

fhrai magazine

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A MONTHLY ON HOSPITALITY TRADE
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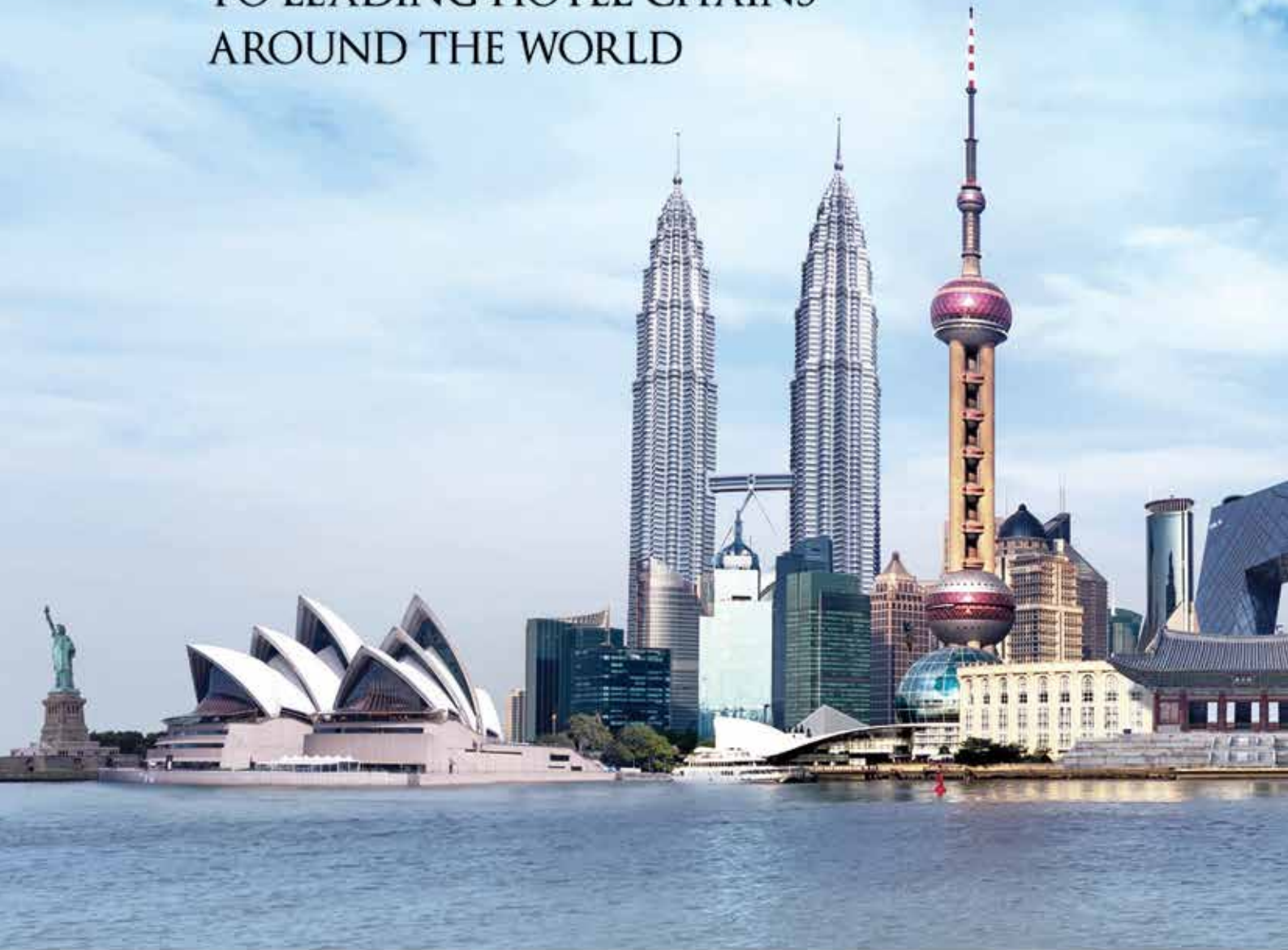
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HRANI WORKS FOR COMMERCIAL AEP

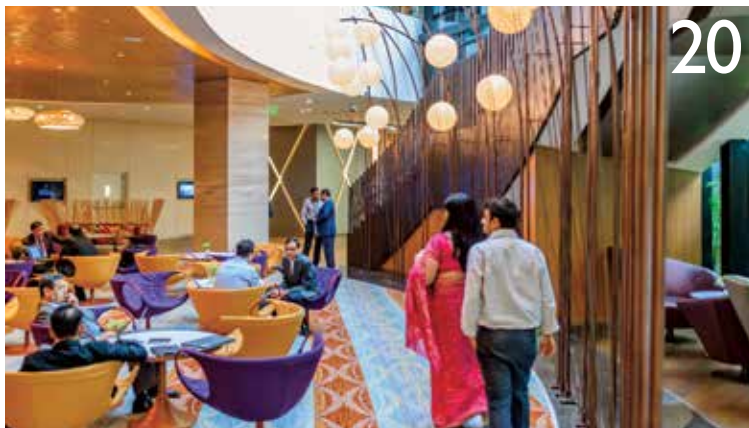
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The HRANI delegation requested the Hon'ble Minister and the Secretary to take up the matter of issuance/reissuance of commercial Airport Entry Pass (AEP) with Ministry of Civil Aviation, Govt. of India.

Cover Image

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Cover Design: Raashi Ajmani Girdhar



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Rahul Lall
Secretary General
FHRAI

 The idea is to bring the industry, academia, government, and various stakeholders together to set up standards of delivering services to the people of the nation 

Dear fellow members,

At the outset, I would like to extend my best wishes to the India Trade Promotion Organisation (ITPO) for organising the 33rd edition of AAHAR – International Food and Hospitality Fair 2020.

The event is indeed a much-awaited one for not only the professionals and establishments engaged in the Indian hospitality industry but also for all those global players who are either already present in India or have plans to start their innings. I am delighted to say that AAHAR is Asia's best hospitality event and has provided a platform to some of the best-known brands to explore and establish themselves in the Indian market, in the last three decades.

Moving forward, the maiden visit of Donald Trump, President, United States of America (USA) to India in February 2020 has unfolded a new chapter of Indo-US diplomatic, trade, and cultural relations. The President indicated in his speech that the possibility of signing the trade deal between the two nations could be expected by the end of 2020.

The signing of such a deal would surely further enhance existing economic cooperation and act as a major move in facilitating trade and investments. We are hopeful that when the world's largest democracy and the world's oldest democracy will work hand-in-hand, then it will surely benefit both the countries in the long run.

On one hand, when the nations of the world are collaborating with each other to enhance trade relations, a major hindrance – coronavirus, has been flagged as a major deterrent to growth by both developed and developing nations of the world. The virus which has now crossed boundaries and

barging into other countries is indeed a major threat to not only the hospitality industry but to the economy of various nations as a whole. The epidemic which came into light and expanded its sphere during the Chinese new year holidays has resulted in the cancellation of travel plans by Chinese travellers as well as the people of other countries. We wish good health to the people and pray that humanity will overcome this epidemic soon.

We would like to mention an important initiative of the Government of India through the Bureau of Indian Standards (BIS) by forming Service Sector Division Council (SSDC) to standardise services in various domains. The first meeting of the Council was conducted in February 2020.

The agenda of the same was to formulate standards on the service sector including banking and financial services, education services, tourism services, accounting services, legal services, environmental services, communication services, IT services, health-related and social services, business services and logistics services and other related areas. The idea is to bring the industry, academia, government, and various stakeholders together to set up standards of delivering services to the people of the nation. Various experts in their fields were present and shared their views. We shall keep our members informed about the updates.

We wish everyone good health and happiness.

With kind regards,
Rahul Lall
Secretary General, FHRAI

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FabHotels to aid CCI in FHRAI complaint against OYO & Go-MMT



Gurbaxish Singh Kohli
Vice President, FHRAI



Pradeep Shetty
Jt Hony Secy, FHRAI



Nirav Gandhi
EC Member, FHRAI

A recent development involving FabHotels' inclusion in the ongoing investigation of OYO and Go-MMT (Golbibo and MakeMyTrip) by the Competition Commission of India (CCI) has further strengthened the Federation of Hotel and Restaurant Associations of India (FHRAI) case against the duo online entities. Last month, FabHotels had filed an application to the CCI seeking impleadment stating it has substantial interest in the outcome of proceedings and that it is necessary in public interest to allow it to be a part of the proceedings. The FHRAI has expressed that FabHotels' involvement will allow presenting its opinion in the matter for a meaningful investigation.

In October 2018, FHRAI had filed a complaint to the CCI regarding OYO and the online travel agency (OTA) Go-MMT of destroying competitive pricing in the hospitality market by abusing their dominant positions. "Our position now stands vindicated with FabHotels confirming that barriers

Commercial arrangements between MMT and OYO in 2018 have created entry barriers for competitors

were imposed by MMT and OYO as part of their tacit agreement to ultimately deprive public and other hotel players fair and equal access. MMT has abused its dominant position by imposing unfair trade terms and conditions on FabHotels and Treebo Hotels, subsequently de-listing the two from its online portal. Also, the commercial arrangements between MMT and OYO, which took effect in 2018 has created entry barriers and has foreclosed the market for the competitors of OYO, like FabHotels," says **Gurbaxish Singh Kohli**, Vice President, FHRAI & President, HRAWI.

CCI admitting FabHotels' impleadment on the ground that it has substantial interest in the outcome of the proceedings also comes as a big win for hotel players associated with OYO, especially in the budget segment.

"We will be shortly submitting more evidence of dominance and misdemeanors on part of MMT and OYO to the CCI investigation team. We will highlight the illegal actions of these aggregators in the evolving online and digital age, whereby local entrepreneurs and hotels are being destroyed by OTAs who are funded by foreign funds only for their mutual benefit," says **Pradeep Shetty**, Jt. Honorary Secretary, FHRAI & Vice President, HRAWI.

The CCI has taken cognisance of its complaint based on the merit of the allegations and with Fab Hotels' inclusion, the apex body feels confident that justice will be served sooner and in favour of hoteliers.

"The FHRAI will also submit a formal representation to the government pressing on an urgent need to regulate these new age unicorns to protect the local hotel industry from being made subservient to these online giants," concludes **Nirav Gandhi**, Honorary Secretary, HRAWI.

FHRAI

Hotels are being destroyed by OTAs who are funded by foreign funds only for their mutual benefit

HRAEI to appeal extension of bar closure timing to 1 am

Encouraged by the positive move by the Excise Department, HRAEI is preparing a representation to extend the closing time of liquor bars to at least 1 am. Currently it's mandatory for all bars to take the last order for drinks at 10.45 pm. "Extension of the operating hour by two hours in urban areas can make a lot of difference to the business of F&B in the bars," said **Pranav Singh**, President of HRAEI. Unlike rural areas, where people are home by 10 pm, people in Kolkata work late and



Pranav Singh
President, HRAEI

visit bars after work. "Closing drink orders by 10.45 pm means a loss of business," Singh added.

Sudesh Poddar, Secretary of HRAEI, said, "Due to such regulation, guests are forced out by the Cinderella hour. The rules can be relaxed, at least in big cities, to accommodate patrons past midnight. The city's changing lifestyle calls for a change of this mandate. People now work till late and visit bars to unwind after a hard day's work."

If the closing time of bars is relaxed in the cities on weekends and days before public holidays, the extension can help restaurants and bars improve their sale to a large extent.

Extension of the operating hour by two hours in urban areas can make a lot of difference to the business

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HRANI works for commercial AEP

A delegation led by Surendra Kumar Jaiswal, President HRANI, comprising of MC Members Vinod Gulati, Vineet Taing, along with Renu Thapliyal, Secretary General, HRANI and Meena Bhatia, Vice President and General Manager, Le Meridien met Sh. Prahlad Singh Patel, Hon'ble Minister of State (Independent Charge), Ministry of Tourism, and Yogendra Tripathi, Secretary, Ministry of Tourism, Govt. of India on February 11, 2020. On the matter of issuance/reissuance of commercial Airport Entry Pass (AEP), the delegation requested the Hon'ble Minister and the Secretary to take



up the matter with Ministry of Civil Aviation, Govt. of India. The delegation also submitted the Ministry to include hotels for the extension of commercial AEP till March 31, 2020. The Ministry was also requested to intervene and take up the matter of copyright with the Ministry of Commerce and Industry. Detailed representations on both the subjects were submitted to the Ministry by the delegation. The Hon'ble Minister and the Secretary



HRANI

We are hopeful that MOT will take up the matter with MoCA and the concern of hotels will be resolved

gave a patient and positive hearing. "We are hopeful that MOT will take up the matter with Ministry of Civil Aviation & the concern of hotels will be resolved said **SK Jaiswal**, President, HRANI; VP, FHRAI.

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'Sky Greens' banquet opens in Kolhapur



Sayaji Hotel Kolhapur celebrated the opening of its high-end luxury banquet, Sky Greens, an all-new premium event space for social and corporate events on February 1, 2020. Located in the heart of the city, Sky Greens by Sayaji Hotel Kolhapur brings a rare combination of high-quality, designer banqueting experience under one roof. Sky Greens promises to provide grandeur for all customised services that will redefine the standards of celebration for everyone. The occasion was graced by the crème de la crème of Maharashtra. Sky Greens can house up to 120 guests at a time and is spread over 3,000

square feet built-up area and includes a climate-controlled glass gazebo. The rooftop terrace space at Sayaji Hotel Kolhapur has been created as a premium banquet space overlooking the horizon of the city at the eighth floor level. Richly elegant and adaptable, Sky Greens will allow the experienced events team to cater for every occasion. The custom-designed food & beverages with live preparations or a six-course sit-down service make the culinary experience a memorable one. Every event is made unique by the dedicated team of expert chefs & the service team.

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Salao De Cavelossim Convention Center



Novotel Goa Dona Sylvia Resort has newly introduced the Salao De Cavelossim Convention Center; a one-of-a-kind event space under the state-of-the-art German tent. Spreading across 5,400 sq.ft., the new setup can host up to 650 people, making it an ideal place for a plethora of events like large-scale corporate conferences, product launches, fashion events, intimate cocktail parties and even wedding receptions. Another noteworthy feature of the Salao De Cavelossim Convention Center is that it's the largest convention space available in South Goa. To be precise – 650 guests in theatre style, 400 guests in cluster style, and 1,200 people in freestyle, is what the area can accommodate.



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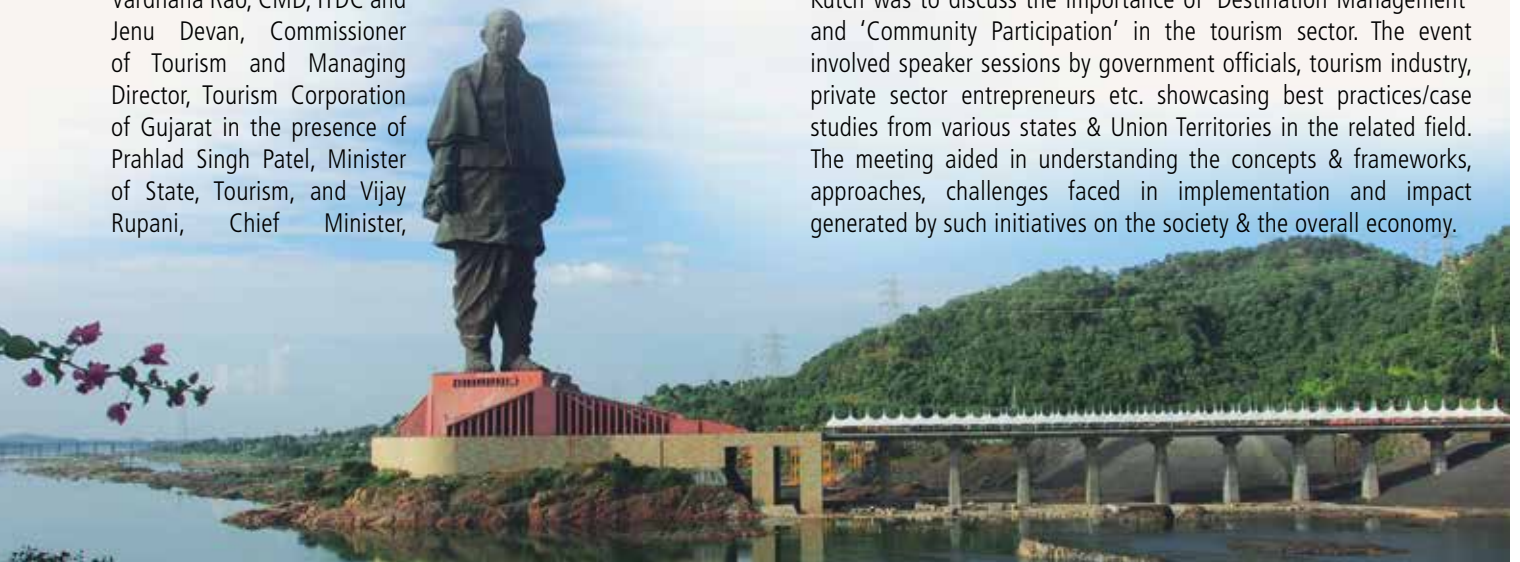
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ITDC to develop heritage sites in Gujarat

India Tourism Development Corporation (ITDC) has signed an MoU with Tourism Corporation of Gujarat Limited for development of heritage sites in the state. As part of the MoU, ITDC would provide consultancy services for innovative/ decorative lighting and illumination of important monuments and sound and light show at other important places in Gujarat. The MoU was signed by G Kamala Vardhana Rao, CMD, ITDC and Jenu Devan, Commissioner of Tourism and Managing Director, Tourism Corporation of Gujarat in the presence of Prahlad Singh Patel, Minister of State, Tourism, and Vijay Rupani, Chief Minister,

Gujarat. Speaking at inaugural session, **Prahlad Singh Patel** said, "There is a great scope for developing tourism in Gujarat for which the state government has developed more new focused sights to attract tourism. The state government may work in tandem with ITDC to promote and develop tourism through innovative and creative steps." The event organised from February 13-15, 2020 at Dhordo, Kutch was to discuss the importance of 'Destination Management' and 'Community Participation' in the tourism sector. The event involved speaker sessions by government officials, tourism industry, private sector entrepreneurs etc. showcasing best practices/case studies from various states & Union Territories in the related field. The meeting aided in understanding the concepts & frameworks, approaches, challenges faced in implementation and impact generated by such initiatives on the society & the overall economy.



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Beyond COVID-19 fear

Regional Presidents share how hotels in their regions are getting ready for business challenges with the COVID-19 (coronavirus epidemic) and the way forward.

Kanchan Nath



Gurbaxish Singh Kohli
President, HRAWI

CAUTIOUS MONITORING

The coronavirus has not had any significant impact on the tourism sector in India as yet, as currently only a couple of provinces in China have been cordoned off and they are not the cities that drive massive traffic to India. These are early days and the industry is cautiously monitoring the situation. As a result, bookings may get impacted if this continues for long. It is now vital that decisions based on sound expert advice are taken, which is in the best interest of our customers and the industry at large.

“
Travellers will need to find another market such as India to replace China as the biggest tourism market
”

Coronavirus is scaring people because it is new and much is not known about it, most people who contract it recover just fine. Fear of the unknown is powerful, and sadly, it seems to be sparking xenophobia.

MAINTAIN HYGIENE

We are tackling the issue with our own precautionary methods. Frequent disinfection is advised specially in all the rooms, restaurants, and frequently visited public areas. Frequent meetings are held on the protocol of dealing with the contagion where all managers have been told to maintain high hygiene levels leading to disciplinary action in case of failure to do so.

They can also review business continuity plans and carry out a table-top exercise to find out if the hotel operations are prepared for the worst-case scenario; use the traditional way of communicating and welcoming by folded hands instead of handshakes.

Travellers will need to find another market such as India to replace China as the biggest tourism market. This issue reminds us to not focus or rely on a specific market, hotels must focus on all markets. This can be taken as an opportunity to attract those travellers who travel to other Asian countries like Thailand, Vietnam, Korea, Japan, Singapore, etc. but have cancelled their bookings.



Pranav Singh
President, HRAEI

the moment the first case is confirmed we wish to instruct all our hotels to implement measures to minimise risk of transmission. As a precaution, our hotels will be asked to carry out additional hygiene procedures including cleaning and disinfection as well as implementing temperature checks among guests and staff.

MAINTAIN HYGIENE

Cleaning and disinfection of



“
Disinfection of public areas & common touch points are required all-year round
”

public areas and common touch points are in any case required all-year round, even if the infection doesn't spread.

Surgical masks and hand sanitisers can be made available for guests when the infection starts spreading.

NO NEED TO PANIC

Since no case of coronavirus has been confirmed in the region so far, we are trying not to spread a climate of fear or panic at this moment. However,

Educating the staff at hospitality units has always been a priority. Steps should be taken to raise awareness of the novel coronavirus with hotel teams.



K. Syama Raju
President, SIHRA

TOURISM AFFECTED

The outbreak of the coronavirus in Wuhan, China has affected the tourism and hospitality industries. It is supposed to be more contagious than the earlier outbreaks such as SARS and MERS, and therefore reports indicate it has spread faster

STATE GOVERNMENTS VIGILANT

Kerala had three cases which were tested positive for the coronavirus. However, the Kerala state government has done a remarkable job to contain the spread of the virus and latest reports state that the three patients have recovered. Transparency and a clear plan of action has ensured that it did not have a chance to spread. Inbound tourism has had an impact with the cancellation of hotel bookings and tours as per

“ Kerala has done a remarkable job to contain the spread of the virus ”



Surendra Kumar Jaiswal
President, HRANI

BE VIGILANT

The coronavirus epidemic has not yet had any significant impact on the hotel business in northern parts of India. The advisory along with the Self Reporting Form for all travellers arriving from 2019-nCoV affected countries have been forwarded to all

following and taking all precautionary measures.

There has been a decrease in tourists coming from the Oriental countries. However, there has been a slight increase in tourists coming to and from Europe and America, because these countries have issued advisories to tourists to not visit some countries, India is not included in the list.

STOP FAKE NEWS

The way forward to deal with the situation is to set up a task force to monitor any negative reporting on Indian hospitality and tourism.

Promotion of domestic tourism at this time by enabling Integrated Goods and Services Tax (IGST) for hotels



and wider. The government introduced measures to help control the spread of the virus. The temporary suspension of the eVisa facility for Chinese travellers and foreigners was one such step. Some airlines also temporarily suspended their regular flights to China and Hong Kong. The Health Ministry introduced screening of inbound passengers at 21 airports and issued advisories with regard to hotels providing accommodation to passengers from the affected regions.

updates received from Kerala. Tour operators everywhere have also had some cancellations of outbound tours since people are reluctant to travel at a time when there is an outbreak of a virus. However, the full impact of this may be known later on. Going forward, hotels must remain alert and watch for any signs of infection among guests staying with them. Adherence to the suggested protocols in case of any infections noticed would be the best way to control the spread of the virus.



trade and hospitality industry associations in India.

All associations and their members have been advised to be vigilant about possible suspect cases and bring the same to the notice of the health authorities and call up the Control Room of the National Centre for Disease Control (NCDC).

The hotels in northern region are being sent updates and the hospitality industry is

“ Set up a task force to monitor any negative reporting on Indian hospitality & tourism ”

can be considered. Indian corporates could be extended a double exemption benefit to undertake MICE within India. Provision of LTA like benefits to travel within the country can be explored.

Steering towards Eco purchases

Even in purchase the biggest trend remains sustainability, we find out what practices are purchase managers of different hotels steering towards.

 Kanchan Nath



Ashok Bhat

Ashok Bhat

Purchase Head, Pullman New Delhi Aerocity and Novotel New Delhi Aerocity

PURCHASE TRENDS 2020

One of the biggest trends is to procure commodities which will be eco-friendly and sustainable. Also, technology plays an important role and products with advanced solutions will be given preference. The Indian market has a lot of potential to manufacture high-quality products, thus using locally made products will also be a highlight.

EQUIPMENT WORTH LOOKING OUT FOR IN 2020

The one area where I would like to see more 'Make

in India' products is laundry. Let's hope that there is focus on laundry equipment this year.

CHALLENGES FOR PURCHASING

The biggest challenge is the after-sales service of imported equipment and the availability of spare parts, especially for laundry and kitchen equipment. Despite expensive spare parts and their delivery lead time, service remains the biggest challenge.

DIFFERENT HOTELS, DIFFERENT REQUIREMENTS FOR PURCHASE

There are certain brand specific requirements which make a difference from hotel to hotel. Every hotel has its own Bible to follow, but simultaneously the procurement person should be well connected with



There are certain brand specific requirements which make a difference from hotel to hotel



the vendors who can fulfill those requirements. Besides your own vendor list, you can take help from different online portals, working on the procurement models.

MANTRA TO STAY ECONOMICAL

Every product is best in its own price category. But there are certain parameters which are kept in mind while purchasing. A product is procured keeping in view its energy efficacy, durability, automatic & semi-automatic features, etc. These factors lead to the final cost of a product.

GST IMPACT ON PURCHASE

I don't think there has been any impact on purchasing under the GST regime, rather it has been systematic & everybody is contributing towards its success.

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Sanjeev Chauhan

Sanjeev Chauhan
Purchase Manager, Mahagun Sarovar Portico Suites

PURCHASE TRENDS 2020

The biggest trend is sustainability – environment-friendly purchases would mean that items do not disturb the existing eco-system. Consumers are steering away from plastic, so hotels can react to this trend by replacing plastic straws, cutlery, water bottles, toiletry bottles, and containers with reusable alternatives. Nowadays comparison of prices quoted by competitor suppliers as well as negotiation patterns have changed a lot. The comparison is not only between two or three suppliers’ prices but also with online channels like Amazon, Flipkart, etc.

EQUIPMENT WORTH LOOKING OUT FOR IN 2020

The trend is to choose eco-friendly consumables and

CHALLENGES FOR PURCHASING

There are lots of suppliers for many of the items used. Big variances are found in rate/quality/after-sales service. Purchase has to calculate a lot to finalise the deal. The challenge of delivering on time is there in case of urgent requirement. It is difficult to get the best rate if the purchase manager doesn’t have a data bank of vendors for every item. Several times, we get last minute requirements which become a sore point for us because it means we have to go ahead and just buy. Development of local potential vendors is another challenge as these vendors may not be financially strong to develop the product which is required.



The input process in GST has become easy as compared to VAT for interstate purchase



GO LOCAL

- Idli rava via a local make
- Local make juicer
- Quality pulses and papad
- Tie-up with a manufacturer for juices
- Local, fresh Malli fish (100% yield)

systems for hotels. This includes switching to low flow or dual flush toilets; LED lights; daylighting/occupancy sensors in guest rooms, offices, washrooms; using daylight exclusively in lobbies, bars and restaurants; installation of solar PV system and air-source heat pump for pools & hot tubs; and using waste management equipment & air purifiers.

RESTAURANT PURCHASE TRENDS 2020

Organisations running restaurant chains are opting for centralised purchase/rate finalisation for best rates. The emphasis is on getting the best deals directly from the manufacturer due to the centralised procurement system.

MANTRA TO STAY ECONOMICAL

Getting the best rate depends on negotiation skills which improve with experience. Payment pattern – timely creditors disbursement; data bank and PR with manufacturers, distributors, suppliers, service providers; product knowledge of most of the items; and regular market survey of high-moving items give the best deals.

GST IMPACT ON PURCHASE

The input taking process in GST on purchase has become easy as compared to VAT for interstate purchase. Due to this we have increased the number of competitive suppliers/service providers to get the best deals.



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EXCELLENCE IN LEARNING



Amit Garg

Amit Garg Purchase Manager, Lords Plaza Surat

PURCHASE TRENDS 2020

With the advent of the internet, purchasing trends have changed in the last 10 years. When retail purchases were first possible about a decade ago, people were very wary of buying anything online, believing that their payment details were not safe. However, with so many new technological advancements, the world of e-commerce is transforming rapidly. E-procurement is one of the top trends that allows suppliers and procurement professionals in the hospitality business to be in contact and share & manage information such as purchase orders, catalogues and contracts online.

RESTAURANT PURCHASE TRENDS 2020

Restaurant trends have changed many aspects of dining in the last decade. These are some common areas that trends tend to follow, for instance, food preferences – the way people approach health and nutrition is always changing. Food preferences have been adapted to healthier and more sustainable lifestyles. How people pay has also changed over the years. Where cash was once king in the restaurant industry, it's more common for people to use digital methods of paying like credit cards or apps on their

GO LOCAL

- Everest red chilli powder
- TATA tea
- Cremica mayonnaise
- Amul milk powder
- Karamat brown gravy base



E-procurement is one of the top trends that allows suppliers to be in contact and share information



phones. Online ordering is more common today than it was a decade ago.

CHALLENGES FOR PURCHASING

The major challenges that always remains while purchasing are supply risks, market risks, potential frauds, cost, quality, and delivery risks.

DIFFERENT HOTELS, DIFFERENT REQUIREMENTS FOR PURCHASE

Requirement of purchase depends upon the locations where the hotels are based. We have a dedicated purchase manager at all our units who caters to these requirements as per the target audience.

MANTRA TO STAY ECONOMICAL

Meet wholesale manufacturers & distributors of different products and negotiate for the best price. Make agreements with them in one-to-one meetings and get products at economical rates.

GST IMPACT ON PURCHASE

Initially when GST was implemented, there was a provision of 18 per cent credit on purchase of food material for banquets. But with the new revision of GST structure, there is no such provision. Hence, purchasing is not impacted by GST anymore.

PURCHASE RESPONSE TO CORONAVIRUS

Canned or bottled products imported from China might be scarce. In India too we get similar products, but the quality, taste and price need to be matched.

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Sanjay Verghese

Sanjay Verghese

Director Materials, The Imperial New Delhi

PURCHASE TRENDS 2020

Today, hotel sales and catering professionals need to engage with millennial attendees on a few different levels. They're focusing on removing single-use plastics from their dining centres and restaurants, monitoring use of water, sourcing foods from local farms, and promoting health and wellness.

MANTRA TO STAY ECONOMICAL

There are no shortcuts to quality purchasing. As it is said information is power, sourcing dependent on an acquired skill set based on the right mix of predictive strategy, in depth research, and established protocols of purchasing definitely lead to a win-win situation for both the buyer and the seller



Hotels are focusing on removing single-use plastics from their dining centres and restaurants

PURCHASE RESPONSE TO COVID-19

Protective equipment like masks, gloves & disposable suits will be first ones to go off the shelf. The key concern should be not to create panic. Due to the lockdown of the Chinese cities and ports, there will be a knee-jerk reaction in due course of time when the supply chain will not be fed by the Chinese suppliers, leading to shortages as we are so dependent on the Chinese manufacturing mammoth to effectively run the hospitality industry.

EQUIPMENT WORTH LOOKING OUT FOR

This would include water purification systems without membranes, air purification systems & low water dependent laundry systems.

DIFFERENT HOTELS, DIFFERENT REQUIREMENTS FOR PURCHASE

The best way to tackle purchasing pressure is to ensure planning at all stages of operations. A well-thought out policy and procedure has to be put in place for proper coordination amongst all stakeholders. Regular refresher trainings for all the intra department contacts is crucial for ensuring compliance.

GST IMPACT ON PURCHASE

There has been no impact of GST on the core purchasing function other than ensuring that the compliance happens in terms of the GST Act itself.



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Choosing the right track for **RESTAU**

Hospitality professionals share views on what it takes for restaurants to become profitable, adopt cost-effective measures, and generate more footfalls.

 Kanchan Nath



RESTAURANTS

Amit Bagga

Co-founder & CEO, Daryaganj Restaurant

PROFITABILITY FOR RESTAURANTS

A restaurant starts becoming profitable usually in three to six months of being fully operational. If a restaurant is not profitable after the sixth month then it should be a matter of worry. Monthly running costs include rent which should not be higher than 10-15% of sales; salaries which should not be more than 15-20% of sales; cost of goods sold or the raw material and other

why the restaurant industry is slowing down. When a new project has to be started the cost of GST on the full amount spent is not returned or no input is given, so it increases project cost by at least 12-18%. While running a restaurant we have to pay rent and for malls CAM with 18% GST, which is not adjustable or no input is given on that. This increases our rent and CAM by a high percentage. Also, there are other



Amit Bagga



TOP COSTS

- Rent
- Salaries
- Cost of goods
- Water, gas and electricity
- PR Marketing and Sales Promotion



purchases like liquor stock and groceries consumed should not be more than 25-30% of sales; utilities like water, gas and electricity should not be more than 3-5% of sales; expenses like PR marketing and sales promotion should not be more than 3-5% of sales; and miscellaneous expenses can be another five per cent. If the above figures are maintained, then a restaurant can make a 20% net profit or EBITDA per month.

GST IMPACT

GST has had a big impact as it is one of the main reasons

GST on the full amount spent is not returned so it increases project cost of the restaurant by at least 12-18%

items like raw materials or ingredients for producing the food which have a GST without input.

Even all consultants and marketing costs attract GST without input. All this increases our breakeven and it becomes tough for a lot of restaurants to cover such high running costs.





Vinod Gulati

Vinod Gulati
EC Member, FHRAI
Managing Director, Gulati Restaurant

PROFITABILITY FOR RESTAURANTS

It takes a year or two for a restaurant to become profitable provided all the necessary parameters are met such as food quality, services, décor, location etc.

COST-EFFECTIVE MEASURES

First, we should select the location as per our cuisine and theme of the restaurant and then explore the spending capacity of the guests visiting our restaurant. Rent should be proportionate to the expected turnover. Staff selection should be prudent to match the expected turnover. Food cost should also be rationalised with menu pricing. In the beginning you have to promote it aggressively, which can be eased out once the turnover picks up.

FOOTFALLS AND GROWTH

In our restaurant we get all types of guests, including families, corporates, tourists and youngsters. To keep



repeat guests, we take feedback from them to make necessary changes accordingly. Gulati is a fine-dining restaurant, known for its great North Indian, Mughlai, Hyderabadi and Tandoori cuisine. It started way back in 1959. The restaurant was the first, over 25 years ago, to celebrate the nine-day Navratra Food Festival, which is still celebrated every year, serving pure vegetarian Navratra menu, as is cooked in millions of Indian homes without onion and garlic.

TOP COSTS

- Rent
- Staff salary
- Food cost
- Maintenance and electricity
- Promotion



First, we should select the location and then explore the spending capacity of the guests visiting our restaurant



Pradeep Shetty



Pradeep Shetty
Jt Hony Secretary, FHRAI; Director, Maharaja Foods & Restaurants

PROFITABILITY FOR RESTAURANTS

Restaurants become profitable depending on various factors, i.e., the rentals, the Capex involved, type and nature of funding etc.

In metros, restaurants do not typically get profitable for at least one-and-a-half to two years.

COST-EFFECTIVE MEASURES

One needs to keep the Capex as low as possible, look for low rental spaces, and opt for a model with lower



labour-intensive concept / format.

FOOTFALLS AND GROWTH

Footfalls for lunch are always lower than that for dinner. Running corporate lunch packages, happy hours, online marketing/showcasing of the products etc. and loyalty programmes leading to special discounts to regulars are some of the things that can be done to keep the repeat guests. Also, providing authentic flavours & retaining the quality always helps to bring back regular patrons.

Vikrant Batra

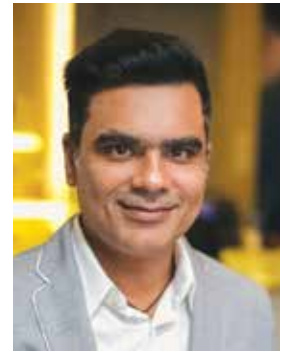
Director, Dhansoo Cafe, Delhi

PROFITABILITY FOR RESTAURANTS

The restaurant business looks profitable, but the margins are really low in this business. Predicting a certain time period for it to become profitable is a little tough to calculate, rather making it stable is what any restaurateur can work upon. When we do the feasibility study of any location, we expect certain numbers and a certain ROI. Generally, we expect our ROI by three years and post that, profits.

COST-EFFECTIVE MEASURES

There is a very thin line between cost-effective measures and maintaining quality. It's very important for the restaurateurs to know their business in and out. We also ensure that we stick to our annual operating budgets and do a monthly check with the actuals. Some measures we take are inventory management, wastage control, timely audits (both health and hygiene and mystery audits), etc.



Vikrant Batra

GST IMPACT

Since GST has been implemented it has been a big blow. We have stopped getting inputs, the expense of rentals has gone up by 18%. Every restaurateur has had to rework their strategy. Expenses have gone up by 9 to 10% overall, but we have ensured that our customers are not adversely affected by this.

TOP COSTS

- F&B cost
- Rent and utilities
- Labour
- Marketing expenses
- Licenses, insurance



Expenses have gone up by 9 to 10% overall, but we have ensured that our customers are not adversely affected

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Stalwarts in kitchen equipment business

Mittal International is one of the pioneers in providing commercial kitchen equipment to hotels from the year 1968. **Rajinder Mittal**, Owner, Mittal International, tells us more.

 Kanchan Nath

Mittal International is the leading importer of kitchen equipment for hotels and other institutions catering to the needs of food & beverage industry of India. Renowned for its customised service, the company offers a wide range of products for the hospitality industry. On long-standing and humble beginnings, **Rajinder**

Mittal shared, "Mittal International has been a marketing company since 1968. Initially we marketed refrigeration and air conditioning spare parts. Around 42 years ago, we introduced the Scotsman ice machine, and then the Taylor ice-cream machine. A couple of years later we introduced Cappuccino and Espresso machines, the make was Kimberly. Then we started marketing the dishwasher called Winterhalter. Post this, we have added more companies."



I think our company has the highest stock of equipment and spare parts; 20 per cent of our stock is spare parts



USP

Explaining about their company, he said, "We are marketing equipment to hotels, restaurants, key accounts like McDonald's, KFC, Pizza Hut, Taco Bell etc. We do sales as well as provide after-sales service; 20 per cent of our stock is spare parts & there are 35 technicians all over India. We have a stock of parts in Mumbai and Chennai as we have branches there. In June 2019 we opened a new showroom in Mumbai. The showroom has an office, a demo centre, and samples of all major equipment. We also keep stock of equipment, machines and spares in Chennai. This helps feed the South India market."

Elaborating on his years of experience, he stated, "I have been in the business for 52 years, my son joined me 25 years ago. He is now managing the business and is responsible for imports, sales, marketing etc. I am his helping hand. He is based out of Delhi and keeps travelling. I think our company has the highest stock of equipment and spare parts." Reminiscing on how the industry has grown, Mittal shared, "I have seen



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The main item of demand is the dishwashing machine as labour is becoming costlier, it helps avoid breakage

the 1982 Asian Games when many hotels were built, and no import of equipment was allowed. We had to get our own licenses and promote our machines. For restaurants, we did not sell anything as we could not have stock of the equipment. Later on, it was allowed, whereby we could keep a stock of the equipment to be sold – that helped us grow manifold.”

COMPETITION AND SERVICE

“A lot of competition has come up, 15 of our former employees have started the same business. We must have trained more than 100 technicians all over India to look after the equipment problems; the market has expanded. We generally employ refrigeration and electrical engineers; training is going on regularly. We have to give the installation service. We have done a lot of hotel projects in the past. We keep getting enquires from all hotel chains. Our recent projects include Like Holiday Inn Pune, Fortune Gurgaon, Westin Pune, Radisson Pune, Fortune Chail, Fortune Rajkot & Fortune Durgapur,” he added.

KITCHEN EQUIPMENT TRENDS

Elaborating on trends in kitchen equipment, he said, “The main item of demand is the dishwashing machine as labour is becoming costlier. This product is going not only to hotels and restaurants, but canteens, institutes & government establishments. However, our

major item is the Scotsman ice machine, the largest ice machine in the world. The company has six factories in US, Italy and China. They manufacture 200,000 ice machines. The capacity of these machines is from 25 kg to 10,000 kg. The 10,000 kg machine is used in the fish and marine products industry, laboratories, and Sports Authority of India.”

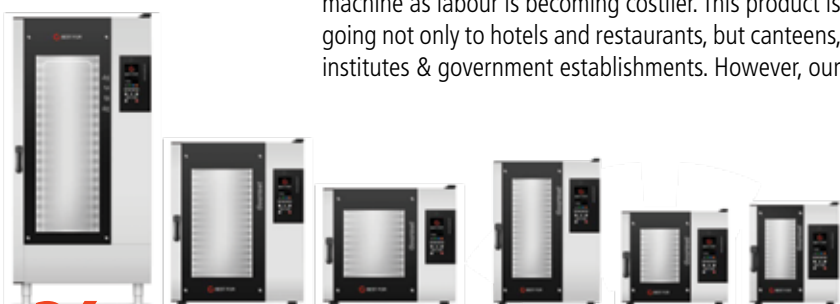
AAHAR 2020

On Aahar he said, “We started participating in Aahar with a 30 sq.ft. stall and have moved onto 220 sq.ft. However, since they started rebuilding, we have got a 50 sq.ft. stall. We promote new products each time we are there.

We are promoting Henny Penny products from US and China; they are the leaders in frying technology. We are also promoting Combi ovens from Italy and Hotmax, which is our own brand. We have old as well as new clients. We participate in Aahar every year as well as when it takes place in Chennai, Bengaluru and Mumbai.”

EASE OF DOING BUSINESS

On government policies, he commented, “They have improved for importers, allowing them to get custom clearances. However, 28 per cent GST on dishwashers is too much. After all, dishwashing machines save labour, are hygienic and reduce breakage of cutlery. For other items, 18 per cent GST is okay. On challenges, he added, “Unfortunately, there is a tendency to use the equipment for a very long time. Many people do not replace the equipment, which is very important.” On hospitality, he said, “I heard few years ago that Shanghai has more star category rooms than India. Today India too has a lot of star category rooms. Yet more needs to be done.”



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Aiming to be the mecca of hospitality

After becoming the largest hospitality and F&B expo in South Asia, the third edition of IHE to be held from August 5-8, 2020 comes with a vision to become a global name.



Rakesh Kumar

While the second edition held in 2019 became the largest exposition in South Asia celebrating hospitality, F&B, and more, the third edition is all set to become synonymous with the future of hospitality. IHE 2019 witnessed over 30,000 attendees and 900+ exhibitors, making it a grand success. It also saw massive participation from countries like Indonesia, Canada, Peru, Ecuador, El Salvador, Italy, Chile, Myanmar, Vietnam and New Zealand.

On being asked about his vision for IHE 2020, **Rakesh Kumar**, Chairman, IEM & DG, EPCH, said, "Hospitality covers all our lives. It is our goal to make IHE 2020 the greatest hospitality show not just in India, but across the globe." While building a platform for global brands to showcase their new tech, innovation, and more — IHE has also rapidly become a platform that celebrates MSMEs and their unmatched contribution to the hospitality industry. The MSME pavilion at the 2019 event sprawled over 1,000 square metres. It helped bridge the gap between markets and communities from under-represented areas and showcased handicrafts from around the country.

IHE 2020 aims to bring together hospitality professionals, students, and experts under one roof to share knowledge, learn about innovation, and expand their horizons. The event encompasses everything about hospitality including F&B, Housekeeping, Management, and more. One can expect to witness gastronomic experiences of a lifetime, impressive product demos,

and the who's who of hospitality taking masterclasses, presenting research, and partaking in panel discussions with eminent speakers and industry leaders.

Keeping the fire of IHE 2019 alive, the 2020 event is expected to grow in terms of business volume generated and the number of exhibitors and visitors. It is expected that the number of conferences, panel discussions, keynotes, and masterclasses will increase, which means more immersive learning for the attendees. The hospitality industry sees massive potential for growth and IHE aims to tap into this potential and bring it for the people to access. It aims to become the mecca of hospitality in the coming time.

The expansive growth that IHE has witnessed in the first two editions is simply not serendipity, but strategic alliances and a hospitality network unlike any other. IHE now boasts the largest network of industry professionals, experts, and maestros coming under one roof annually to share insights, learnings, and connect with industry peers.

Speaking about the scale of IHE 2019, **Vineet Bhatia**, Michelin Star Chef and Restaurateur said, "I think it's a great event to have. Platforms like these showcase Indian hospitality at its finest. This is, by far, the largest expo of this kind. It has beautiful products, great for sourcing, and great for networking too!"

Zorawar Kalra, MD, Massive Restaurants spoke about the diversity at the event. He said, "We need more and more events like this. I think something on this scale has rarely been done. This is truly next level. I have seen such incredible exhibitors putting up their products, people from all over the world, and I've seen the best of India being represented at IHE 2019."

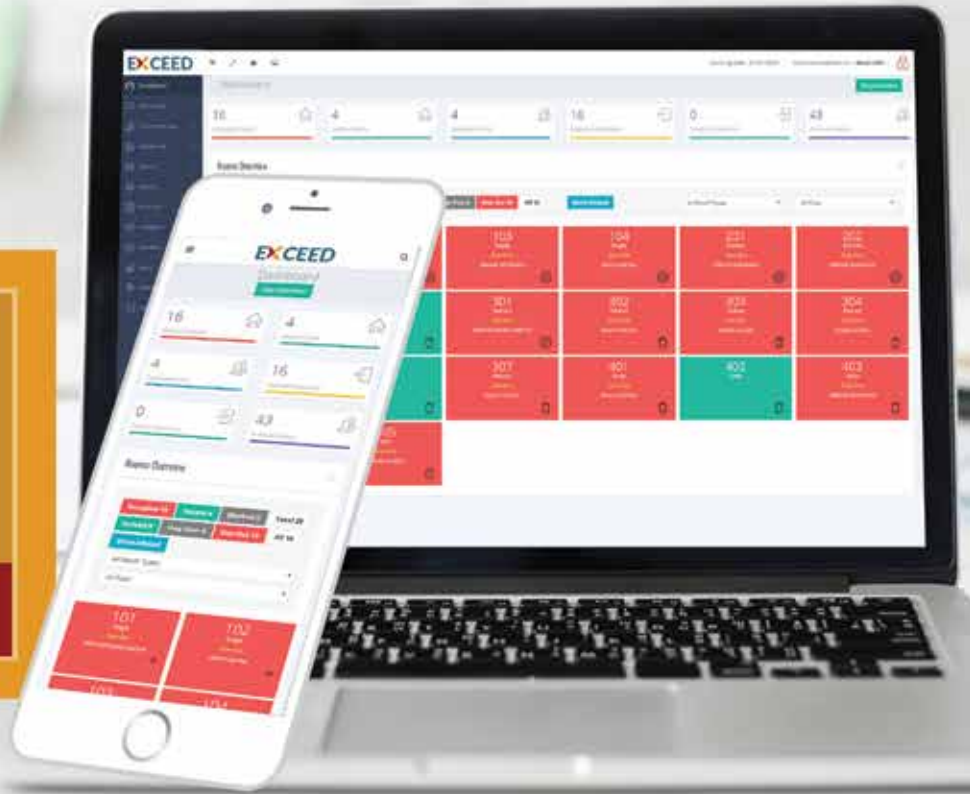


It is our goal to make IHE 2020 the greatest hospitality show not just in India, but across the globe








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'Tasting' success globally

We share the journey of Bikanervala, a global brand, whose story began in the mid twentieth century, right here in Delhi.



The story of Bikanervala started over a hundred years ago in the city of Bikaner; in Rajasthan, India. Then a part of the family moved to Delhi in 1950 and established an outlet in the historic Chandni Chowk. The people of Delhi relished the Bikaneri Bhujia and Rosogollas and lovingly started calling them 'Bikanervala' – and thus a global brand

was born. Today, Bikanervala is like an ambassador of Indian culinary culture. With 86 mega outlets in India and 27 overseas, Bikanervala certainly has a strong global presence.

They have truly come a long way in presenting to the world a wide range of Indian Sweets, Namkeens, Snacks, Chaat and Pan-Indian Cuisine. The brand portfolio also includes Bikano packaged products, Angan family restaurants and Bikano restaurants – our chain of fast-food and chaat outlets. The brand has a global presence in India, Nepal, USA, UAE, New Zealand and Singapore.



Bikanervala has a global presence with 27 of its outlets operating in UAE, Nepal, New Zealand, Singapore and USA



Love nature with Ecoleen

Ecoleen is for nature loving people, who are health and environment conscious. An automated composting machine, it helps convert wet waste to compost in 24 hours.

Synergia Metier is the manufacturer of automatic composting machines like Ecoleen, which is used for the treatment of organic waste from kitchens, gardens etc. Ecoleen is unlike traditional composting, which takes 21 days to compost along with huge land requirement. It provides a waste disposal solution that is economical & odour-free and also keeps flies, mosquitoes and rodents away. Fruits, vegetables, poultry, fish meat with small bones, fast foods, garden waste, meal left-overs, egg and crab shell and likewise can be composted through this machine. The compost produced is a good quality fertiliser, which can be used in gardens. It is also useful in houses and commercial establishments which generate solid organic waste. Another major usage is in vegetable, meat and fish



markets, poultry and fish farms. The wet solid/wet waste is acted upon by thermophilic bacteria to convert it to organic manure. The manure thus formed is good in organic carbon, calcium, nitrogen and other essential elements and minerals. There is no seepage of fluids and odour. Ecoleen works silently to clean your waste and thus the environment. It is available in 25 kg, 50 kg, 100 kg and 200 kg regular models and higher capacities as per the specific requirement. Cleanliness, a habit and a social responsibility, is now a switch/start concept with Ecoleen power in hand.



Ecoleen provides a waste disposal solution at the site that is economical and odour-free



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Drape it right

◆ A name to reckon with internationally when it comes to high quality furnishing fabrics, Clarke & Clarke has launched a new collection of furnishing fabrics – Eden, available at Maishaa. A collection in cotton and linen blend, Eden scores with its enchanting hand drawn prints in myriad colours that suit every mood. The vibrant prints of bugs, dragonflies, buds and flowers of this collection seem to have come from the Garden of Eden. A combination of the 'English country garden' and ornate damasks, brimming with vitality and bright hues, the collection is absolutely charming. Wild ferns, rambling leafy trails and bejeweled dragonfly prints dance on dual-purpose cotton.



Digital oven

◆ AKASA professional baking range is now available in digital electric panels for more precise controls and more accurate baking to match your needs. The elegant and compact design comes with full stainless-steel inner and outer body. It is available in five different capacities and sizes, all of which come with blowers and specially designed stainless-steel heaters to ensure uniform baking throughout the oven. A double walled body and insulated oven door ensures no heat loss during the baking process. It is ideal for roasting and baking.



Bite into Ruby

◆ ITC's Fabelle, acclaimed for re-defining the Indian luxury chocolates segment, had forayed into the FMCG chocolates segment in two formats, Fabelle Choco Deck and Fabelle Soft Centres in 2018. In line with the chocolate maker's endeavour to deliver one-of-a-kind chocolate experiences for Indian consumers and set trends with distinguished chocolate offerings, Fabelle has announced the launch of a unique and differentiated Fabelle Choco Deck Milk & Ruby Chocolate to delight connoisseurs. This latest addition to Fabelle's range of layered chocolate bars – Fabelle Choco Deck – is India's first mass premium chocolate bar containing the new Ruby chocolate.



Steely Look Chandeliers

◆ The White Teak Company has recently launched Steely Look Chandeliers Collection across all their stores in India. The collection comprises of chandeliers which resemble steel in colour, brightness and strength. Certain chandeliers have even used steel as material, for instance, Shimmer & Glimmer Chandelier has a stainless steel shade in chrome finish with crystal and glass diffuser while Play the Field Chandelier has a base ring made of metal in matte black finish with metal finish in chrome with hinges in gold brushed finish.



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Stay radiation protected

◆ To address the concern of electrosmog, Synergy Environics, pioneers in the field of radiation protection, has launched Enviroglobe – India’s first, radiation protection solution for healthier homes & workplaces. Enviroglobe protects an area of 300 sq.ft. (10 ft. radius) from the ill-effects of radiation. One needs to charge it with sunlight for about 15 minutes, once a week.

Cornitos Tortilla wraps

◆ Cornitos, the flagship brand of Greendot Health Foods, has launched Wheat Flour Tortilla Wraps for consumers looking to make flavourful Mexican snacks with ease. Imported from Europe, these wraps are soft, ultra-thin, easy to roll and cut. One pc gives around 120 kcal energy and has 17 g carbohydrates and just 2.5 g fat content. Consumers can make Mexican recipes like enchiladas.



Art on the wall as paper

◆ Momenti, the Italian custom design company that offers tailor-made designs for the entire living environment from floor to wall coverings, furniture to accessories and artworks, has launched a new collection of wallpapers from its Crazy Paper range that allow you to add a bold touch to your space. The Italian brand’s new range is brought to India by Ottimo. Momenti incorporates art in design.

Record right at night



◆ EZVIZ has introduced the first EZVIZ C3W Colour Night Vision Wi-Fi Camera featuring colour night vision. This innovative security camera makes it dramatically easier and smarter for users to protect their home and business anytime, anywhere. This latest offering from EZVIZ enables one to see colour images in the dark, making them look more real and clear. The innovative products and services

from EZVIZ can be used at homes, workplaces, stores, schools, and more. EZVIZ empowers partners to share its unique cloud services, and together build a thriving Internet of Things.

Platinum Frypan

◆ Vinod Cookware has announced an extension to its range of TriPly Platinum Series, with Platinum Frypan. Breaking the Indian stereotype, the cookware, allows burn-free experience in stainless steel. The Platinum Frypan comes in three layers i.e. Stainless steel – Aluminium – Stainless steel and is in line with its Triply Platinum Series. The inner layer is 18/8 food-grade which helps in maintaining hygiene and enables contamination free cooking. The second layer is made of aluminium which enables distribution of heat for even and burn-free cooking.



Stay stylish with leather furniture

◆ The exclusive range of leather furniture from Ficus Fine Living embodies a harmonious blend of style, sophistication and comfort.

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ITPO ready for AAHAR 2020

The 35th edition of AAHAR, the International Food & Hospitality Fair, will feature new trends in F&B, hospitality services, processing & more at Pragati Maidan in New Delhi.



AAHAR is being organised by ITPO with support of the Ministry of Food Processing Industries, Agricultural and Processed Food Products Development Authority (APEDA) and apex industry

associations, Association of Resource Companies for Hospitality Industry of India (ARCHII), Hotel and Restaurant Equipment Manufacturers Association of India (HOTREMAI), All India Food Processors Association (AIFPA), Food & Hospitality Support Association of India (FHSAI), Forum of Indian Food Importers (FIFI), Federation of Indian Food & Hospitality Industry (FIFHI) and Indore Confectionary Manufacturers Association (ICMA). The fair is poised to grow in size after completion of ITPO's ambitious project, world-class International Exhibition-Convention Centre (IECC) at Pragati Maidan.

Covering a gross area of around 40,000 sqm in Halls 7,8,9,10,11,12 and 12A, A3 (GF), A4 A (GF), A4 B (GF), and Hangers 7 FGH, H7F, and H7A, the fair features a wide range of food products, machinery, F&B equipment, hospitality and décor solutions, and confectionery items from over 750 participants from India and overseas. The fair has elicited participation from countries including Hong Kong, Israel, Indonesia, Japan, Poland, Russia, Switzerland, UK, UAE, etc.



Covering an area of around 40,000 sqm, 750 participants from India and overseas will be present



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Growth slated for budget hotels

In an interview, **Sandeep Singh**, Managing Director, Goldstone Hotels and Resorts shares hospitality trends and group plans.



Sandeep Singh

How has your hotel group grown since its inception?

Goldstone Hotels & Resorts embrace locations in playful, unexpected ways. As a guest at any of our boutique hotels you can experience modern luxury in the heart of iconic destinations. Since its inception the hotel chain has grown to 14 properties with nine operational units & intends to expand to 20 operational units by the end of 2020.

What is the marketing & sales strategy for 2020?

Every year the sales & marketing strategy needs to be reviewed regularly in view of changing market trends. We focus primarily on electronic marketing apart from tapping potential demand in the corporate & social market sectors. We have a dynamic & robust website. Our inhouse technology team targets the right audience in the markets we are present in. Also, our inhouse revenue management team keeps a hawk's eye on market dynamics



Which hospitality trends do you hope to see in 2020?

This year seems to be promising for tourism. I feel digitalisation & Artificial Intelligence will play a major role in the hospitality industry. The Indian domestic tourism market will witness growth. Leisure travellers are seeking memories & experiences beyond traditional hotel stays. Offbeat locations, mud-house stays, home stays, adventure activities are more popular these days apart from health tourism, village tourism & wildlife tourism.

Where are your plans for future?

When we talk about places – spiritual & leisure destinations still take the lead. However, prominent corporate cultures cannot be ignored, and we intend to have a presence in most of these destinations. Budget hotels comprise a major segment of the hospitality industry. Keeping this in mind, we are working towards opening hotels in relatively unexplored destinations like Rajgir, Deogarh, Gandikota, Kanatal, Ponmuddi Hills in Kerala, to name a few.



We are working towards opening hotels in Rajgir, Deogarh, Gandikota, Kanatal, Ponmuddi Hills in Kerala, to name a few

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Interior designs that **impress**

With a vision of giving an ordinary looking space an extraordinary touch, H.S. Ahuja and Associates (HSAA) creates designs to bring to life their clients' dreams.



Hema

Time has played a crucial role in the evolution of design. It has changed perceptions and circumstances. Design is nothing but a response to a requirement which is put forth by society or posed by a client. If the requirement changes, so does the design. HSAA's expertise lies in giving an ordinary looking space an extraordinary touch. It needs a third-eye vision and a willingness to take the boat into the deep ocean. Subhash Ahuja, CEO and Founder of H. S. Ahuja and Associates, a Delhi-based interior design company, has the distinction of taking his dream beyond selling latest furniture to creating timeless interior impressions. The company has successfully created numerous luxurious houses, restaurants, hotels, schools and villas projects located all over India. The current hotel projects they are working on include MJ Clarks Inn Express, Rishikesh; RS Residency Jhansi, Sayaji Effotel Hotel in Indore; Guwahati hotel; Bengali Sweets in South Extension, New Delhi, among others. Recent hotel projects done by them include Fairyland Clarks Inn, Bhopal; Status Resort, Bhoumri Jod Bhopal; Sagar Ratna, Noida and Swagath.



Bespoke furniture and choicest of fabrics create a vivid color palette bound by neutral coloured flooring and walls. Warm lighting accentuates the colours making them attractive and appealing. Carpet flooring has been used in the luxury rooms and lobby area & wooden flooring is in ordinary rooms as per clients' taste. Quality finishing and furnishing completes the exuberant feel while a clever play of complementing and contrasting materials helps create a stylish and comfortable living space. "There is nothing I like more than an empty room and a head full of ideas. From the concept and design to fabrication and installation, we can tailor-make lighting and furniture as per your brief, experimenting with style, size and material. Tell us what you have in mind, and we will create it for you," says **Hema**, Principal Interior Designer, HSAA. Contact: hsaaco@gmail.com, www.hsaa.co.in



From the concept and design to fabrication and installation, they can tailor-make lighting and furniture as per client brief



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Appointments



AKSHAY THUSOO

Vice President – Sales
Sarovar Hotels

★ Akshay Thusoo has been appointed as the Vice President – Sales at Sarovar Hotels, Corporate Office, Delhi. An industry adept professional, he brings with him almost a decade of experience across hospitality, media and the automobile industry. In his new role, he will be responsible for conceptualising and implementing sales strategies at both corporate and regional level and will contribute in further strengthening the group's efforts in driving more business from existing as well as new markets.



AYAN MITRA

General Manager
AltAir

★ Ayan Mitra is the new General Manager of the boutique hotel, AltAir, which is strategically located near Sector V of Salt Lake in Kolkata. Mitra has been handed over the role with a trust of maintaining the grandeur of the boutique hotel built by the Neotia Group. AltAir, a four-star boutique hotel known for providing a luxurious and genuine engaging experience, is a resplendent hospitality property in the City of Joy, Kolkata. A fitness freak, Mitra also has a keen interest in sports like cricket and football.



CHANDAN KR CHANCHAL

General Manager
The Manohar-Hyderabad

★ Chandan Kr Chanchal has been appointed as General Manager for The Manohar-Hyderabad. He brings with him over 16 years of hospitality experience with core competency in Sales & Marketing. He has previously been associated with other reputed brands like Hyatt, Radisson, Holiday Inn, Sarovar Hotels, and The Lalit etc. In his new role, Chanchal will oversee overall hotel operations by providing strategic guidance to the team.



HEMENDRA DURGAWAT

General Manager
Lords Inn Udaipur

★ Lords Inn Udaipur has appointed Hemendra Durgawat as its General Manager. Prior to this Durgawat was serving as General Manager at Mango Hotels, Udaipur. He is a seasoned professional with two decades of experience in the hospitality industry. He will be responsible for the entire operations and will spearhead the growth and development of the hotel. Lords Inn Udaipur's 43 rooms and suites, swimming pool, banquet and conference venues, exquisite multi-cuisine restaurant and bar reflect grandeur and elegance.



SHITAL SETHI

Director of Sales & Marketing
Holiday Inn Mumbai

★ Holiday Inn Mumbai International Airport, part of InterContinental Hotels Group, has recently announced the appointment of Shital Sethi as the Director of Sales & Marketing. In her new capacity, Sethi will play a pivotal role in driving and overseeing all aspects of sales and marketing strategies at Holiday Inn Mumbai. She comes with a rich experience of over 20 years in the sales and marketing industry. A stickler for perfection and attention to detail, she has motivated her team at all times to achieve targets.

Form - IV

Statement about ownership and other particulars about newspaper FHRAI Magazine to be published in the first issue every year after the last day of February

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What stands behind impeccable clean hotels is the eagle-eyed housekeeping department and its management. Good housekeeping is essential for good health.

Adding value, style and convenience to good housekeeping are compact housekeeping carts and caddies from Mehta Furnishers. "When it comes to housekeeping, you can always expect more from us", says **Y K Mehta**, CEO, Mehta Furnishers – New Delhi.

Carts & caddies organise supplies and are essential in hospitality businesses around the world. These allow housekeeping staff to bundle fresh and used linens, guest essentials, chemicals and cleaning utensils, all organised in one unit. High-grade castors chosen as per their application make movement of carts effortless which are also designed and sized to fit into the standard size elevators. With the possibility of so many models, one is sure to find a maids' cart to work as per their requirements.

Workably priced for the value, these carts deliver and are made with edge protectors for professional jobs. You can discover and choose from a range of

housekeeping carts, mobile caddies, baskets and hospitality products at Mehta Furnishers. "I humbly thank all those who have been with us, guided us and expected more in this never-ending learning journey. We make carts and caddies that work as desired units for the best of convenience and situations. Carts are designed to take care of a customer's requirements with bumpers, lockable doors, additional storage, operational needs and a variety of desired features that add value to the style and a smile to good housekeeping" says Mehta.

Mehta Furnishers also make minibar-replenishment carts, linen and luggage carts, housekeeping baskets, strollers, bins, trays and several accessories by combining wood, cane, wickers and metals. The products are compact, maneuverable and practical; offer visible support for disturbance free housekeeping; provide upmarket ambience and are essential for the safety and good health of the people these are made for. Solid steel structures, durable block-board cabinets for linen and amenities, robust shelves, sturdy bars for handling and moving, hardwearing-coated fabric bags with covers, heavy-duty non-marking pu-castors for effortless carting and breaks for parking, and edge-protectors on all customary carts go a long way in building trust for the company.



Carts are designed to take care of a customer's requirements with bumpers, lockable doors and additional storage



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World of fragrance

Vishesh Vijayvergiya, Perfumer & Scent Branding Consultant, Vedic Aroma Lab shares more about trends in the industry and what is in the pipeline.



Vishesh Vijayvergiya

What is your growth and targets?

We have had an exceptionally good year in terms of new product launches and acquiring new clients. We also witnessed a new shift to online business and are now in the process of getting on board more online marketplaces for a wider reach, ensuring our aromas reach even the remotest hotels. For 2020, we have some exciting and new innovations in the pipeline. We are coming up with encapsulation technology for hotels wherein we will 'print' their signature scent on a variety of media – from business cards to the in-room stationery. Further, we are probably the first perfumery house in India to deploy Artificial Intelligence in blending and we are very excited to see the kind of effect it will have on the overall market. Another area which we will be focusing on will be gifting. We will be offering an array of highly customised aroma gift packs with latest cutting-edge technology that can even print the photos of guests on the bottles. This will make the most special gift for esteemed dignitaries staying in the hotel.

What are the latest trends?

Hoteliers know for sure what they have in mind and which sensory perception they want to implant into the memories of their guests. More and more hoteliers are keen on implementing our strategic scent marketing wherein, for example, we diffuse the aroma of coffee in a coffee shop thereby attracting guests to come in and have some coffee which in turn increases the revenue. Another shift is from using basic fragrances to more complex accords. For instance, a hotelier will not just look for lemongrass, but lemongrass with some hints of bergamot, lemon and orange.

Kindly elaborate on the new offerings.

We are actively promoting our division that creates Signature Scents enabling each hotel to have its own, unique olfactory logo. Apart from that, there has been a rise in the usage of odour neutralisers to combat the problem of cigarette smoke etc. Another good concept that is now getting accepted is that of aroma gifts to be given to guests as souvenirs during their stay in the hotel. These gift sets come in a variety of shapes, sizes, budgets and offer several customisation options – from printing and embossing of the hotel name and logo to matching the hotel's colour theme, and printing the guest's name, to make it more personal.



We are probably the first perfumery house in India to deploy Artificial Intelligence in blending



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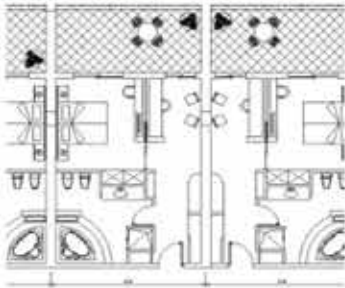


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