exponentially harder, and from a design perspective, there are a lot more details
- The developer may have to simultaneously market office, hotel, retail, and residential space in order to move forward. Projects take longer.
- From a larger perspective, the whole concept, and often the execution of

mixed-use developments can be anti-urban; the idea is to create a self-contained project. This adds nothing to the city and can be very destructive.

Mixed-use developments today are quite common, much more than they used to be, and cities are also more demanding that they be more open and less self-contained. There is nothing inherently good or bad about mixed-use developments and the term itself encompasses so many variables, it is almost meaningless. A development proposal ought to be responsive to its context, providing the uses that make sense in that particular location, based on existing offer, need, viability, and urban fabric. Most of the time, in an active urban context (i.e. town centres, active routes, etc.), mixed-use development should be the default as the ground floor provides a completely different interface with street activity than the upper floors. However, a suburban or rural mixed-use often makes little sense or is naturally limited to areas of denser interaction, neighbourhood centres, etc. Mixed-use property



There is nothing inherently good or bad about mixed-use developments and the term itself encompasses so many variables

development is emerging as a prominent feature of fast-paced urban living and Bengaluru is leading the way.

Sustainability Key driver for business

Our guest columnists help us understand the need for sustainable practices in hotels, what has kept a majority of hotels from adopting such practices, and how they can lay a roadmap to success in this regard.



Niranjan Khatri





Sustainable hotels are considered as industry leaders and are perceived as ethical, responsible, and more trusted service providers to their conventional counterparts. In a market study of travellers in the Asian subcontinent, it was found that 66 per cent of Asian travellers were happier staying at environmentally friendly hotels and vouched to stay there again; 62 per cent of the travellers said that they would even pay 10 per cent more than other hotel rates. Today's conscious global travellers are found to connect better with consciously responsible hotel brands.

The hospitality industry is probably the most dependent on and affected by climate. That being said, it is ironic that less than 20 per cent of Indian hotels have adopted sustainability practices. While leaders of most hotels today are aware of the need for adopting sustainability, often a strong vision and a roadmap to achieve this is absent.

Today, many leading hotel chains in India have taken sustainability stewardship as a key focus area. However, a large percentage of non-chain star hotels in the country are yet to jump onto the bandwagon. Sustainability is not only a matter of necessity but also an avenue to realise financial, social as well as branding potential for hotels of any size.

While sustainability encompasses economic, environmental as well as people impact, this article is focused on resource consumption analysis. A few popular 5-star hotels in Bengaluru shared data with us, which led to the following observations.

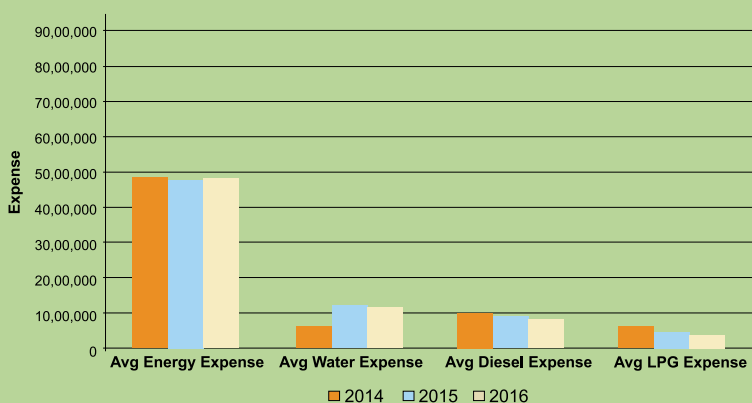
IDENTIFYING PROBLEM AREAS

Based on our analysis and findings, there were no surprises and it was found that energy and fuel hogged the largest chunk of operational expenses across all hotels as shown in Graph-1. Graph-2 shows data from a popular five-star hotel in Bengaluru and we found that even though energy consumption reduced year-on-year, the expenses increased from 2015 to 2016. Water expenses vary depending on the city and its water availability. However, on an average, water bills account for 10-15 per cent of a hotel's operating costs (Graph-3).

MAKING A DIFFERENCE: STRUCTURED SUSTAINABILITY PROGRAMMES

Graph-4 compares water consumption per room, per day, in two different hotels. What clearly stood out for us from a lot of our analysis is that hotels with structured sustainability programmes and those that are green-certified are the ones that did better than hotels without consistent monitoring and management of the resources. Now, effective resource consumption is only a part of a structured

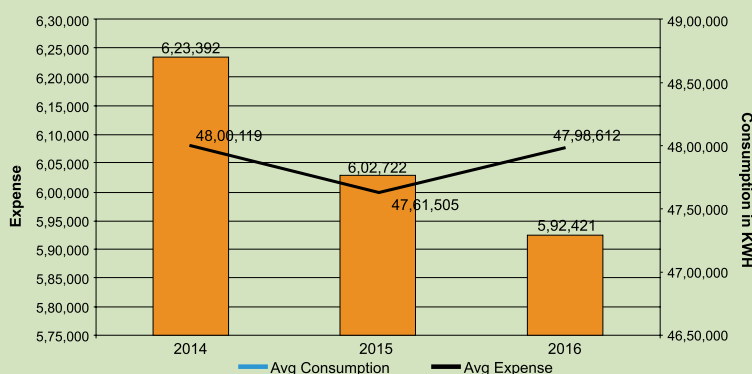
Deciphering Sustainability in hotels



Graph 1:

Measuring operational costs as part of overall revenue at hotels is the first step towards change. Close to 25 per cent of the operational expenses was on energy and fuel. Though there was a marginal dip in energy consumption year-on-year (from 2014 to 2016), the average expenses remained more or less the same.

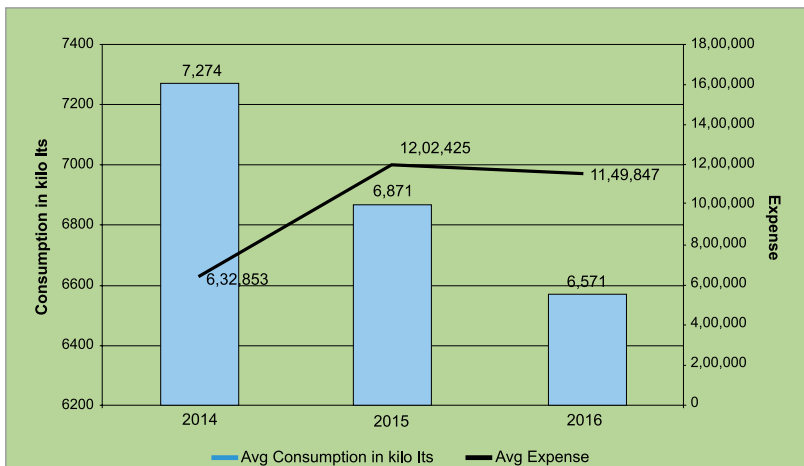
It was observed that for many hotels there was a weak correlation between room occupancy and energy consumption. These hotels were found to have high-energy consumption during idle time (i.e. low occupancy). The hotels that had a strong correlation between occupancy and energy consumption were the ones with structured energy plans.



Graph 2:

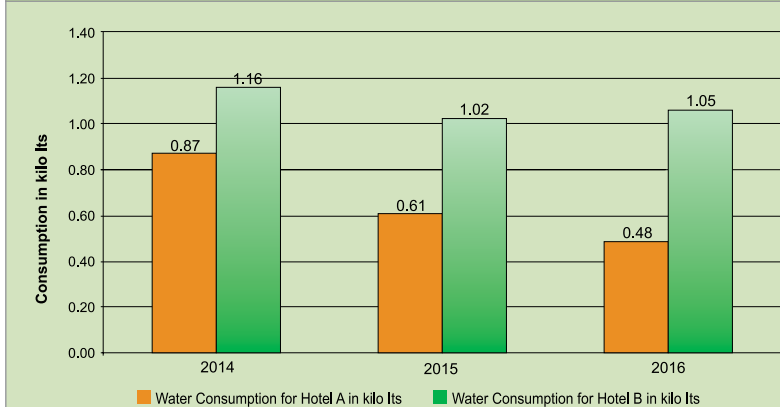
This graph shows data from a popular 5-star hotel in Bengaluru and we found that even though energy consumption reduced year on year, the expenses increased from 2015 to 2016.

This was because of the revised energy tariff, which goes up by nearly 48 paise per unit on an average, every year. This tells us that reduction in energy consumption needs to be substantial to make a dent in the expenses. Therefore, focused energy optimisation plans are the need of the hour.



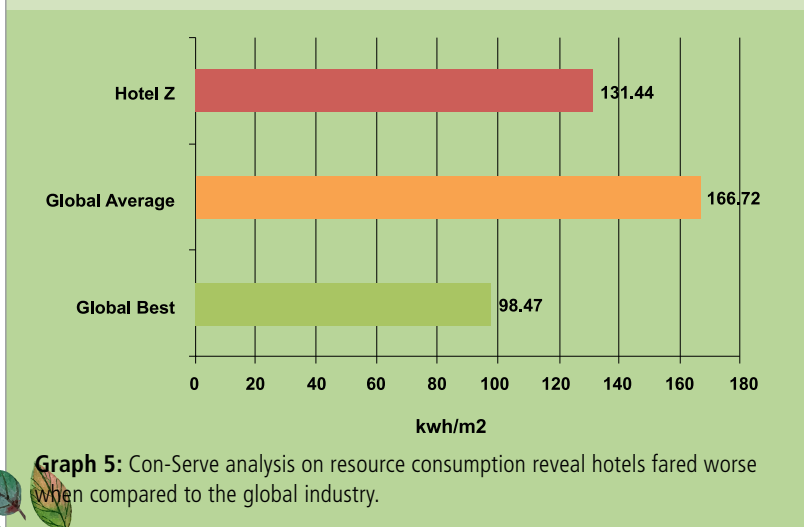
Graph 3:

Here, we see data from a popular 5-star hotel in Bengaluru. Though there was a dip in water consumption year-on-year, due to revised tariff rates in 2015 (doubled), the expense went up from that in 2014 to that in 2015. Again, this goes to show that to make a significant dent in the water expenses, hotels would need more focused water management programmes.



Graph 4:

Here, we compare water consumption per room, per day, in two different hotels. Hotel A is the one that has a managed programme around resource consumption, while Hotel B does not. We see that Hotel A has consistently reduced its water consumption through targets that have been set via the managed programme. What clearly stood out for us is that - hotels with Structured Sustainability Programmes and that are green-certified are the ones that did better than hotels without consistent monitoring and management of the resources.



Graph 5: Con-Serve analysis on resource consumption reveal hotels fared worse when compared to the global industry.

The analysis was done using Con-Serve, a hospitality sustainability platform from Europe.



sustainability programme. To hit a strong triple bottom line, hotels need to look into developing a 'Planet Conscious Brand' and building on adaptability. Efficient building design based on various certification programmes (IGBC, LEED, ECOTEL, EarthCheck, etc.) during the primary stage of construction plays a key role in ensuring optimised resource consumption. While we do not recommend any specific certification, our findings reveal that a structured approach driven by certification or by engaging an organisation bringing this expertise would be the most effective way. HVAC efficiency and selecting the right kind of energy-efficient equipment and appliances also help in optimising energy efficiency. Similarly, upfront design of water and waste management systems can go a long way in reducing demand and expense of water.

Hotels developed on buildings that were not constructed using the Green Building Standards, require interventions to optimise resource consumption. In such cases, where the building is already constructed, some interventions may not be possible due to structural limitations (for example, no space for creating storage for capturing rain water). Yet, there are many other interventions that are feasible and must be looked into. Low flow showerheads and aerators for faucets are some examples of low cost and easy to implement interventions. Focusing on process efficiency changes,





Sriram Kuchimanchi

training and awareness with internal and external stakeholders feed into building a planet conscious brand. With an increasingly eco-conscious customer base, engaging with customers and informing them about the hotel's efforts around sustainability will have them returning time and again.

Developing agility and adaptability is paramount in ensuring that the triple bottom line stays strong. One of the ways to build adaptability is by continuous measurement, not just of resources, but also every aspect and outcome of sustainability-related actions. Measurements will provide vital information to adapt and innovate interventions. A Sustainability Hospitality Policy with all stakeholders taken into account can also help create a roadmap that keeps the effort alive and productive.

ASSESSING POTENTIAL OPPORTUNITY

Con-Serve is a data management system that helps the hospitality business reduce carbon emissions, identify inefficiencies, and save costs. Data analysis using the Con-Serve tool also gave us better insights into how most hotels were performing.

Con-Serve analysis on resource consumption reveal that hotels, which were doing better than the global average, fared worse when compared to the best of global industry (Graph-5). This means, there's always potential to further tap into innovative ideas and

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Upfront design of water and waste management systems can go a long way in reducing demand

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solutions and be more operationally efficient, and a tool like Con-serve helps ascertain that gap.

FUTURE PROSPECT

With UN General Assembly declaring 2017 as 'The International Year of Sustainable Tourism for Development', this is the right time for hotels to jump onto the sustainability bandwagon and be more conscious towards the triple bottom line. This is a unique opportunity to build a more responsible and committed hospitality sector that can capital-ise its immense potential in terms of economic prosperity, social inclusion, peace and understanding, cultural and environmental preservation.

*(The authors are **Niranjan Khatri**, Founder of iSambav, a sustainability training organisation; and **Sriram Kuchimanchi**, 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).*

Hotel development PRELUDE



Narendra Verma

In an exclusive interview, **Narendra Verma**, Principal Consultant, Hospitality Consultants (India), talks about the role of project management in the development of a hotel.

WHAT ARE THE MAIN HURDLES IN THE EXECUTION AND COMPLETION OF A HOTEL PROJECT?

Developing a hotel project is quite a complicated and complex task, and involves many agencies, consultants, specialists, financial experts, contractors, suppliers, craftsmen, artists, etc. Depending on the size and location of the project, an 80-100 room hotel could take a minimum of 30 months. This time period starts at the design phase and goes upto the pre-opening phase of the hotel. Within this time frame, all the licences and permits need to be obtained. As the number of licences and permits are many (roughly 70), requiring considerable follow-up and meetings with the authorities, it is considered

advisable to keep a consultant who can do the routine follow-up and get the work done, and leave the developer to concentrate on more important things.

WHAT KIND OF MARKET STUDY OR INTELLIGENCE DO YOU REFER TO WHILE BUILDING A HOTEL IN A REGION?

There are a lot of steps involved before taking up the construction of a hotel, such as getting the land converted, obtaining the market study, feasibility study, and project report prepared that can in turn be used to apply for loans and be able to guide the owner, architect, and consultants on many aspects relating to design, the number of rooms that are

to be built, the facilities to be provided, the cost of construction based on the recommendations made by the consultant, and the size of the hotel proposed. The study also recommends the category in which the hotel should be built and the number of rooms the hotel should have and what should be the size of the rooms in comparison to existing competition. The study also provides revenue and expense calculations to show whether the project is viable or not and will it be able to repay the loans and the interest. To carry out this work and thereafter guide the owner in appointing a team of consultants, an experienced hospitality consultant needs to be appointed. The feasibility will also throw light on the infrastructure that may not be there and may need to be specifically provided. It could be the lack of water at site or the distance and the source of electricity to be brought to the site and the terrain could be hilly rather than plain. There could be lack of proper tarred roads that will be required for construction; it may have rocky strata that will be difficult to remove. For resorts, a very important aspect to consider is the time required to get to the site from the airport and the quality of ride. These items will not only have a bearing on the design but also on the cost of the project.

IN MOST PROJECTS, WHAT IS THE INVESTMENT AND DEBT STRATEGY?

Once the feasibility is understood, it needs to be decided as to how the hotel will be financed and

who will be the agency that will finance the project. Here, the financial expert has to get involved in order to build a rapport with the bank and to work out the various guarantees that the bank would require as securities for disbursing loans. While discussing the terms of the loan, it is important to discuss the rate of interest that would be applicable and to see as to how it can be reduced to make the project more attractive for investment. It is also important, as much as possible, to extend the repayment of the principal, which is normally over eight years. Another important provision is to negotiate with the bank on the moratorium period for the repayment of the loan, as the repayment should commence only after two years of operation of the project.

It is at this stage that it should be decided whether the hotel should be operated by the owner, through the appointment of a management team under the guidance of the hospitality consultant, or will the owner appoint a management company that will operate and market the hotel. This decision is critical as the criteria for the design guidelines will vary greatly depending on this decision.

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A consultant can do routine follow-ups and leave the developer to concentrate on other things

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The requirements of the management company are more stringent than the normal specifications and requirements. If the project is to be managed by an operator, then it is important to follow their design guidelines, brand standards, and construction guidelines. It may be noted that these do have an adverse impact on the project cost.

WHY HAVE PROJECT MANAGEMENT TEAMS AT ALL?

Before starting on the design of the hotel, it is necessary to appointment a Project Management Company (PMC) to assist the owner in the development of design and construction of a hotel, as it is their responsibility to ensure timely completion of the project within a pre-budgeted cost, with conformity of all quality and standards.

Once the type of hotel and the number of rooms to be built has been decided, the category in which they should be built has also been settled, it will become necessary to appoint an architect and other consultants to start the designing and planning of the project based on the operator’s design guidelines.

The PMC should be involved at an earlier stage of project development so that he can make contributions for reducing cost by use of alternate materials or methods of construction. PMC should regularly convene and conduct meetings with the architect and consultants to co-ordinate the progress of the design work between all the trades. Initially, considerable amount of co-ordination is required to be able to freeze the layout with spaces and heights

“ The PMC should be involved at an earlier stage so the architect can make contributions for reducing cost ”



required by the plant and machinery and the operations.

WHAT OF THE DESIGN OF THE HOTEL?

It is to be noted that the design should not be based on any particular brand or model as often they become obsolete and require to be sourced from other brands, which may require a different area and height, making it difficult. A typical example is of elevators that are changing quire rapidly and no two manufacturers have similar equipment. The sizes differ along with the cabin and the requirement of the lift shafts.

The design development till the tender stage requires approximately 4-6 months depending on the size and category of the hotel. Once all detailing is complete and approvals have been given by all concerned, including the operator if the hotel is to be managed by a management company or by the owner under the guidance of the hospitality consultant. This stage requires a great deal of study and discussions relating to the adherence of design with the area programme, design brief, and operators. A great deal of time should be spent on reviewing and approving the mock-up room, which should be modified till all comments are incorporated, be it aesthetics, guest comfort, convenience, use of materials, colour schemes, lighting location or intensity. One generally tends to neglect the noise factor from the road or the overhead aircrafts, perhaps trains, etc., that can make it difficult for the guest to spend even one night. It is only after

this that the tender documents should be prepared for the purpose of receiving offers.

CAN YOU ELABORATE ON THE PROJECTS THAT YOU ARE WORKING ON CURRENTLY?

We are currently working on several projects in various parts of the country, from Bengaluru, Hyderabad, and Vadodra to Jaipur, Mumbai, etc. The projects are mostly being promoted by new entrants in the hospitality sector who have the land and are interested in building a hotel. These new entrants need assistance and guidance to organise and develop the hotel. They have no idea of the financing and the costs involved and generally equate the cost of the hotel room with an apartment. They do not realise what facilities and operational areas that are required to run a hotel or operate a restaurant.

The area occupied by the engineering plant and machinery, size of water tanks for water storage, providing water treatment, and softening plant, etc., are all new to them. The developer generally hires the architect first and not a person from the industry, as the developer is of the view that any good architect, who designs houses and apartments would also be capable of developing a hotel, but little does he realise what all needs to be done or the co-ordination required between various consultants. Normally, the architect likes to take on the entire responsibility and carry out the work without involving any consultant, often making operations difficult and expensive.

CENTRE COURT

An attractive centrepiece at a dinner or buffet can set the right tone for a perfect ambience and meal. Hoteliers share trends in design and innovation for these creative additions to the décor of a place.

Kanchan Nath



Aditya George

Associate Director of Events, JW Marriott Kolkata

Table centrepieces are a very important décor element of banquet dinner setups. They help in elevating and complementing the theme that has been put together. There are various trends that are followed while determining centrepieces for an event. Flowers are usually chosen keeping in mind the colour scheme of the event. Floral decorations are a great option for events in the day time or at night. Candle lit tables create a visual atmosphere that sets the mood for the kind of event being held. The use of candles, however, does have a few limitations such as using them in outdoor areas, fire safety hazards, etc., but with the emergence of LED candles, these issues can be resolved.

Props, another concept, could range from *hookahs* for an Arabic-themed party to sunglasses and sun hats for pool parties. Props can also be used as giveaways that guests can take back with them as mementos to the event. Another important factor to be considered is the approach that is being taken to design the setup. With the emergence



of social media websites such as Pinterest and Instagram, there are a variety of options available online for one to get inspiration from. Once you have an idea in mind, other factors such as budget, theme of the event, etc., help you finalise your centrepiece.

Selecting the right kind of centrepiece for your event is an important element for creating the overall experience and if you get it right, it is sure to create an ambience that will certainly make a lasting impression on all the guests attending the event.



Sandeep Singh

Director of Food and Beverage, Shangri-La's - Eros Hotel, New Delhi

Centrepiece is an important ornament for a table setup in the ballroom. Centrepieces help to set the theme of the decoration for any event and add an additional charm to the décor. Though it is a central object of attraction, one should avoid a large centrepiece as it is inconvenient for over-the-table discussions and also affects the service flow.

The centrepiece should be organised depending on the type of event, be it a social gathering or an official conference.

Centrepieces can be embellished with flowers, candles, artificial decorative materials, pearls, fruits or candy. For social events, a centrepiece plays a major role in uplifting the mood of the event.





Manu Nair Food and Beverage Manager Goa Marriott Resort and Spa

A centerpiece sets the mood for a dinner or a banquet table layout. It makes guests feel more welcome and loved. At Goa Marriott Resort and Spa, we usually prefer a minimalistic layout that is in sync with the food served, usually translated as a candle or a simple flower. But, when guests request for a special setup, we do arrange the same for them at an additional cost. The centerpiece for such layouts is planned keeping in mind the food served, table size, number of guests, outdoor or indoor setup, etc.



Pranay Kumar Singh Executive Chef Swissôtel Kolkata

Centrepieces could simply be a display of flowers, any nice arrangement or piece of art. As part of the current trend in centrepieces, we see that there is an increase in the use of edible centrepieces. These centrepieces are usually created by one of three mediums, that is, chocolate, sugar or pastillage, and very few pastry chefs specialise in all three areas.

The stability of chocolate-based centrepieces is better than sugar-based ones and they also look fabulous when done with perfection. Chocolate centrepieces are certainly a big trend these days. They date back to over 70 years, having started out as piped chocolate filigree assembled into three-dimensional centrepieces followed by



carved sculptures from a solid block of chocolate. Then, we moved onto modelling chocolate figures, where modelling chocolate was created from glucose and chocolate.



Monal Prabhu Magnifique Meetings Manager, Sofitel Mumbai BKC

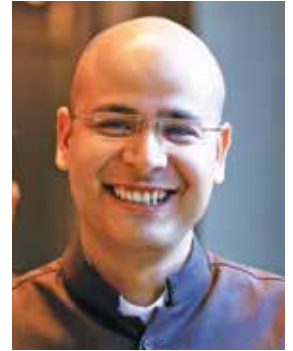
Table centrepieces set the ambience and mood of each and every event. At Sofitel Mumbai BKC, we do not really follow trends as we believe more in materialising our guests' vision of what their occasion should look and feel like and the customisation of the

ever-important centerpiece also varies from event to event. For social gatherings, we try to create wholesome and sometimes more bold floral arrangements with tea light candles to set a warm ambience.

On the other hand, for corporate events, we like to keep things simple and sophisticated with light floral arrangements in water bowls or a simple teapot holder.

At Sofitel Mumbai BKC, we try to procure props that exude luxury and at the same time, are sophisticated. We always try to make our guests feel welcome.





Yogesh Bhatt

Food and Beverage Manager, Grand Mercure Mysuru

Elegant and thoughtful centrepieces add a personal touch to any occasion, but the selection of a perfect centrepiece is crucial. There are many styles in which a centrepiece can be designed. Most famous trends seen recently are low lounge flower arrangements, floating candles on glass pots with coloured water and pebbles, and dry flower arrangements on earthen pots that give a rustic look. We have also witnessed a new trend of

placing food and beverage items as centrepieces, like a bottle of red wine with a cheese platter, vegetable crudités, and cheese straws with dips. The F&B department at Grand Mercure Mysuru has its creative cap on while curating centrepieces for exclusive dinners and buffets. We understand a guest's preferences and personalise the centrepieces accordingly, reflecting their thoughts and creating a memorable dining experience.

The language of DESIGN

HSAA has been in the business of designing luxurious spaces for 30 years. Their knowledge and experience stays unmatched, keeping business thriving.

HSAA is one of the most renowned interior design firms with expertise in giving ordinary looking spaces an extraordinary touch. **Subhash Ahuja**, CEO and Founder, HSAA, has successfully helped broaden the scope of the company from one that was in the business of selling contemporary furniture to one that can help you create timeless impressions through beautiful interiors. The firm has designed for numerous palatial homes, restaurants, hotels, schools, and villas all over India.

Ahuja and Chief Designing Consultant, Hema, have together completed more than 500 projects, each extraordinarily different from the other.

The team at HSAA ensures that all the projects embody maintenance of budget, functionality, sense of design, and



adherence to client requirements. The latest crown to their bouquet of completed projects is the Highland Resort, a hospitality project in Manali, Himachal Pradesh.

Each cottage is of approximately 1500 sqft and has been designed intelligently, noting the culture, surroundings, climate, and other



necessary requirements presented by the client. The project was designed keeping in mind the requisites of the tourists visiting the place. Their upcoming projects include Hotel Dreamland Garden, Secunderabad; Hotel Rehman, Mahipalpur-Delhi; and Sagar Ratna restaurants, pan India.



ODISHA juggernauts up the tourism ladder

In the Intensity of Overnight Domestic Tourism (IODT) ranking for the country, Odisha ranks third. **Arti Ahuja** (IAS), Principal Secretary, Odisha Tourism, helps us understand how the remarkable and diverse tourism offerings of the state have aided this achievement.



With the AirAsia direct flight from Kuala Lumpur to Bhubaneswar, tourism in Odisha has been increasing even in the off-season. This eastern Indian state has immense potential and the government has laid extensive plans to promote tourism in Odisha. Talking about the growth of tourists in the state, **Arti Ahuja** (IAS), Principal Secretary, Odisha Tourism, says, "The recently started direct flight to Kuala Lumpur was begun in partnership with AirAsia. We are getting a very good response on it and are very hopeful that this will further open up Southeast Asia for inbound tourism. In spite of it being the off-season for us, we have witnessed increased footfall. We now have tourists coming in from Australia, Japan, and New Zealand. We are sure that with more roadshows that we are planning for the months to come, there will be a further increase in footfall for the winter months."

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Buddhist tourism has come to the forefront and that is something we are looking to gain from”



DESTINATION

Quoting statistics from the Economic Survey for 2016-2017, she says, "A nine per cent growth in tourist arrivals in 2015-16, contributed 13 per cent to the GDP of the state. There was a six per cent Compounded Annual Growth Rate (CAGR) of Foreign Tourist Arrivals (FTAs) during 2010-15, and in the Intensity of Overnight Domestic Tourism (IODT) for the country, Odisha ranks third. Compared to 418 per 100 households, the IODT for the country, Odisha was 541, which is 29 per cent higher than the national-level tourism intensity."

Elaborating on initiatives taken to increase footfalls to the state, she says, "We are reviving the Jagannath Sadak, an old pilgrim road that was used by travellers from Nagpur to Puri in earlier times. We are reviving that as a cycle-route in association with Government of Maharashtra. We have also discovered a Buddhist relic that is going to soon be placed in a museum. For the month of December, we have a huge event on the cards, where we will showcase live chanting by monks. Hopefully by that time, the ASI museum will also be operational."

We are also planning to have a conclave of different countries that are interested in setting up their monasteries here. We have recently formed a task force to promote Buddhist tourism so that our plans can be seen through. With AirAsia connectivity to Southeast Asian countries, Buddhist tourism has come to the forefront and that is something we are looking to gain from."

The state is looking to further its tourism industry to not just facilitate growth but also generate employment that will resultantly impact the socio-economic development of the country. Promoting unique festive concepts in the state of Odisha, Ahuja says, "We are planning to have a bird festival for the Chilika Lake, when birds migrate to this region. In Puri, we are planning

a beach festival that will last a month; it will have sand art, surfing, coastal treks, etc., and the largest open-air theatre in Bargarh."

The Department of Tourism has earmarked several locations within the state as potential tourism sites. These sites have not yet achieved their full potential, and developing and promoting them extensively will boost tourism to the state. Talking about the sizeable wildlife reservoir of Odisha, Ahuja says, "One-third of our state is covered by forests. We have biosphere reserves, national parks, and UNESCO World Heritage Sites as part of our eco-tourism destinations, many of which still lie unexplored. We are looking to develop sustainable tourism with the help of the local communities in the area. We also want responsible tourism to come into these areas."

Ahuja further enunciates the plethora of opportunities available in the state for potential investors. "We have a Single Window Clearance (SWC) and a fixed date of every month where we clear five to six proposals. We have a number of proposals coming in. We have created land banks and there are lovely places along the coast that you can avail of."

Convention centres are already coming up but we are seeking public-private partnerships for that. Different opportunities are available; one of them being that of luxury hotels. Cruises and houseboats, aquariums, amusement parks, water parks, and wellness and eco-tourism projects in pristine locations are also part of our plans. Houseboats are going to be a new venture for us as we do not have anything for this segment, yet."

We have also heard from concerned investors of Maldives and Australia who are looking to set up golf courses here. Hence, the opportunities available here are immense," she concludes.



Arti Ahuja





Foods packed with FLOWER POWER

Flowers are being used to impart colour and flavour to food. Chefs tell us how they make use of these natural wonders to add a unique touch to their dishes.



Neeraj Rawoot
Executive Chef, The Leela Ambience Gurugram Hotel & Residences

We have local farms wherein we closely stay associated with farmers who grow these edible flowers for us. They are seasonal in nature but work out well as the intention is to impart colour to the dish rather than a particular flavour. Some of the flowers we usually get from these farmers are Dianthus, Gaillardia, Nasturtium, Pansy,

Chamomile, Marigold, Mint flower, Basil flower, Sunflower, Zucchini flower, Cilantro flower, and Squash flower. The most common one that is used is rose. The small, colourful ones are mostly used raw for decoration, and bigger flowers like Zucchini or Squash are cooked in the form of fritters to add colour, texture, and flavour to the dish.

Chef Alok Verma

Executive Sous Chef, The Imperial, New Delhi

Edible flowers are very much in trend these days; they don't just look great on the plate but are also safe to consume, healthy, and can be part of your regular diet. When choosing edible flowers for culinary preparation, it's crucial that you get them from a reliable source that ensures they haven't been in contact with any pesticide or preservative. These flowers lend a distinctive floral layer to any dish. They are often included in salads, pastries, cocktails, cakes, soups, and desserts. In my preparations, I use many of them like Lavender, Mustard, Arugula, Borage, Pansies, and Hibiscus.

There was a time when getting edible flowers was like achieving a milestone. But now, a great source of edible flowers are supermarkets. These flowers can now also be bought online. Growing your own edible flowers is a good way of being totally confident of using the right produce. The best



way to escape the uncertainty of what is going in our systems is by reducing dependency on herbs grown by farmers and adapting home-gardening in your own backyard.

Alternatively, one can also take precautions while buying these flowers. The only challenge that remains is their freshness, essential for a perfect salad or a delectable dish.



Navrose Arora

Food and Beverage Manager, Crowne Plaza Gurgaon

Flowers have always been considered a decorative item but trends are changing with time. Flowers these days are not only being used in culinary



to add fragrance, flavour or colour. Flowers such as Jasmine, Chrysanthemum, and Rose are increasingly being used in the beverage industry to make beverages fragrant and flavoursome. Lavender and Hibiscus teas are suddenly a rage with their unique flavour that leaves an everlasting impact on beverages. Sourcing these locally has become easier than ever with them being available in abundance, but a spot check for quality is important since a good ingredient is a must for a great product. With the latest innovation of adding flavoured teas to aged blends and malts, this concept is on the rise and is expected to be seen more of.



Kshitiz Shekhar

Executive Chef, Hotel Marine Plaza Mumbai (a unit of Sarovar Hotels & Resorts)

At Hotel Marine Plaza, we use flowers such as Calendula, Caesium, Nasturtium, and Viola for food presentation in salads and desserts. These ingredients are best suited for the purpose of adding flavour or giving an exotic touch to the dishes. These days, it is not as difficult as it used to be to source edible flowers. There are specific vendors who deal in these products. We procure them through suppliers like Trikaya, Isaac, and First Agro based in Bengaluru.



**KNOW YOUR
CHEF**

- **Favourite ingredient:**
Garlic
- **Favourite Indian fast-food dish:** Chaat
- **Favourite city to travel to for food:**
Mumbai
- **Favourite Indian non-alcoholic drink:**
Aam Panna (fresh and home-made)
- **One tip from your grandma's kitchen:**
Cook your food in ghee (clarified butter)



FOOD GENIE

in the bottle

From working at SodaBottleOpenerWala to becoming a judge at a reality show, Celebrity Chef **Anahita Dhondy** shares her journey.

WHAT INSPIRED YOU TO BECOME A CHEF?

From the beginning, my mother has been my unwavering inspiration as I've watched her succeed as a home-based caterer for 25 years now. I started learning everything about the culinary field from a very young age when I watched her cook. Moreover, she is the one who observed that I had a keen interest in food and encouraged me to pursue this professionally.

Also, Chef Sabyasachi Gorai has always been a mentor and I have learnt a lot from his vast knowledge and culinary experience.

HOW HAS WORKING WITH A BRAND SUCH AS SODABOTTLEOPENERWALA BEEN FOR YOU?

I walked into SodaBottleOpenerWala when it was being conceptualised. I was offered the role of Chef Manager at the age of 23, where I had to play my part in the kitchen as well as interact with guests to familiarise them with the kind of food we served and the concept of the restaurant.

SodaBottleOpenerWala has been extremely close to my heart right from the start. It has been a fantastic journey of working towards modifying Parsi cuisine to make it more appealing to the new generation that is not aware of the culture of Irani cafés. From the time of inception, the idea was to increase the popularity of Irani cafés among people and to showcase Mumbai street food as well as delicious home-cooked dishes.

The growth of the brand has been tremendous. We have noticed that these days most youngsters want to explore and try out new dishes. Personally, SodaBottleOpenerWala allows me to learn every day.

In this day and age, if you have a vision to do something great, serving food to an audience and continuously improving



standards, you can be a successful brand in the industry. Innovating while keeping authenticity and integrity intact is the mantra for success.

WHAT ARE THE THREE MOST INNOVATIVE DISHES AVAILABLE AT SODABOTTLEOPENERWALA?

Bheeda Pareeda, that is eggs cooked on okra; Bacon Wadapav, a Parsi pav with potatoes and bacon inside, wrapped in bacon outside; and Prawn Curry, jumbo prawns marinated and cooked in sauce, served with rice, are some of the signature offerings of the restaurant.

WHAT IS MORE CRUCIAL IN THE RESTAURANT BUSINESS- AMBIENCE, SERVICE OR FOOD?

Consumers today are quite well-informed and seek value for money, interesting ambience, and great food. They tend to pick options that are a combination of these factors and often refer to online sites to scout for the best deals that are easy on the pocket, yet offer a great dining experience. Hence, a combination of all these factors makes a restaurant a success.

DO SHARE YOUR EXPERIENCE AT FEMME FOODIES AND YOUR PARTICIPATION AS A JUDGE.

Due to the theme of the show and the fact that it is paving the way for aspiring female chefs, the decision to take the opportunity given by Femme Foodies came quite naturally. I personally find regular cooking shows boring and was excited by the unique concept that this show brings forward.

The fact that it brings 10 female contestants, who have potential in the culinary space, sends a great message to the masses. It encourages more women to step into the professional space. The experience is very good from a learning perspective. I was thoroughly impressed with the plethora of dishes presented to us.



'HI-CARE' FOR TERMITE CONTROL

◆ HICARE, India's only HACCP certified pest control service provider has launched its TERMIN-8 treatment, a drill-fill-seal technique to eradicate termites completely. HICARE's TERMIN-8 treatment consists of drilling holes in the junction of the floor and wall, soaking them with termiticide, and sealing them. When it comes to the woodwork, chemicals are used to kill termites and shield it from any further attacks. This technique basically creates a chemical barrier that cannot be detected.



SPRUCE UP YOUR DISHES WITH CREMICA

◆ Enhance your taste buds with Cremica's new and tastier flavours of mayonnaise with sweet and sour taste, giving your meal that perfect blend of smooth and creamy delight. Their two new flavours, Cremica Olive Oil Mayonnaise and Cremica Diet Mayonnaise, offer a delicious change of palate when spread on a sandwich or bun. The luscious, creamy, and rich textures amplify dishes and is a real treat to dip your french fries in. It are a perfect accompaniment for every bite or meal as these new low fat flavours will be your best companion for the everyday meal. It will provide a burst of flavour with each bite and add a creamy delight to all kinds of savoury dishes.



IT'S A 'LIME & MINT' SUMMER

◆ Get into the summer spirit with lime and mint-flavoured nachos by Cornitos, the flagship brand of GreenDot Health Foods. This minty flavoured snack is light and savoury, perfect to beat the scorching heat and sweltering weather. While lime gives a refreshing twist, mint adds depth to the nacho crisps. The herbaceous quality of mint goes well with lime that enhances the taste of the nachos and revitalises the palate. Its nutritional value adds another healthy snack option for health-conscious people, a much needed alternative when calorie intake tends to be very high. Lime & Mint flavour compliments the season and keeps the snacking momentum on. This finger-licking flavour is a must-pick for the blazing summer. Corn is a good source of fibre and has digestive benefits that make nachos the perfect healthy snack choice.

VITRA FRAMES IT RIGHT

◆ Vitra has introduced a blend of authentic and modern washbasin units and mirrors with LED lighting to create an elegant atmosphere in bathrooms. Frame's vanity basins are designed with expansive areas for toiletries and deep bowls to ensure your comfort. Washbasins are offered in white and matte taupe colour options. With different dimensions for maximum ease of use, countertop washbasin units with 60, 80, 100, 120 cm and vanity units with 60, 80, 100 cm width options complement graceful lines of the washbasin unit.



OBEETEE UNVEILS MIR COLLECTION

◆ OBEETEE, the leading manufacturer of hand-knotted and hand-tufted rugs in India, has launched its MIR collection, giving a new dimension to the classic design. The design aesthetics of the collection have drawn inspiration from traditional Caucasian textiles, using generous colour variations, lending it a classical appeal. The MIR collection embraces all aspects of traditional colours and patterns, matching with the modern colour trends of greys, blues, gold, fuchsias, and purples.

COLLECTIVE ELEGANCE

◆ The Great Eastern Home has launched its exclusive and exceptional range - Pewter Collection. This unique collection is one that will enrapture all those who lay eyes upon it. The magnificent and striking designs that combine pewter with either glass, ceramic or wood are painstakingly designed and lovingly handcrafted. Each piece in this collection is sophisticated, inimitable, and one of its kind. The high-quality pewter products are 100 per cent lead-free. They are non-toxic and easy to care for. The range includes wine glasses, candle stands, salad bowls, decanters, silverware, etc., both visually stunning and functional.



BAKE EASY WITH FABER

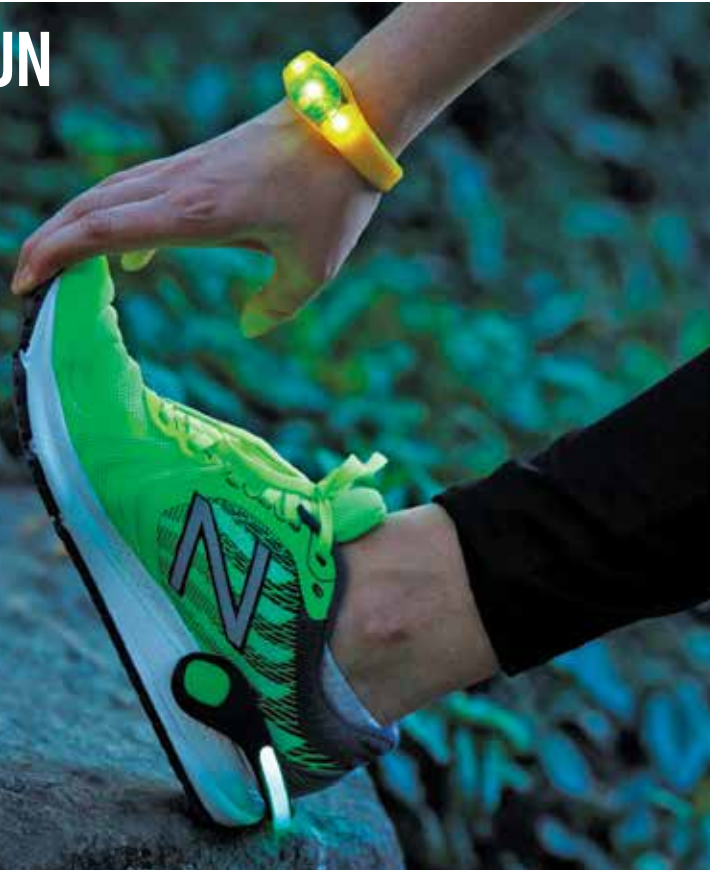
◆ Faber's high performance and low priced built-in ovens are designed to give your kitchen a stylish and modern look. They fit seamlessly into your kitchen cabinets and can even be installed at eye level, thereby making your baking process hassle-free, easy, and safe. The smart range of built-in ovens has sensor touch control, TFT electronic display with large capacity, and a soft opening system. Cool touch glass door, removable inner glass, large viewing window, side rack support, and enameled interiors for easy cleaning amplifies the look and ease of the built-in ovens even more.



UP BEFORE THE SUN TO RUN

In celebration of Global Running Day, Westin Hotels & Resorts, part of Marriott International, announced an addition to the brand's game-changing Gear Lending programme, which offers guests access to New Balance shoes and workout apparel during their stay for only \$5 or the local currency equivalent. For the month of June, reflective wristbands and light-up sneaker clips will be included in the Gear Lending offering, allowing guests to pack light, stay fit, and now, rise earlier.

"Travellers today are over-scheduled and always-on; in response, we are seeing people realign their priorities to put their well-being first," said **Brian Povinelli**, SVP and Global Brand Leader, Westin Hotels & Resorts. "Whether at home or on the road, often the only time guests have for themselves is the morning. Fuelled by our guests' passion for running and the brand's promise to empower travellers to move well, we hope this extension to our Gear Lending programme will inspire travellers to rise early and own their morning on Global Running Day and beyond." A global study conducted in partnership with StudyLogic revealed that almost 40 per cent of global respondents are most in control of their wellness routine between 4:00 a.m. and 10:00 a.m. Surprisingly, nearly 25 per cent of respondents specified that they are most in control between 4:00 a.m. and 6:00 a.m.



F&B

One-stop **HoReCa** solutions provider

As India's largest F&B solutions provider, Food Service India is committed to making its HoReCa partners profitable and successful.

FSIPL has a broad range of innovative food and beverage solutions with over 250 products across cuisines and meal courses to choose from. Under the guidance of **SK Maratha**, President of FSIPL, the company has a huge development setup and R&D team that ensures innovative and quality products are available to its customers. Their HoReCa specialised team with experienced F&B chefs provides continuous in-kitchen support and demos. The company has more than 6000 HoReCa partners all over India benefiting from its services.

SERVICES PROVIDED

In-kitchen training and demo

FSIPL has a team of food chefs and beverage chefs to understand the unique requirements of every customer. These chefs visit customer kitchen or bar facilities to understand fitment

of solution in customer's setup. Products are demonstrated at customer facility to be sure of fitment and integration. Once product solutions are finalised, the food chef or beverage chef ensures training of the team for smooth operations.

Standardised recipes

A major problem in any food business is consistency of taste of any dish. Diners come back to a restaurant for the experience they loved the last time they visited. But, due to changes in ingredient quality, variation in the recipes exist, owing to variations in them being cooked by different chefs. With this, a company can lose a repeat customer. FSIPL provides solutions that ensure consistency of ingredient; there is a science behind every taste – once you fix the dosage of application, the taste of your dish will remain the same.

Build Food and Beverage Menu

Every food outlet is different and has its own unique identity. FSIPL's expert chefs discuss your requirements with you and understand the vision of your business. With this understanding, food chefs help you design the food menu and beverage chefs help you design the drinks menu.



SK Maratha

An Ozone of security

The need for absolutely safe and secure rooms has moved up on the priority list of hotels. Ozone specialises in such top-notch products for security in hotels.



Ozone, the leading player in the architectural hardware and security solutions segment, offers RFID card locks and hotel in-room digital safes from its wide range of security products. Ozone strives to offer technologically advanced hardware and safety products to its discerning customers. With more than a decade of experience in the industry, Ozone has achieved an excellent stature for itself. The company has recently introduced a software-based RFID card lock for hotel guest rooms. It is a perfect fit and convenient solution for hoteliers to ensure the security of their guests and their valuables. Its superior SS-finish and bold design expediently match with every contemporary design and aesthetic.

This software-based hotel RFID card lock offers robust security and privacy to guests and their belongings. It is compatible with PMS and offered with multiple management cards such as time setting cards, floor cards, master cards, and guest cards.

This new RFID card lock from Ozone comes with a mechanical key for emergency access, and is also equipped with features like passage mode, terminating function, low battery indicator, and alarm alert if door is not closed properly. It can store up to 1000 access records that can be retrieved using an audit trail device, if need be.

“

Ozone provides many options of hotel in-room digital safes in different sizes and colours

”

Such a feature helps to check if any irregularity has taken place. It can easily be applied on 35mm-50mm thick wooden doors. O-Swipe hotel in-room digital safe is another newly launched product from Ozone. O-Swipe can be operated with a credit or debit card or user code that is easy to register. It comes with master code and mechanical override key for emergency use. It is the most suitable safe for keeping laptop, gadgets, passport, and other important documents a guest may be carrying. Additionally, its interior is designed with LED light for adequate lighting while accessing the stored items.

Ozone provides many options of hotel in-room digital safes in different sizes and colours with advanced security features. All of its security products come with a year's warranty and service support on requirement. With the launch of these security products, Ozone emphasises its commitment to offer world-class products.



appointments



VIJAY JAISWAL

Sr.VP- Sales & Marketing
Sarovar Hotels

★ Sarovar Hotels has appointed Vijay Jaiswal as Sr. Vice President, Sales & Marketing. An industry adept professional, Jaiswal brings with him over 29 years in the hospitality industry. At Sarovar Hotels, he will be responsible for overseeing the planning and implementation of sales, marketing, and product development programmes for each brand, targeted toward existing and new markets. Prior to joining Sarovar Hotels, Jaiswal was associated with ITC Hotels as Head of Sales & Marketing for Fortune Hotels. In a career spanning about three decades, he has held several positions at ITC Hotels, commencing his career in Sales in Chennai hotels in 1989.



DIETMAR KIELNHOFER

General Manager
JW Marriott Mumbai Sahar

★ Dietmar Kielnhofer has been appointed as the General Manager at JW Marriott Mumbai Sahar. Prior to joining the hotel, Kielnhofer was serving as the Complex General Manager at Starwood Hyderabad. With over 30 years of industry exposure across Europe, Africa, Middle East, and Asia and major strength in hotel operations, marketing, F&B, human resources and finance, he brings to the table expertise that include delivering above average financial performance, market share growth, improving service standards, and maintaining excellent relationships with stakeholders.



NIKITA GONSALVES

Director of Sales and Marketing
JW Marriott Mumbai Sahar

★ JW Marriott Mumbai Sahar has promoted Nikita Gonsalves as the Director of Sales and Marketing. Prior to this elevation, she was the Director of Sales with the hotel. Gonsalves has worked with prestigious brands such as Marriott International, Taj Hotels Resorts and Palaces, and Hilton Hotels & Resorts. With over 10 years of experience in the hospitality industry, she brings on board expertise in developing strategies for driving revenue through weddings and catering, MICE groups, and transient business segments.



JESLIN MATHEWS

Director of Sales
JW Marriott Pune

★ Jeslin Mathews has been appointed as Director of Sales at JW Marriott Pune. In his new role, he will spearhead the sales efforts for the hotel and be responsible for revenue maximisation. With an illustrious career in the hospitality industry, Mathews brings over 11 years of experience working in various sales functions and different brands across the Marriott portfolio. His contagious passion, commitment, and never-give-up attitude have helped him grow to be a key leader. He began his career as an Assistant Sales Manager at Le Meridien, Pune.



DEEP VAHI

Director of Sales
Courtyard by Marriott Mumbai International Airport

★ Deep Vahi has been appointed as Director of Sales at Courtyard by Marriott Mumbai International Airport. With an illustrious career in the hospitality industry, Vahi brings more than 11 years of experience working with various international brands like The Oberoi Mumbai and Marriott International. He started his career with The Oberoi Mumbai as an Assistant Steward in June, 2006. In January, 2008, he got an opportunity to move to banquet sales. In July, 2008, he joined the Marriott family as a Sales Executive.

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Registration Fee (Including GST@18%)

(Provisional GST No.: 07AAACF0904B1ZG + Service Category: Club or Association / Convention + Pan No.: AAACF0904B)

Type	Early Bird Upto 16 th August, 2017 (in INR)	After 16 th August, 2017 (in INR)
FHRAI Member / Spouse	₹ 7,700.00 (per Person) / ₹ 13,600.00 (Member + Spouse)	₹ 8,300.00 (per Person) / ₹ 14,200.00 (Member + Spouse)
Non Member / Spouse	₹ 9,500.00 (per Person) / ₹ 17,700.00 (Non Member + Spouse)	₹ 10,600.00 (per Person) / ₹ 18,900.00 (Non Member + Spouse)
Children (4 to 14 years) in the same room	₹ 5,900.00 (per Child)	₹ 7,100.00 (per Child)

Registration Form

(PLEASE FILL THIS FORM IN CAPITAL LETTERS ONLY)

- Are you FHRAI member? Yes / No • If yes, please enter membership number:
- Name of Organisation: _____
- Address: _____
- City: _____ Pin _____ State: _____
- Tel.: _____ Email ID for Communication: _____
- **Hotel Accommodation:** Required Not Required • **Pick up and Drop:** Required Not Required

Details of Delegates

S.No.	Name	Designation	Mobile	Age	Gender (M/F)	Relation
1						Self
2						
3						
4						

Meal Preference: Veg. Meal Non Veg. Meal

Payment Details

Please make cheque/DD favouring 'FHRAI CONVENTION ACCOUNT' payable at Bengaluru

Total Amount: _____ DD/Cheque/NEFT UTR No. _____

Dated: _____ drawn on: _____ (Bank & Branch)

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

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

Convention Hotel Booking and Rates				
Check in: _____		Check Out: _____		No. of Rooms: Single: <input type="checkbox"/> Double: <input type="checkbox"/> Extra Bed: <input type="checkbox"/>
S. No.	Hotel Name	Single Room Charges Excluding Taxes	Double Room Charges Excluding Taxes	Please give 3 Preference (in format: 1, 2, 3)
1	Shangri-La Hotel	₹ 5,775.00	₹ 5,775.00	
2	ITC Gardenia	₹ 6,000.00	₹ 6,000.00	
3	The Lalit Ashok	₹ 4,800.00	₹ 5,200.00	
4	Radisson Blu Atria	₹ 5,000.00	₹ 5,000.00	
5	Hotel Chancery Pavilion	₹ 4,000.00	₹ 4,000.00	
6	37 th Crescent	₹ 3,000.00	₹ 3,500.00	
7	Tulip Inn	₹ 3,000.00	₹ 3,000.00	
8	Ashraya International Hotel	₹ 2,500.00	₹ 2,500.00	

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

Travel Details	
ARRIVAL	DEPARTURE
Air (Flight No.):	Air (Flight No.):
Rail (Train Name/No.):	Rail (Train Name/No.):
Date: _____ Time: _____	Date: _____ Time: _____

Cancellation Fee

50% of the delegate fee will be refunded upon cancellation received till 20th August, 2017 up to 1600 hrs. by means of Letter, or E-mail, to the Convention Office, Bengaluru. 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 14th and 17th September, 2017 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 Bengaluru.

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.

Terms & Conditions

- Registration fees includes applicable tax.
- Registrations on first come first serve basis (limited seats available).
- Children above 14 years will be treated as adults.
- Delegate fee includes dinner on 14th Sept, 2017 and lunch and dinner on 15th & 16th September, 2017.

- Cheque/DD of the requisite amount favouring 'FHRAI CONVENTION ACCOUNT' must be sent along with the duly completed delegate registration form to the Convention Office at Bengaluru.
- Online registration and payment can also be made at https://fhrai.com/convention_home.aspx
- Registration fee doesn't include hotel room charges, breakfast, any personal expenses such as Spa, laundry, room service, personal transportation etc.
- All correspondence to be addressed to Convention Office, Bengaluru.
- Every delegate must fill the delegate registration form and send it to the convention office at Bengaluru, so as to enable us to issue Identification Badge. 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 registration.
- Registration will not be confirmed until full delegate registration fee is received.
- Last date of registration is 31st August, 2017.

Signature

Delegate Name

*All Correspondence to be addressed to Convention Office:

CONVENTION OFFICE: 22/4, Race Course Road, Gandhinagar, Bengaluru - 560 009
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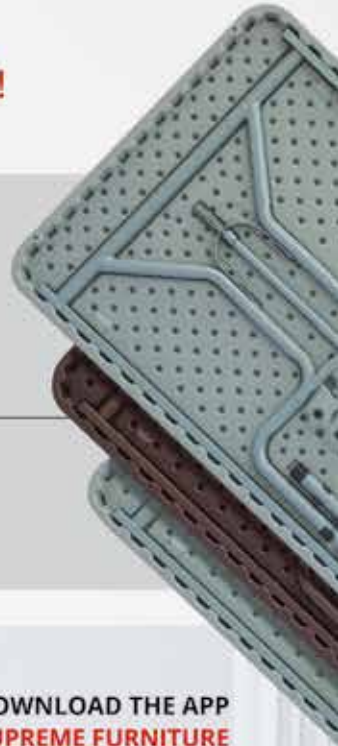
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