

HOTELS & RESTAURANTS INDIA

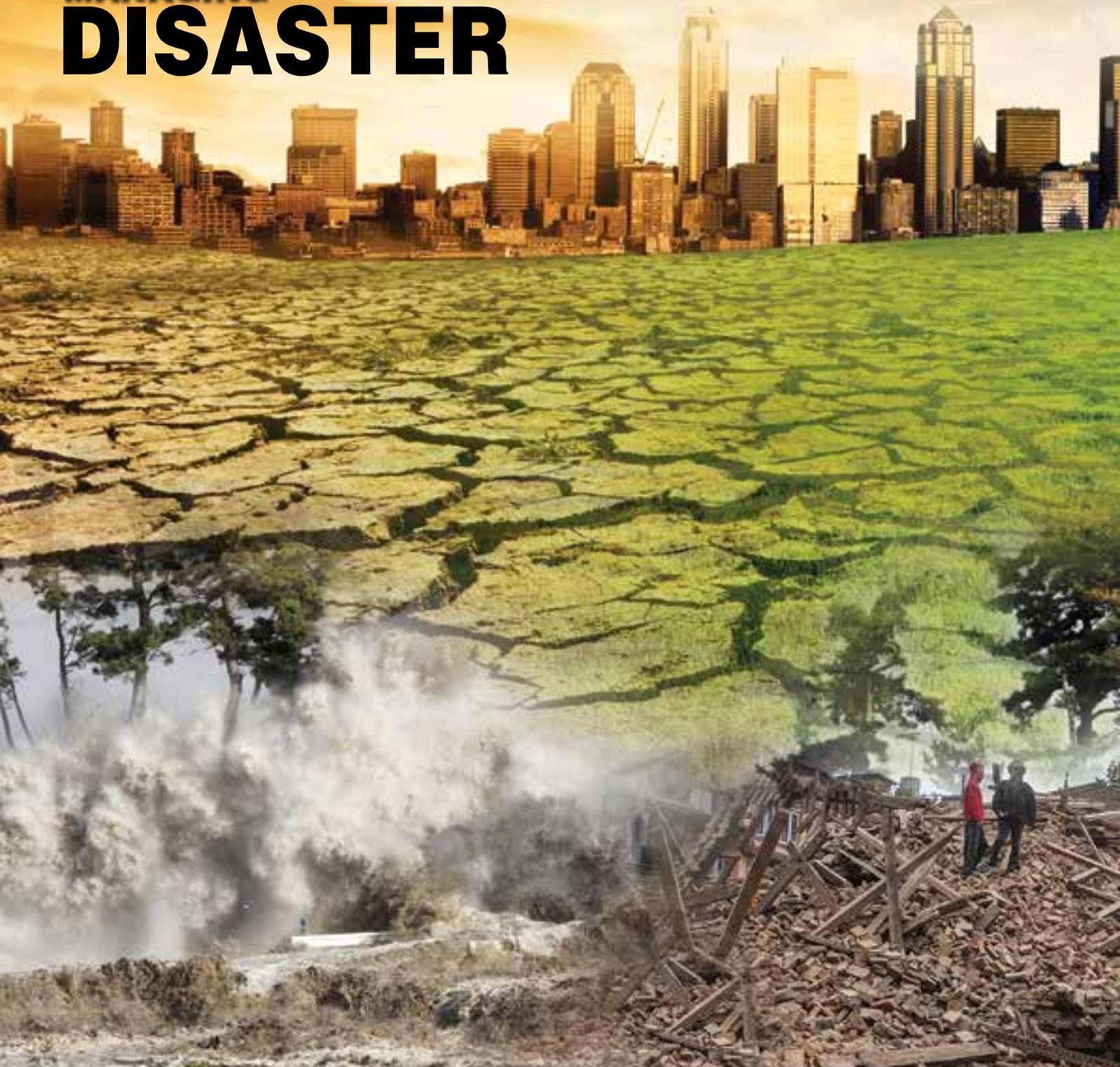
fhrai magazine

APRIL 2016

Vol 16 Issue 4 Pages 72 ₹50

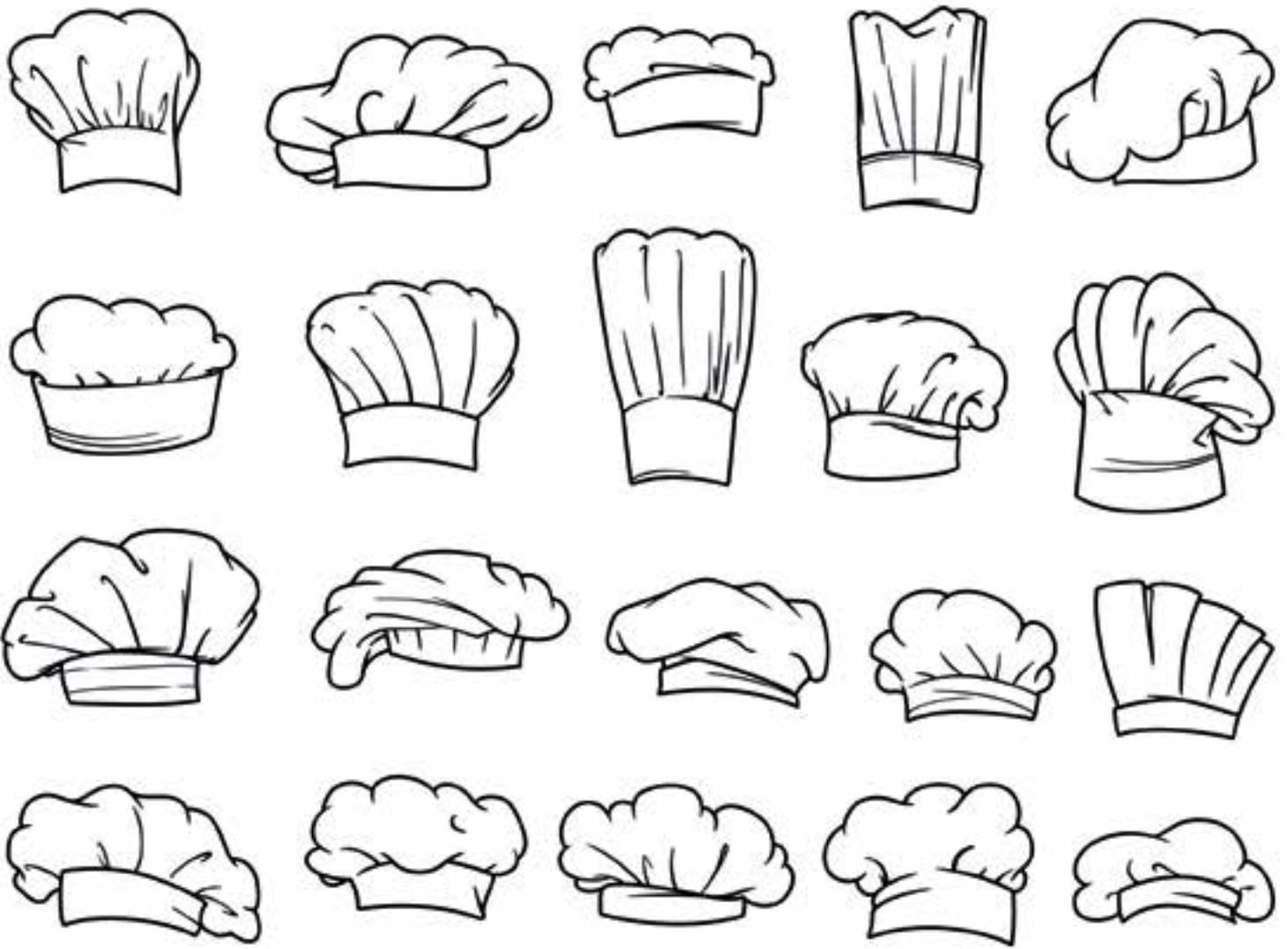
A MONTHLY ON HOSPITALITY TRADE
By DDP Publications

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Dear fellow members,

Some of the announcements of the Delhi Budget 2016-17 have brought relief to our fellow hoteliers and restaurateurs. In his budget speech, **Manish Sisodia**, Delhi Finance Minister said, "As a step towards a simplified tax regime, I announce the increase in threshold limit of luxury tax from existing ₹750 to ₹1,500. This will reduce tax burden on citizens and tourists and make it easy for small hotels to do business." This is beneficial for guest houses and budget hotels that fall under the category and will help to open up the market to that tourist segment. The demand of the FHRAI remains that hotels charging upto ₹5,000 in our large cities are not in the luxury category but provide a necessary service for travellers and should not be required to pay luxury tax.

Single window online clearance system for organising events in Delhi is a good way to promote events. The proposed budget for improving transportation will assist with movement of guests and tourists in the city. While many other issues remain unaddressed, this is a small step for positive outcomes. Other states like Maharashtra and cities like Mumbai had already started the process of 'Ease of Doing Business' in the hotel and restaurant business in their regions. With the number of licenses and archaic permissions needed for hotels reduced in Maharashtra, we at FHRAI hope that other states and regions also follow this path and make changes in the eco system for the hospitality industry

Our cover story deals with a very relevant topic in today's unpredictable times, disaster management from natural as well as man-made disasters. Global climate changes, shortage of food, war over water are predicted in the foreseeable future. As evident in the recent past, terrorism is the ever evading tourism footprint across the world. But as hoteliers, are we geared up to deal with any of this?

New hotel construction needs to include infrastructure requirements and design compliances, keeping in mind preparedness for natural disasters and

other exigencies. Most of the traditional construction methodology, using local materials has been found to be more supportive for the environment, as well as more protective during disasters. This again calls for the need to adhere to sustainable tourism and hospitality practices.

The Ministry of Tourism has launched a comprehensive Sustainable Tourism Criteria for India (STCI) for tour operators, accommodation and beaches, backwaters, lakes and river sectors. The Ministry has guidelines for approval of Hotel Projects at the implementation stage. As per these guidelines, hotels at the project stage itself are required to incorporate various eco-friendly measures like Sewage Treatment Plant (STP), Rain Water Harvesting System, waste management system, pollution control, introduction of non-Chlorofluorocarbon (CFC) equipment for refrigeration and air conditioning, measures for energy and water conservation. Under the guidelines for project level and classification/re-classification of operational hotels, it has been prescribed that the architecture of the hotel buildings in hilly and ecologically fragile areas should be sustainable and energy efficient and as far as possible be in conformity with the local ethos and make use of local designs and material.

Let us, as responsible hoteliers, pledge in every way to implement sustainability at all levels. This will not only help our hotels and restaurants prosper over a longer period but also hold steady in case of any emergency. Our country is headed towards summer and a number of regions are in the grip of drought like conditions. It is imperative that as a responsible industry we save water and encourage our guests to practise water conservation for the sake of our affected areas.

With warm regards,

*Bharat Malkani
President, FHRAI*



Bharat Malkani
President, FHRAI

“ With the number of licenses and archaic permissions needed for hotels reduced in Maharashtra we at FHRAI hope that other states and regions also follow this path and make changes in the eco system for the hospitality industry ”

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APRIL 2016

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ARE HOTELIERS GEARED UP FOR DISASTER?

We find out how well are hotels prepared for disaster management in terms of natural or man-made disasters

COVER DESIGN:

Tushar Upadhyay



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NATURAL RESOURCES 32 SUSTAINABLE PULL FOR SUSTAINABLE TOURISM

At HICSA, Nakul Anand, Executive Director, ITC Hotels shared how India has huge potential as a 365-day destination

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CHEF TALK 34 F&B STRATEGIES TO WIN THE NEW CUSTOMER

Top chefs from leading hotels tell us about the latest trends and their strategies for staying ahead in these times of change

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Shail Barot shares trends and strategies that will drive revenue goals for 2016

GUEST COLUMN 58 DISASTER MANAGEMENT –NATURAL AND MAN-MADE

Niranjan Khatri tells us about the role of the tourism industry especially hotels and tour operators in terms of being prepared for disaster management

TREND 62 HEALTH ON A PLATE

Even as the F&B market is flourishing with different options, eateries offering healthy food are few. But the hopes of those running these few eateries are high on bringing a shift to the market



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FHRAI Magazine is printed and published by
Gunjan Sabikhi on behalf of Federation of Hotel and
Restaurant Association of India and printed at
Cirrus Graphics Pvt.Ltd., B 62/14, Phase-II, Naraina
Industrial Area New Delhi 110028 and published at
Durga Das Publications Pvt. Ltd.
72 Todarmal Road New Delhi 110001

Email: fhraimag@ddppl.com
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This issue of FHRAI Magazine contains 68+4 pages cover

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Vivek Nair
Hony. Secretary
FHRAI

“
We again reiterate to the government to include hotels with a project cost of ₹20-25 crore in the Harmonised Master List of Infrastructure Sub-sectors
”

Dear fellow members,

Let us hope that we are now in the beginning of an upswing, after the long down cycle that we have witnessed these past years. Even as occupancies stabilise, we have yet to work on our ARR's collectively so that RevPAR goes up across the country and hotels come of age in India.

Considering the long down cycle witnessed by the industry, many owners are looking at acquiring asset managers for their properties, in order to sustain profit growth and to improve Return on Investment (ROI). It is becoming difficult as increasing operating costs are outpacing the growth of RevPAR, rising costs of capital and need for reinvestment is affecting hotel returns as well as increase in labour and benefits costs.

Repeatedly market forces have shown that hotels have long gestation periods. This again underlines the need for policy change wherein hotels are given an industry status and hospitality and tourism grows in the country. We again reiterate to the government to include hotels with a project cost of ₹20-25 crore in the Harmonised Master List of Infrastructure Sub-sectors.

Trends indicates that restaurants are slated to do really well, especially in tier III cities, driven by shifts in the

profile of customers who not only have more disposable incomes but are also more experimental. These are some of the factors bringing about changes in the food and beverages market. Top chefs from leading hotels have briefed us about these latest trends as they go about strategies for staying ahead in these times of change.

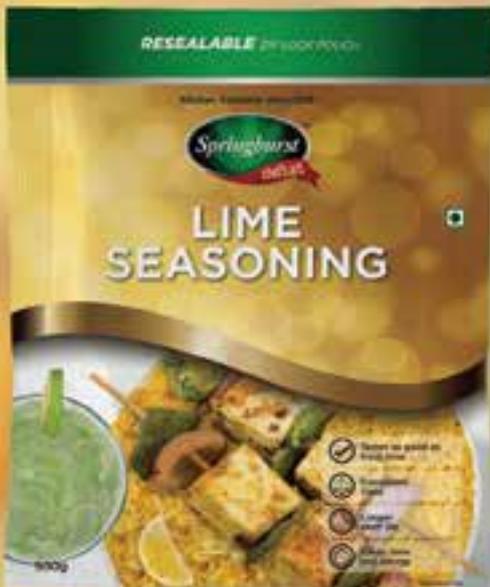
Suman Billa, Joint Secretary-Tourism, Government of India said, "The Incredible India 2.0 campaign will mostly encompass the digital revolution. We will be launching PR agencies all over the world. We have already started India Tourism offices in UK, China and Germany and will be adding more countries to the list. In addition, media planning agencies will also be launched who will oversee the investments. We have plans to really go all out on social media as that is currently the most effective way to spread the word. The revamped campaign is expected to be fully launched in May 2016."

We hope these initiatives will bring more inbound tourists to our country and more guests to our hotels.

With warm regards,
Vivek Nair
Honorary Secretary, FHRAI



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CITY HOTELS PLAY DRY HOLI



Bharat Malkani
President
HRAWI

On the backdrop of an acute water shortage and farmer suicides, hotels in Maharashtra have decided to celebrate a dry Holi. The Hotel and Restaurant Association of Western India (HRAWI), the apex body of hotels of Western India, has advised its members to put up placards at visible spots in their hotels to strictly avoid water intensive celebrations like 'rain dance' and consciously engage in water conservation measures. The association, urging members both in the capacity of individuals and as establishments, has asked hoteliers to respect the precious resource not just during festivities, but as part of their day to day routine. Holi or Dhulivandan also known as 'The

Festival of Colours' is celebrated across the country.

Asking members to join together and pledge a commitment towards water conservation, Bharat Malkani, President, HRAWI said that hoteliers question themselves whether they should be wasting water to have a colourful celebration of Rang Panchami at a time when India is grappling with back-to-back droughts. "Hence in an endeavour to create awareness about the seriousness of this issue among all HRAWI members; your Association requests you to do your bit to save water. It will save lives. You, as Hoteliers and responsible citizens, can play a pivotal role by taking a



Kamlesh Barot
Past-President
HRAWI

pledge of not wasting water during the festivities," said Malkani in his communication to the hoteliers.

“
For the present century water is one of the foremost challenging resource which has to be put to optimal use
”

"The hotel industry is proactive and takes measures in every way to use resources conservatively. Whether with adopting newer technologies that are energy efficient or conserving water, we strive to do our bit. But the present water crisis demands more efforts. Our hotel industry has always reminded guests not to waste water with collateral reduce, reuse and recycle water conservation placards in washrooms for the past many decades.

The message is loud and clear, for the present century water is one of the foremost challenging resource which has to be put to optimal use by aiming for zero wastage. Agricultural chain's dependency on water is therefore the key for our survival," concluded, Kamlesh Barot, past-President, HRAWI.

ENTRY FOR TAJ HIKED FROM ₹750 TO ₹1000

For the 32 World Heritage Monuments in India, the entry fee has been increased to ₹30 from earlier ₹10 for domestic visitor, and for foreign nationals it has been hiked to ₹500 from ₹250, effective from April 1, 2016. The entry fee at 116 centrally protected ticketed monuments under Archaeological Survey of India has been enhanced and revised by the Ministry of Culture (MoC). For Indians and visitors from SAARC and BIMSTEC countries, as well as overseas citizens of India (OCI), the entry fees at world heritage monuments has been increased from ₹10 to ₹30 per head while all other nationals will now pay ₹500 per head as compared to the previous fee of ₹250. At all the other monuments, Indians, visitors from SAARC and BIMSTEC countries and OCI will be charged ₹15 from the earlier rate of ₹5, while other nationals will be charged ₹200 from the previous fee of ₹100. Additionally, for ticket holders of ₹200, ₹300, ₹500 and ₹750, separate queues will be provided. Now, the revised entry fee at Taj Mahal for foreign tourists will be ₹1,000, for citizens of SAARC and BIMSTEC countries it is ₹530, and Indian citizens will pay ₹40.



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QUANTUM JUMP IN THE BUDGET ALLOCATION FOR NORTH EAST

The Hotel and Restaurant Association of Eastern India (HRAEI) hailed the quantum jump in the Budget allocation for North East India in Union Budget 2016-17. In a discussion, **Sudesh Poddar**, President, HRAEI, said the Union Budget 2016-17 increased the annual budget for the Ministry for Development of North Eastern Region (DoNER) from ₹2334.50 crore to ₹2,400 crore last year.

According to the Ministry, in addition to other allocations, the most important announcement of exclusive and unique "Organic Value Chain Development" scheme for ₹115 crore will prove to be a "game-changer" for the entire region. "Not only will it help in boosting the enormous unexplored potentials of organic



Sudesh Poddar
President
HRAEI

entrepreneurship in the region but would also comfort the entire region into a favourite destination for new start ups from across the country to come to North East," added Poddar.

The emphasis of the current Central Government has been on the promotion of organic farming and North East has become an

important destination for the same. "The state of Sikkim was declared as the first 'Organic' state of India by the Prime Minister Narendra Modi in January."



Pranav Singh
Secretary
HRAEI

Pranav Singh, Secretary, HRAEI, stressed that the main emphasis of the Budget allocated for North East is on the overall development of the region. "The provisions have been made for connectivity in North East region, skill development and organic value chain development among others," he said.

According to Ministry of DoNER a budget of ₹33,097.02 crore has been allocated for the North Eastern region across 56 ministries. This is 14 per cent higher than last year's allocation of ₹29087.93 crore. The budget allocation for North East Council schemes has been increased from

₹700 crore to ₹795 crore this year, he added.

However, senior managing committee member **T.S. Walia** called for revival of the scheme North East Industrial and Investment Promotion Policy (NEIPP) which was stopped abruptly in 2014. He said, "NEIPP, launched in 2007, was supposed to run till 2017. Not just the scheme was



T.S. Walia
Senior Managing
Committee Member
HRAEI

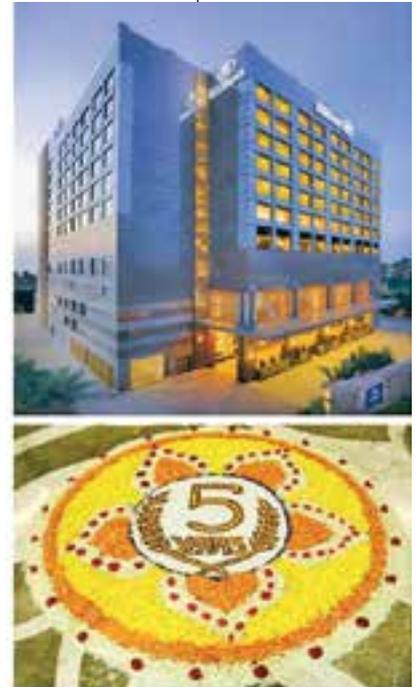
stopped; HRAEI members haven't got benefits due to them." NEIPP was introduced to make the region competitive with other parts of the country. Some of the key features of the policy were waiver of excise duty and income tax exemption on finished products in North East. As the former FHRAI President, T.S Walia had sent several letters and proposals to reinstate NEIPP and help the HRAEI members get the due benefits, but the issue has yet to be addressed by the Central Government.



HILTON CHENNAI CELEBRATES 5TH ANNIVERSARY



MP Purushothaman lighting the lamp at the lobby at Hilton Chennai



LIFETIME ACHIEVEMENT AWARD PRESENTED TO R RANGACHARI



Rangachari, Advisor SIHRA was awarded 'lifetime achievement award' by Tamil Nadu Tourism Awards. The award function was held on March, 4, 2016 at Hotel Ambassador Pallava, Montieth Road, Egmore, Chennai. The awards were presided over by

"Kalaimamani" V.K.T. BALAN - Organising Chairman, Tamilnadu Tourism Award – 2015. They were presented by "Padma Bhushan" Dr. P. Susheela, Legendary Playback Singer. Special guests at the event included: A. Fajarazam, Consul General of Malaysia, Shoeb Samad,

Regional Director, Ministry of Tourism Govt. of India, Subhash Goyal, President, Indian Association of Tour Operators - (IATO), Biji Eapen, President, IATA Agents Association of India - (IAAI) and Jaikumar Christhurajan, Director, St. Joseph's College of Engineering.

HRANI TAKES UP DELHI ISSUES WITH DEPUTY CHIEF MINISTER

A delegation led by **Luv Malhotra**, President HRANI including, **Rajindera Kumar**, Member of Managing Committee, HRANI & Former President HRANI & FHRAI and **Renu Thapliyal**, Secretary General HRANI met Hon'ble Deputy Chief Minister of Delhi, **Manish Sisodia** had submitted a pre-budget memorandum comprising of the issues and concerns of the hospitality industry to be addressed in the Delhi Budget 2016.

- Luxury Tax (15 per cent) should be reduced and levied only on Actual Room Tariff instead of declared tariff.
- Online ESCIMS for Luxury Tax
- Composite excise fee structure
- Reduction of licenses
- Exorbitant Consent Fee Charged by Delhi Pollution Control Committee (DPCC)
- This application of double taxation is hurting the industry as the clients are objecting to pay VAT on 100 per cent of invoice value.
- The hospitality and tourism industry can not avail incentives and concessions under the Industrial Policy, hence, Industry status should be given to Tourism.

A detailed representation on the above issues was submitted to the Hon'ble Minister including concerned authorities.



“Mention of tourism including allocation of funds in Delhi Budget 2016-17 is a good start. However, rationalisation of taxes, ease of doing business, removal of double taxation on rooms and food, incentivising skill development are just some of the expectations that we had. To conclude, it is a step in right direction to make Delhi a ‘Preferred Tourist Destination’.”

Luv Malhotra
President
HRANI

AAP GOVERNMENT ANNOUNCES ITS SECOND BUDGET FOR DELHI

Delhi's Deputy Chief Minister **Manish Sisodia** presented the Budget 2016-17 for the capital on March 28, 2016. The budget has indeed announced to bring benefits to the Aam Admi but there seems to be no relief provided to the industry as such.

The industry had set high expectations from this year's Delhi budget and believed that it will specifically address the present issues faced by them. But the budget has failed to propose any long term or immediate taxation support to the tourism and hospitality industry.

Though the industry appreciates the Delhi government's announcement in increasing the threshold limit of Luxury Tax from ₹750 to ₹1,500 and also the proposal of ₹10 crore for infrastructure development, however, the majority of the hotel and restaurants will continue to bear the brunt of high tax regime affecting Delhi's competitiveness and viability as a Preferred Tourism Destination.

Also, the reduction of tax on sweets to 5 per cent will be beneficial for sweet shops cum restaurants but regular restaurants went unaddressed in the budget.

DELHI BUDGET 2016-17 HIGHLIGHTS

Delhi Tourism

- ₹10 crore proposed for the development of Tourism Infra-structure in the capital for the financial year 2016-17.
- A world-class festival called the Delhi festival is proposed to celebrate the spirit of Delhi.
- A Skywalk will be constructed between iconic Qutub Minar and Qutub Metro Station.

Luxury Tax

- The budget also proposed to increase the Luxury Tax threshold limit for Delhi hotels from ₹750 to ₹1,500.

Further, the Government has come out with a single window online clearance system for organising events in Delhi, simplifying the process such that there is no scope for red-tape or corruption. Also, ease of doing business is in the state government's agenda to promote tourism and hospitality development in the National Capital Territory of Delhi.

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Dear members,

We are pleased to invite applications from our members, for the FHRAI Awards 2016.

As you are aware, these awards have been instituted by your Association to encourage young industry professionals and recognise excellence. Over the years, these awards have firmly established themselves as being among the most credible and coveted accolades in our industry.

Individuals who had applied in 2015, their application will also be considered applicants for 2016 awards. This year, the awards will be presented at a glittering ceremony scheduled as part of the prestigious FHRAI Annual Convention being held at Indore.

THE AWARDS WILL BE GIVEN IN THE FOLLOWING CATEGORIES:

Individual Entrepreneur Awards

1. Young Hotel Entrepreneur of the Year
2. Young Restaurant Entrepreneur of the Year

Individual Manager Awards

1. Young Hotel General Manager of the Year
2. Young Hotel F&B Manager of the Year
3. Young Hotel Chef of the Year
4. Young Hotel Front Office Manager/Rooms Division Manager of the Year
5. Young Hotel Housekeeper of the Year
6. Young Hotel Sales & Marketing Manager of the Year
7. Young Hotel Revenue Manager of the Year
8. Young Hotel Restaurant Manager of the Year
9. Young Hotel HR Manager of the Year
10. Young Hotel Training Manager of the Year
11. Young Hotel Engineer of the Year

12. Young Restaurant Manager of the Year (Stand-alone Restaurant)

13. Hospitality Journalist of the Year

Environmental Awards

1. **Environment Champion of the Year among Large Hotels** (Applicable to Heritage, 5 Star Deluxe, 5 Star and 4 Star Hotels)
2. **Environment Champion of the Year among Small Hotels** (Applicable to 3 Star, 2 Star, 1 Star, approved and unclassified Hotels)
3. **Environment Champion of the Year among Restaurants** (Applicable to only Standalone Restaurants)

THE CRITERIA FOR THE INDIVIDUAL ENTREPRENEUR AWARDS:

- Applicant must be in the age group 30-45 years.
- Must be a first generation entrepreneur. Normally persons in an inherited business will not be considered unless it is demonstrated that the applicant has substantially transformed and expanded the business.
- The person must be actively involved in running the hotel/restaurant business.
- Not just the achievement for the relevant financial year but cumulative achievements leading upto the year are considered. Any special achievement or significant business development during the year will be a plus point.
- Applicant must give all the facts of the business including number and nature of units, milestone achievements, financial numbers etc. Audited balance sheet, P&L statement for the last 3 years including the relevant year must be submitted.
- In case of restaurant entrepreneur, he/she must be involved in a standalone restaurant or a chain of such restaurants and not a hotel restaurant.

- Applicant's establishment, or at least one of the many, must be a member of FHRAI.
- Applicant may submit the application giving the facts and figures on the above lines. There is no need to get it recommended from anyone.

THE CRITERIA FOR THE INDIVIDUAL MANAGER AWARDS:

- Must be in age group 25-40 years.
- Must have worked in the hospitality industry for minimum of 5 years.
- Must have had a formal education in Hospitality Management or an allied field.
- Must have made a significant achievement during the year for Financial Performance, Concept Development, Business Development, Successful Completion of a project etc.
- The award will depend on performance during the relevant financial year. However, the cumulative performance and development of the professional profile over a period of years will be a material factor to decide on the award.
- In case of a Restaurant Manager, he/she can be from a Hotel, Restaurant or a stand-alone restaurant. Chefs, F&B and Banquet Managers will need to apply in the category of the hotel manager.
- Applicant must be working in a FHRAI member establishment.
- Applicants must submit an application listing out the facts on the above points and special achievement(s) during the year. It must be recommended by the head of the organisation/ property who must support the facts and special achievement(s). In the case of chains it can be the General Manager of the hotel / restaurant and need not be the MD of the company.

THE CRITERIA FOR THE ENVIRONMENT AWARDS:

The application form in each category has a questionnaire and applicants are judged by the Selection Committee on that basis. Applicant should have done some significant work in these areas, especially in the current financial year.

THE APPLICATION HAS QUESTIONS UNDER THE FOLLOWING HEADS:

- Energy management
- Water conservation
- Waste water treatment and disposal
- Solid waste disposal
- Use of hazardous chemicals and non-biodegradable products
- Air pollution and internal air quality
- Noise pollution
- Eco-friendly purchase policies
- Training and monitoring
- Communications to guests and others
- Community service and involvement

The Application forms can be downloaded by visiting the awards section on the FHRAI website, at <http://www.fhrai.com/awards.html>.

You are kindly requested to ensure that all duly completed application forms reach the undersigned by 30th April 2016.

I take this opportunity to convey, the FHRAI President and Executive Committee's encouragement and best wishes to all prospective applicants for the FHRAI Awards.

With warm regards,
Amitabh Devendra
 Secretary General

REBRANDING

CONSOLIDATED NOVOTEL WITH 271 ROOMS IN GOA

Grand Mercure Goa Shrem Resort has been rechristened to Novotel Goa Resorts & Spa. This coupled with the Novotel Goa Shrem Hotel hopes to firmly position a consolidated premium Novotel presence for travellers and explorers of Goa. The two 5-star Novotel properties are located just off the bustling and energetic main street of Candolim in North Goa.



The two Novotel properties include seven bars and restaurants, unique five star experiences, a massive kids club with outstanding fun activities, 20,000 sq. ft. of meeting and banquet spaces, the La Brise seaside restaurant on Candolim beach, all as part of a 271 room experience under the Novotel brand. Whether enjoying an intimate couple's hideaway or a retreat for the entire family, the rooms and suites at these hotels offer havens of space and are designed to cater to leisure, business and family vacationers.

Both properties put together along with the La Brise restaurant and lounge on the Candolim beach account for the second largest banqueting spaces in North Goa with over 20,000 sq. ft. of space. Appreciating the needs of today's business travellers, the Novotel Goa Resorts & Spa has a business centre, three board rooms and four meeting rooms which are equipped with the latest audio-visual and communication technology. The expansive 8000 sq. ft. outdoor convention space is an ideal venue for MICE and weddings.

EXPANSION

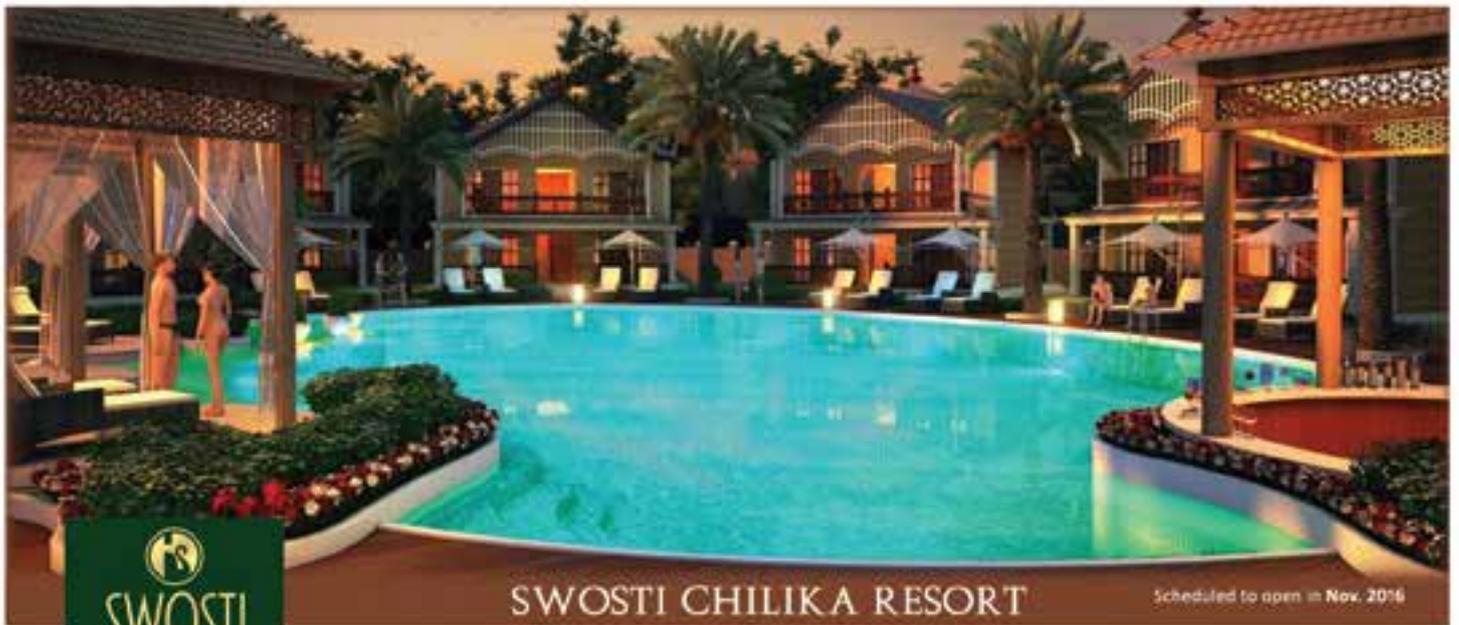
INDIAN ACCENT OPENS IN NEW YORK

Indian Accent from Old World Hospitality opens at its first international location adjacent to Le Parker Meridien Hotel in New York. Founded by restaurateur Rohit Khattar and helmed by celebrated Chef Manish Mehrotra, Indian Accent offers inventive Indian cuisine, combining global ingredients and techniques with authentic Indian flavours.

"We have been evaluating multiple opportunities to open another Indian Accent, but none have been as exciting and promising as New York City. We have just opened and hope that New York too shall embrace our inventive Indian cuisine", said Rohit Khattar, Chairman, Old World Hospitality. The contemporary Indian menu showcases Mehrotra's ability to merge adventurous techniques with traditional



flavour profiles. Seasonal, local produce and locally-sourced proteins are complimented by authentic Indian spices and diverse ingredients from across the world—all of which get treated with modern techniques in the hands of Mehrotra's skilled kitchen team.



WHERE PASSION LIVES

SWOSTI CHILIKA RESORT

Scheduled to open in Nov. 2016

Moving forward, Swosti Group would be unveiling a world class Luxury Resort on Chilika Lake, the 2nd largest lagoon in the world and admired for its irresistible beauty and tranquility. To allow travellers to soak in and experience this magical sight in its full glory and grandeur, **Swosti Chilika Resort**, with 82 finely crafted cottages and innumerable amenities has been planned to be amongst the best that the country has experienced!! The construction work at site is fast in progress and scheduled to **open in November 2016**.

Special Attractions

- Luxury Villas / Pool Villas
- Ultra modern luxury rooms / Presidential Suite
- Open air Restaurant overlooking the lake
- SPA with modern treatment rooms
- Amphitheatre for cultural evenings
- Air-conditioning restaurant with Sports Bar
- Kids indoor and outdoor games
- Greenery, floral gardens, spice gardens
- Large Swimming Pool with cozy bar and a large pool deck
- Water sports activities
- Boating facilities around 26 Islands

CAREER OPPORTUNITY

We are looking for skilled professionals for our Swosti Chilika Resort

• SPA Operator

• Resort Manager

• Exec. Housekeeper

• FnB Manager

• Front Office Manager

• Mechanical Engineer



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www.swostihotels.com

RESORT

LORDS HOTELS & RESORTS SIGNS A RESORT IN THRISSUR, KERALA



Lords Hotel & Resorts, has signed up a luxury boutique resort Cheruthuruthy Eco Garden in Thrissur, Kerala. The agreement to this effect was recently signed between Pushpendra R Bansal, Managing Director, Lords Hotels & Resorts and Prem VG. Rishi Puri, Vice President Lords Hotels & Resorts was also present. Situated on the banks of Bharathapuzha, second largest river in Kerala, the scenic resort offers guests a blissful experience while staying in abundant natural beauty.

Spread in 20 acres and situated at a distance of 30 km from proper Thrissur town, this 57 room luxury resort offers a stunning view of the river. Underlying its luxury quotient, the property boasts of butterfly farms, two swimming pools and specially built Couple Spa.

Perfectly positioned against the large expanse of rubber plantation and nature trails, it can be a perfect abode for anyone looking for a break from their busy life. The tree house and the honeymoon cottage by the pond is another USP of property. Besides, for larger families wishing to stay together the resort offers a separate Villa consisting of four bedrooms.

According to **Pushpendra R Bansal**, Lords Hotels and Resorts, "The signing of the luxury resort is a huge milestone for the group and reflects our rapid growth plans. The resort is very luxurious and offers the very best in hospitality. As Thrissur is also famous for its temples; it can be an ideal place to stay for devotees, looking to spend time in solitude among nature."

STATE

ODISHA TRAVEL BAZAAR ON THE CARDS

The Department of Tourism (DoT), Government of Odisha, recently organised its road show in Delhi. Odisha Tourism is going to organise 'Odisha Travel Bazaar' on the lines of the Great Indian Travel Bazaar (GITB) and Kerala Travel Mart (KTM). **Dr. R K Pattanayak**, Tourist Officer, Department of Tourism, Govt of Odisha, said, "We are still on the verge of finalising this but we are going to have it by the end of this year or next year beginning. We look forward to attract more investments and tourists through the 'Odisha Travel Bazaar'." **Utpal K Pati**, Deputy Director, Department of Tourism, Government of Odisha, said, "We are expecting travel agents as well as tour operators and 10-15 states and Union Territories to participate in the exhibition." Odisha received a total of 1,18,53,088 (11.8 million) tourists in 2015, registering a growth rate of 9 per cent.

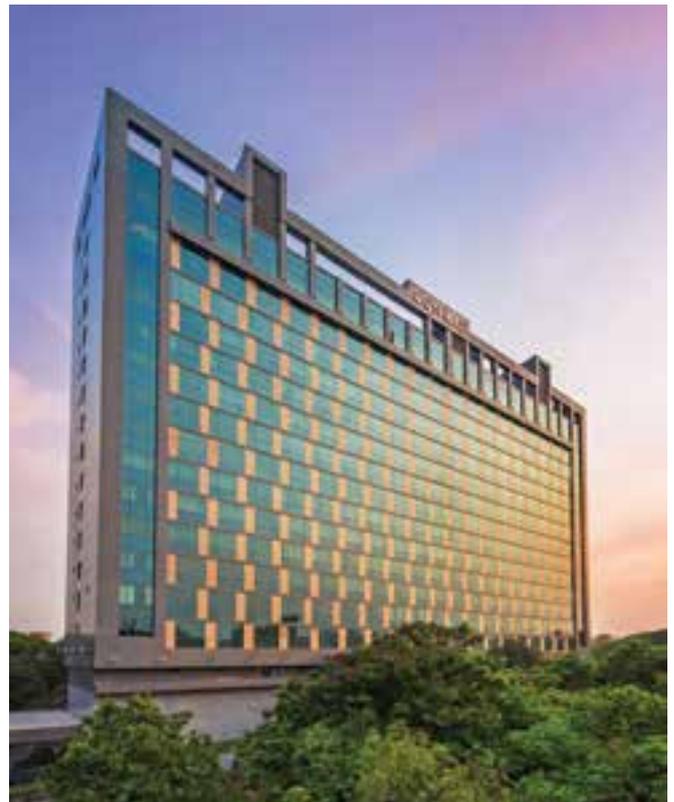


BRAND

CONRAD DEBUTS IN INDIA WITH PUNE HOTEL

Conrad Hotels & Resorts debuts in India with the opening of Conrad Pune. With room rates starting ₹9,499, the 310-room hotel is managed by Hilton Worldwide and owned by Palm Grove Beach Hotels, a wholly owned subsidiary of the K. Raheja Constructions Group. The luxury hotel is located on Mangaldas Road near Koregaon Park, the city's prime commercial, residential and entertainment districts. It offers easy access to the city's IT and business hubs including Magarpatta, Kharadi, Hinjewadi and Pimpri-Chinchwad, as well as the airport. "The introduction of the Conrad brand in India marks a significant milestone for the brand's expansion in South Asia, and Pune enjoys a robust demand for high-end hospitality from affluent travellers from around the globe," said Amit Midha, General Manager, Conrad Pune. "We are

uniquely positioned to cater to the needs of the new generation of smart luxury travellers, offering access to a world of connections and inspired experiences."



EXPANSION

HYATT REGENCY NOW IN CHANDIGARH



Hyatt Regency Chandigarh has opened its door to the public from April 2, 2016, and is the first Hyatt-branded hotel to launch in the city. The 211-room hotel has an opening offer starting from ₹5,999 avg/night. The standard rates start from ₹8,500 while Bed & Breakfast starting ₹9,000. The hotel includes more than 36,000 sq ft (3,345 sq mtr) of flexible meeting and event facilities, including an 8,711 sq ft (809 sq mtr) pillar-less ballroom. "I am confident that this contemporary new hotel will add to the appeal of Le Corbusier's charming city and introduce Hyatt's well-known hospitality to guests and residents," said Kurt Straub, Vice President—Operations (India), Hyatt Hotels. Puneet Bajjal, General Manager, Hyatt Regency Chandigarh, said, "Hyatt Regency Chandigarh is a modern hotel that embodies both the city's design ethos and its residents' desire for modern accommodations, excellent service and exciting places to eat and drink."

OPENING

SAROVAR OPENS 'KALYAN HOMETEL' IN CHENNAI

Sarovar Hotels & Resorts has opened a brand new property 'Kalyan Homotel' in Vandalur-Chennai. A contemporary business hotel, with 108 rooms and suites, was formally launched by Anil Madhok, Managing Director, Sarovar Hotels & Resorts. The room rates start at ₹3,450++. Speaking on the occasion, Madhok said, "The existing demand-supply gap in this industrial town offers huge opportunity for hospitality brands. This allows us great prospect for our brand Homotel which is designed to provide unmatched facilities at value for money price. We are happy to associate with the Kalyan Grand Stay.



K. Saravana Prakash, Managing Director, Kalyan Grand Stay said, "Facilities at the hotel include an all-day dining with bar and a fitness centre compliment the overall guests experience. Banquet and conference spaces along with business centre make it a perfect venue to host trainings, workshops, product launches, exhibitions, weddings and other social events. We are glad to partner with Sarovar Hotels & Resorts."

SPA

SANGHVI BRANDS EXPANDING INTERNATIONALLY

Sanghvi Brands has received the exclusive rights to develop L'Occitane Spas in the United States, Middle East and Indian Ocean. This is the first time ever that an Indian company will be taking a multi-billion dollar French brand to the world's biggest market (United States). Sanghvi Brands is launching its first L'Occitane Spa in the US at the Ritz Carlton San Francisco. It will be launching its first L'Occitane Spa in the Middle East with an overwater Spa at the Lagoon Beach Resort in Bahrain. And Sanghvi Brands will be launching its



first L'Occitane Spa in the Indian Ocean at the Galle Face Hotel in Colombo.

Sanghvi Brands also has received exclusive rights to develop Warren Tricomi Salons in the Middle East and the Indian Ocean. They will be launching first Warren Tricomi Salon at the Fraser Suites Diplomatic Enclave in Bahrain. Sanghvi Brands is also expanding its ELLE Spas & Salons to the Middle East. It already has an ELLE Spa operational in Mauritius.

In 2016, Sanghvi Brands intends to have six spas in the US operational and six spas and salons in the Middle East Operational, and three spas in the Indian Ocean operational - while having 45+ locations operational in India.

LOYALTY

THE PARK HOTELS JOIN FORCES WITH STARWOOD THROUGH DESIGN HOTELS



The Park Hotels, a part of Design Hotels, has joined forces with the Starwood Preferred Guest Loyalty programme, allowing the SPG members to book and avail points at its hotels. The Park Hotels across Kolkata, New Delhi, Chennai, Hyderabad and Bangalore will fall under this programme. Recently, Starwood officially named Design Hotels as its 11th brand, offering them a very valuable portfolio of properties that are crafted with a purpose of creating original experiences. Design Hotels represents and markets a hand-selected collection of hotels around the globe. Design Hotels portfolio offers unexpected and the original, as well as genuine hospitality, cultural authenticity and thought-provoking design and architecture. For SPG members, this is an opportunity to experience unique and bespoke portfolio of The Park Hotels (part of the Design Hotels) in

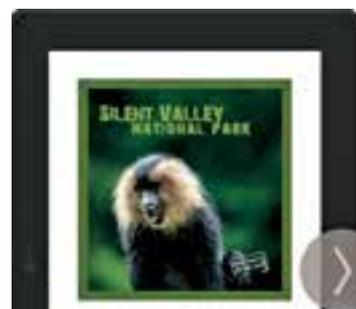
top Indian destinations by being recognized and rewarded with SPG benefits unique to Design Hotels. The Park Hotels, pioneers of luxury boutique hotels in India, draws from myriad cultural and global influences to create a stylish, vibrant landscape.

KINDLE

KERALA TOURISM RELEASES 5 E-BOOKS

Online readers across the world will be able to get a close look at 'God's Own Country' with Kerala Tourism taking to Kindle to provide a peep into its jaw dropping destinations. In a first of its kind by a state tourism board, five richly illustrated and informed books on Kerala's major tourism destinations are now available on Kindle, the leading internet site and a favourite with e-readers with over a million books to choose from.

The five books, explaining Kerala's rich tapestry of history and its natural swathe of enchanting green, are Kerala and the Spice Routes, Silent Valley National Park, Periyar Tiger Reserve, Eravikulam National Park and Parambikulam Tiger Reserve. All the books are products of months of research and contain pictures taken by top professionals in nature and wild life photography. As a pioneer in using technology, the state tourism department has taken a step further to appeal to the intellect and aesthetics of the global traveller.



NEW ATTRACTION

TSTDC LAUNCHES YACHTS FOR THE HUSSAIN SAGAR LAKE

Telangana State Tourism Development Corporation (TSTDC), recently launched two new catamaran yachts for the Hussain Sagar Lake at Lumbini Park in Hyderabad. The yachts were inaugurated by Sania Mirza, brand ambassador for Telangana State.



Inauguration of the two new yachts by Telangana Tourism. P Ramulu Chairman TSTDC and Sania Mirza Brand Ambassador of Telangana (c)



P Ramulu Chairman TSTDC (L), Sania Mirza (C) and Christina Z. Chongthu, (IAS) Managing Director TSTDC at the inauguration of the Telangana Tourism Catamaran yachts in Hyderabad



Telangana State Tourism Development Corporation (TSTDC) launches two new yachts at the famous Hussain Sagar Lake in Hyderabad



Sania Mirza taking a round of the famous Hussain Sagar Lake post Inaugurating the Telangana Tourism Yachts

The new catamaran boats have been procured from the USA and will be available to ferry the public from today at the Hussain Sagar Lake. The boats can accommodate 12-15 members per trip. TSTDC has introduced the luxury ride package with these two new boats, which will be priced at ₹100 per person. Additionally, TSTDC has also launched party packages priced at ₹2,000 per hour at these luxury boats. The party packages will begin post 8:30 pm and can be availed up to 12am. The boats will not only provide a luxurious ambience to tourists but also have a lower seating which is closer to the water during the ride.

TSTDC owns the largest water fleet in India among the state tourism departments, about 95 which comprises small and big boats. The corporation operates leisure-based cruises and water sports at different lakes and rivers of the State, Parasailing activity at Hussain Sagar etc, which are very popular amongst the local crowd as well. Currently the state tourism development corporation already operates one mechanical large boat as a ferry to the Buddha statue. TSTDC also runs three cruises, two AC and one Non-AC for parties and rides on the lake. TSTDC has also introduced a jolly ride with these cruises-with a carnival style folk and cultural song and dance presentation during the ride. It operates a Jetski and speedboat as well to cater to the tastes of adventure enthusiasts.

Speaking at the inauguration **Sania Mirza**, Indian Tennis Player and Brand Ambassador for Telangana State said, "I am pleased to launch the two new luxury yachts at Hussain Sagar Lake. I had a wonderful experience through the ride which brought back the memories of my childhood. The Telangana Tourism Corporation is very proactive in assessing the needs of the tourists and introducing exciting opportunities for the local crowd."



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ARE HOTELIERS GEARED UP FOR DISASTER?

In today's unpredictable world, anything can take place anywhere, anytime. How well are hotels prepared to manage disaster in terms of natural disasters (earthquake, floods, tsunami) or man-made disasters (fire, terrorist threat, war, swimming pool emergencies, burglary). Hoteliers share the measures they have adopted.

Kanchan Nath





EMERGENCY PLANNING AND CRISIS PREPAREDNESS ARE ESSENTIAL

Disaster management is an extremely crucial factor that needs to be consciously integrated into the industry. It calls for a lot of investment but all other investments that a hotel makes to gain customer loyalty can be destroyed in hours if guests are not provided the help and security they expect.

Safety and security are the most important issues to tourists while travelling and the first aspect they consider is to be protected from hazards. Emergency planning and preparedness for a crisis are the most significant components of dealing with disasters.

At Sarovar Hotels & Resorts, safety of our guests is our topmost priority and we take

extreme care to ensure all our hotels meet the required safety standards and are prepared to counter a crisis. All our hotel buildings adopt the National Building Code and National Fire Code. These safeguard all our hotels from hazards such as fire, construction problems or natural calamities like earthquake and flooding.

We have an established risk management process and framework embedded in all our hotels across markets. It includes security of our guests, employees and all other third parties. Security threats, predominantly terrorism related, are increasing.

Though this calls for framework of a disaster management plan that needs to be framed centrally by hotel groups across the country, we ensure staff training to handle guests in case of emergencies. All our staff goes through fire fighting training

before they are confirmed.

Each hotel has a team equipped to handle first aid in emergency situations and has a doctor available on emergency call. Our hotels also maintain strict timings in the swimming pools. We do not allow swimming in the dark after 8 pm.

Planning for emergencies takes into consideration several internal factors such as collaboration, communication and control.

But the most important internal factor is to adopt and develop an emergency management plan. In any such situation we will put together an action team in 1 -2 hours of any emergency.

Efficient planning has an abundant role in emergency management and it is imperative that all hotels follow guidelines and regular training imparted to staff.



Ajay K. Bakaya
Executive Director
Sarovar Hotels &
Resorts

“Planning for emergencies takes into consideration several internal factors such as collaboration, communication and control”



Murlidhar Rao
Vice President
Operations
Aiana Hotels & Resorts

“Knowing the risks specific to the region can help us prepare better and plan for business continuity”

HAVING A BUSINESS CONTINUITY PLAN

Our Brand Design and Construction guidelines include infrastructure requirements and design compliances. Those are mandatory, keeping in mind preparedness for natural disasters and other exigencies.

Aiana endeavours to equip each hotel under its portfolio with a Business Continuity Plan (BCP) that includes preparedness guidelines which are common to all disasters as well as specific to a particular type of exigency. The BCP enables our property teams with strategies to face emergency situations and minimise the impact, fear, anxiety and losses that usually accompany disasters. Developed by the Aiana Core Management Team with assistance from field experts, our BCP contains a step by step advice on how to prepare for, respond to and eventually recover from emer-



gency situations, in conjunction with information and guidelines from local authorities. The Aiana BCP consists of the following guidelines:

BEFORE

- Identifying and understanding the potential hazards, risks and danger signs
- Training the team for preparedness
- Establishing warning systems
- Purchase insurance, including that which are not a part of a standard property insurance
- Developing plans for what to do when it happens
- Assembling a disaster supplies kit and stocking of emergency equipment
- Undertake and volunteer for

helping each other and our guests

DURING

- Put the plan into action
- Assist guests and team members
- Following the advice and guidance of officials in charge of the situation
- Coordination with the local authority for quick and effective response

AFTER

- Salvage operations
- Repair damaged property
- Take steps to mitigate or reduce future loss

The team members are trained and attend refresher sessions.



Naveen Jain
President
Duet Hotels

“Hotels must have redundant routes for water supply and electrical distribution”

HAVING A DISASTER RECOVERY PLAN

For Fire /Life /Safety, disaster recovery and business continuity planning, we take the following steps and all our hotels have been built accordingly:

- The plinth level of the hotel is always elevated as compared to the road level to mitigate flooding of the basements /ground floor in the event of a deluge
- State-of-the-art water-proofing systems for the basements, terrace around glazing and any other points where water can penetrate into the property
- Redundant and fully automated water evacuation pumps gets deployed in the basements for pumping out water if any water penetration during floods

- Mission critical utilities placed in the upper base-ment in elevated platforms to mitigate impact of any flood waters
- Redundant routes for water supply and electrical distribution
- Usage of fire retardant fabrics in all guest areas
- Emergency light/ torch in all the guest room
- Emergency light (on UPS in case of power failure) in all the guest and staff areas
- Emergency evacuation plan at all the guest areas
- Smoke extraction fans in all the guest areas, elevators, staircases, parking areas and at all emergency utilities
- Suitable power back up including battery modes to tackle any emergency
- Various communication systems like automated and manual public address system, Walki-Talki system for staffs, mobiles





CRISIS MANAGEMENT TEAM IN PLACE

We have a very robust crisis management plan that includes assigning of responsibilities to key team members. We have looked at the different crises that can happen in hotels, and put together a programme, wherein if it's a crisis A, how one will respond, if it happens to be a crisis B, how one will respond. What is the reporting line and who is the supporting line. So if any event happens in our hotels our GMs and team are enabled to handle that.

In addition to that we have a very robust training programme in risk management. So all our leaders go to this programme, where they are trained on, what is crisis, how do we handle crisis and what are the ways we can respond. Then we have at the backend our corporate team, depending on the crisis, with whatever necessary support they need from outside. The hotel teams are trained; they have a crisis response team, led by the General Manager, who is always ready to look at different situations.

We have IHG Shelter in a storm programme, where we have partnered with CARE International. On an ongoing basis we raise funds for disaster recovery. So every year we have different activities across our hotels. We have already raised funds. The moment the crisis or disaster hits an area where our colleagues or communities where we operate is impacted, we activate this fund.

So what happened in Nepal? A few days after the earthquake, we were able to give assistance to our colleagues who had been impacted by the earthquake, whether their houses were damaged, where they lost personal properties, had to be repaired and through CARE we reached out to the local community and supported them. It was the same during the flooding in Chennai.

As we had already funds raised, at the time of the floods we were able to immediately look at how our colleagues were impacted, the level of impact each colleagues had and then responded by supporting them financially and otherwise.



Shantha De Silva
Head, South West Asia InterContinental Hotel Group

“The hotel teams are trained. They have a crisis response team, led by the General Manager, who is always ready to look at different situations





K Mohanchandran
Area Director
Taj Hotels Hyderabad,
General Manager
Taj Krishna



“
So all our critical data, in each of our hotels, is backed up and kept at a safe site in Mumbai and in another location. This is all accessible via the internet on a cloud
”

CRITICAL DATA BACKED UP AND AVAILABLE ON CLOUD

As Taj we have a business continuity plan which addresses some of these issues. So all our critical data, in each of our hotels, ownership records, lease agreements, financial data, business transaction data, audited records, what have been filed as compliance reports with the government, all of this is backed up and kept at a safe site in Mumbai and in another location. This is all accessible via the internet on a

cloud. The idea is that in case of any situation, the critical information which is required to continue business is available at another site.

Things like building plans, emergency escapes, all of that are documented and shared with people inside. We also have sets of these available outside. When the attacks happened in Mumbai, the police could not get in for quite some time because they did not know what the safe areas were. So now we have kept

these outside as well in easily accessible locations. In case something happens and the hotel is locked down, at least the information is available outside.

These are the few things we have done to ensure that data is not destroyed. People processes are much the same. We have emergency response teams in each area. We have continuous staff briefings and trainings, which give people an idea on how to respond to emergency situations.



RESILIENT FOUNDATION AND WELL-TRAINED TEAM MEMBERS

As far as disasters are concerned, we have all the relevant SOPs in place to tackle any natural or man-made disasters. Based on these SOPs we have a trained Emergency Rescue team. Apart from Emergency Rescue Team we also conduct regular drills and trainings for our other team members. Evacuation drills are conducted twice a year based on different crisis situations.

Apart from trainings and drills we have effective tactical tools to handle such scenarios, for example in case of natural disasters we have adequate numbers of rescue tools such as: stretchers, wheel chairs, first aid boxes, rescue ropes, firemen axe. As for man-made disasters, all due diligence is taken at our hotels—right from checking of the vehicle at the entrance to frisking every guest, visitor and employee entering the hotel.

There is extensive CCTV coverage available of the entire premises without any blind spots. Baggage scanners are installed.

Delhi being permanently on high alert, Lemon Tree Premier and Red Fox Hotels, situated in the Aerocity Hospitality District just a few minutes away from the airport, are sensitive targets and have a higher degree of security facilities available. These hotels use sophisticated gadgets and

technology like fish eye-360 degree cameras, analytical cameras for any spotting any unidentified objects, face recognition software which has the capability to identify any unwanted or black listed person entering the hotel within seconds as well as a 3D walkthrough of the hotels.

Timely post-event recovery is fundamental to the continuity of our business. The safety and security of our guests is high priority.



Davander Singh Tomar
Executive Vice President
Corporate Affairs
The Lemon Tree Hotel
Company

“There is extensive CCTV coverage available of the entire premises without any blind spots”

TIME AND MONEY ARE DICTATORS FOR A WIN-WIN SITUATION

Currently hotels getting built across different geographies have supplies coming across the globe and with it also comes greater risk of dynamic global turbulences. In June 2015, a heavy downpour and thunderstorm happened in Thailand. Several hotels were in different stages of opening. We had many components like decorative lights, carpets coming out of different manufacturers units in Thailand when facilities flooding it were the onset of an emergency state. It had an effect on lives and businesses globally.

As a procurement agency it becomes imperative to have mitigation measures to avoid

impact. With strong vendor relationships, we were able to shift factories without cost and time impact, provide with solutions that is ‘win-win’ for all.

If my experience of heading Benjamin west, one of the global leaders furniture, fixtures and equipment and operating supplies and equipment purchasing firm with active projects in more than 32 countries has taught me anything, it’s that every client in every country wants to ‘win’ in their project.

As consultants, we have to be sensitive as each client may define ‘winning’ in a different manner. Understanding how they do so is essential to the success of every project. Whether it’s a new build

or renovation, everyone on the team wants a sense of accomplishment and a ‘job well done’ feeling upon completion. If a project has to be completed by a critical, non-moving date such as a large convention or a special, one-time event business demand generator that the hotel cannot lose the team has to find a way to make it happen, period. Even when there is not a large one-time source of revenue to harvest, no project can ever afford to suffer from displacement of revenue caused by a delayed opening due to late FF&E and operating supplies and equipment deliveries.

For every project there is the ‘time dictator’ and the ‘money dictator’, and each has their role in our decision making.



Alan Benjamin
President
Benjamin West

“As a procurement agency it is imperative to have mitigation measures to avoid impact”



Sustainable

PULL FOR sustainable tourism



Nakul Anand
Executive Director
ITC Hotels

“
The latest analysis by the United Nations shows that 98.6 million people have been affected by disaster since 2015, of which 16.5 million were from India
”

At Hotel Investment Conference South Asia (HICSA), **Nakul Anand**, Executive Director, ITC Hotels shared how India has huge potential as a 365-day destination but is relatively unexplored. Sustainable tourism is one way of boosting economic growth and giving an inimitable identity to the country.

Anupriya Bishnoi

Tourism provides unquestionable value to India, believes Nakul Anand. “Despite this, tourism in India is perceived as an elitist activity rather than an economic one. Not only does tourism make the economy stronger and sustainable, it also imparts an inimitable identity to the country. It instills a sense of national pride and boosts economic activities across sectors. Tourism is best described in one word—sustainability. Sustainable development being a national mandate, tourism befits this agenda best. It’s time that we transform the push into a pull and create a pull for tourism.”

Given the fast pace of environment degradation, the entire world is adversely affected. “Energy and food consumption will grow by 50 per cent by 2030 and water requirement by 30 per cent. All this has come at a price and those are climate change, water scarcity, population growth, urbanisation and deforestation,” he quipped. Anand said that the problem is acuter in Asia than other parts of the world. “Asia comprises 35 per cent of global emission which led to 2015 being the hottest year ever in the recorded history.” He added that by 2030 the arctic would

be ice-free in the summer. In the last 25 years the world’s forests have shrunk by 1.3 million sq km and wildlife has declined by 52 per cent in the last 40 years.

Quoting Mahatma Gandhi, he said, “The earth has enough resources for our need, but not for our greed.” And went on to cite some staggering figures such as 82 per cent of people in the villages lack proper drinking water. “Around 80 per cent of the diseases in developing countries are due to unpurified water and bad sanitation conditions. The latest analysis by the United Nations shows that 98.6 million people have been affected by disaster since 2015, of which 16.5 million were from India as a result of floods, cloud bursts, high volume snowfalls, cyclones, draught. More than a 1,000 people lost their lives due to respiratory infections in the last 15 years in India.”

Scientists have warned that unchecked climate change will slow down the economic growth and lead to low food productions which will eventually escalate the food prices. Talking more about the grave situation of India, he said,



"Around 70 per cent of the arable land is prone to draught, 12 per cent to floods and eight per cent to cyclones. The water security in India is one, the worst as assessed on the scale of 1-5."

Speaking more on how tourism is the re-distributor of income, Anand added, "One in every 11 jobs is in tourism which is five times more than in chemical manufacturing, four times more than in mining and two times more than in communication. The global economies have to create five million jobs each month, over the next 10 years simply to keep pace with the projected number of youth."

Emphasising on the numbers, Anand elucidated, "In the last 10 years, tourism has added US\$ 120 billion to the foreign exchange reserves. Tourism will provide US\$2 trillion to the Indian economy by 2030. An investment of one million creates 78 jobs in tourism and 45 in agriculture and 18 in the manufacturing sector. India is ranked 52nd out of 141 countries in the travel and tourism competitive report for 2015. And this is where we see an opportunity. There has been a substantial opportunity to move to the seventh or eighth position, leveraging through our diverse offerings. India has an opportunity like no other country to leverage tourism for redistributing income. The focus of the industry should be on how to create demand and not how to create supply for the next two to three years."

Citing an example of East Asia where the region is drawing 150 billion tourists, Anand said, "If we get even 10 per cent of what East Asia gets, we could



add 15 billion to India's foreign exchange. All that India needs to do is to shift its focus to East Asia and compare its fares, taxes, products and policies with them. India doesn't have to sell beaches at Maldives; we need to sell 'focus segments' in 'focus source markets'."

Talking about the country's natural beauty and geography, he concluded, "Almost 70 per cent of the Himalayan range is in India. Our strategy should be to make India a 365-day destination. Opportunities for growth are opening every day, be it through the 'Make in India' programme, regulatory framework 'Digital India', identification of smart cities or the automobile sector. In fact it is possible that India can deliver two-third of the world's growth in the next four years amidst global challenges. India's time is now!"



F&B

strategies to win the **NEW CUSTOMER**

More competition and shifts in the profile of customers, who not only have more disposable incomes but are also more experimental, are among the factors bringing about changes in the food and beverages market. Top chefs from leading hotels tell us about the latest trends and their strategies for staying ahead in these times of change.

Kanchan Nath

We found out from chefs, what are the strategies that they adopt in the F&B space, considering the growing F&B market? What are the kinds of walk-in or residential guests that they have for food promotions? To know why customers would go to a hotel restaurant if they have access to many independent speciality

restaurants? What are they doing to get loyalty from customers? And asking about trends we find out how is F&B changing? How are customer profiles changing? How is the food culture of the country evolving? Are the 'desi' tastebuds open to new flavours, mixed ingredients and alien ones? Are people really going in for authentic cuisines?



Constant engagement with loyal customers

Bishan Singh Negi
Executive Chef
Courtyard by Marriott Chennai

STRATEGIES TO GROW IN F&B SPACE

A constant upgradation of product, display and presentation in line with the trends. 50 per cent emphasis on exploring local cuisine. A focused approach on each target segment for a particular kind of promotion. (mainly three segments: 50 per cent Families, 40 per cent Corporate and 10 per cent Z generation). A food-based promotion for families/social celebrations/food enthusiasts/residential guests. A beverage-based promotion for corporates/professional and recreational clubs and associations/residential guests.

HOTEL RESTAURANT VIS-À-VIS INDEPENDENT RESTAURANTS

Hotel restaurants have the advantage because of the quality of the overall experience, quality of ingredients, stronger corporate tie-ups, in entertaining clients, recognition, in the pattern of having drinks at the bar and moving to the restaurant which is a the usual trend with corporates

GETTING LOYAL CUSTOMERS

This is through the recognition of loyal customers and constant engagement, involving them in any new dish or promotion trials and through ensuring

loyalty from associating them with professional and recreational clubs

F&B TRENDS AND CUSTOMER PROFILE

Increase in travel: Travel has shown an increase of over 7.5 per cent in 2015, India's domestic aviation market is the fastest growing in the world and the trend only heightens with domestic, leisure and MICE travel anticipated to increase by almost 20 per cent bringing about an exposure and willingness to try different cuisines. This year will surely see people exploring new tastes and flavours. But not discounting the comfort food.

Menu: The language could see a change. Natural, organic and sustainable will be the key words to entice the Gen Z.

Beverages: There is an up-trend. We can anticipate an increase in the consumption of coffee, sodas, smoothies, fruit juices, bottled/flavoured water.

The Rise of the Gen Z: With Indian and China becoming the largest Gen Z population, its time they are considered the contestants who will be game



Bishan Singh Negi

F&B needs constant upgradation of product, display and presentation in line with the trends



changers in the food and beverage business. The Gen Z would look for the classics and basic comfort food with a lot more eagerness.

Social media: There is no doubt it's the way of the future but in comparison to 2015, 2016 will see a lot more videos especially 360 dig videos marketing the promotion or product. There will be a much more rifle shot approach to reach out to specific target audiences during their micro-moments for greater impact and full connect. As competition increases, 2016 will also see a focus on making an impactful connect with customers (similar to the face of the restaurant) as it increases repeat business because of the customer association and relation with that one person representing the restaurant.

Pricing: The customer will want value for every rupee spent. Similarly it's not about the huge spread or a minimal spread of the buffet; it's what value the paying customer gets in the end. Pricing becomes critical as one needs to be in line with competition, give the best value to the customer and have sustainable profitability. Chefs will begin to use and control wastage creatively.

Human resources: In terms of hiring the best talent—2016 will see more hotels reaching out and engaging with catering colleges than colleges

reaching out to hotels. There will be a lot of interactive sessions and competitions organised by the hotels to attract the best talent, creating a talent pool for future opportunities as the next two years see a 7 per cent increase in the luxury segment, a 23 per cent increase in upscale and a 43 per cent increase in mid-market hotels and a strong chance of the surplus supply meeting demand after three years. Talent and training becomes crucial.

Comfort food re-imagined: No deviation from the classics and authentic comfort foods. Chefs will look to make the presentation more exciting.

The story of the travelling ingredients: Customers in restaurants will see and read how and from where their ingredients travelled to be on their plate.

Meat on the side please! Like you have vegetables on the side of a meat dish, the go veggie trend has a vegetarian main course and a small amount of meat on the side.

Beverage trends: The coffee/tea experience is back. Other trends are of pop-up theme bars or beverage counters, Sunday brunch bottomless bubbles, lighter cocktails made with fresh ingredients and of a creative presentation of beverages.

Social media/Apps/Loyalty: An app for apps, merging with other apps for customers to have one portal to choose multiple services will be the trend. Individual local apps will be on the downward trend. Loyalty drives with social and professional forums rather than low price volume customers will be the trend.



With India and China becoming the largest Gen Z population, it's time they are considered the game changers in the food and beverage business



Rajendran M

“Without being innovative you cannot stand apart in this current competitive world”

Presentation and taste count

Rajendran M

Sous chef

The Verandah Kitchen, Vivanta by Taj – Connemara, Chennai

STRATEGIES TO GROW IN F&B SPACE

Innovation is the key to success. Without being innovative you cannot stand apart in this current competitive world. Let it be a simple garnish or a buffet orientation, it's all about the presentation and the taste of the food to create value.

WALK-IN OR RESIDENTIAL GUESTS

We have our standards as, being 5-star properties, being flexible to understand guest needs is very important. So we do have different pricing. Through creating options we create different type of clientele. Once you pull the crowd you pull business. But

again differentiating among both and pampering is our skill.

CUSTOMER LOYALTY

Hard work, dedication, value for money—you sow and reap loyalty as their fruits.

F&B TRENDS

F&B has grown into a new age, a new era. We are changing our ways and understanding the needs of the guests. It's not only about eating or dining; it's about creating a memory which lasts for a lifetime.



Tarun Dacha



Giving value for money

Tarun Dacha
Corporate Chef
Sarovar Hotels & Resorts

STRATEGIES TO GROW IN F&B SPACE

Our strategies are hotel and market specific. Each hotel has a different approach to cater the F&B demands in that region. Our hotels span across categories from 3-star, 4-star, 5-star to resorts. As we have to make strategies considering both the local customers as well as in-house guests/tourists, we try to create F&B options as per the flavour of that region. For instance in our hotel in Kolkata, we have a restaurant offering Bengali cuisine where guests can try authentic Bengali dishes. For our Srinagar hotel, we are planning to open a Wazwan.

HOTEL RESTAURANT VIS-À-VIS INDEPENDENT RESTAURANTS

We offer our customers value for money with the best in services. We try to give a complete dining

experience to our guests whether it's cuisine, food quality, ambience or the services. Standalone restaurants are mushrooming today but the consistency is missing. Hotels have been maintaining the consistency in every aspect for an outstanding F&B service.

GETTING LOYAL CUSTOMERS

We strive to achieve customer loyalty by providing the best value to our guests and thanking him for allowing us to serve him. Whether it is promotions, customised product offerings or service quality, a customer will appreciate most only when he finds value for his money. If he feels he is being acknowledged and recognised, he will continue his association with us.

F&B TRENDS

There are a lot of changes that are happening in the F&B segment. With increase in travel and a boom in technology, customers are now more experimental. As customers are willing to experiment with new cuisines and dishes, hotels are focusing on innovations and tweaking the menus. However they are not deviating from their staple or comfort food though they are trying new concepts too. Therefore it is important to work on the basics and make all novelties keeping the customer's comfort factor in mind.

“With increase in travel and a boom in technology, customers are now more experimental”



Events emerge as a lucrative segment

Sandeep Chaudhary
Executive Chef
ibis Delhi Aerocity

STRATEGIES TO GROW IN F&B SPACE

Of the many strategies which we adopt in the F&B space, the optimum utilisation of event and banquet space at the hotel is definitely an important one. Special focus is placed on the social events and wedding segment of business. Not only does it result in greater APC, but also helps in getting incremental room revenue and occupancy. Organising food promotions at regular intervals also forms an important part of our F&B strategy. This also eventually leads to a variety in our offerings for our guests.

WALK-IN OR RESIDENTIAL GUESTS

At ibis Delhi Aerocity, the pricing is usually same for both walk-in and residential guests. With a close proximity to the airport and the city centre, our entire footfall composition involves about 90 per cent residential guests and 10 per cent walk-in guests. One of our key endeavours this year is to increase the share of walk-in guests through aggressive promotion of our F&B offerings.

HOTEL RESTAURANTS VIS-À-VIS INDEPENDENT RESTAURANTS

The quality of food, ingredients, personalised and consistent service and impeccable ambience are the major reasons why people prefer going to star category hotels over going to independent speciality restaurants. Another key reason for this is the assurance and quality which the name of a renowned brand brings to the restaurant it is associated with.

Security and privacy also play their roles in influencing people to choose star category hotels over standalone restaurants.

GETTING LOYAL CUSTOMERS

It is mostly through the quality and personalised service which we provide that we aim at creating loyal customers. Alongside, we also aim at creating a string of loyal customers through the unique and beneficial F&B offerings of our expansive travel, dining and lifestyle programme, Accor Plus. Under this, we have Table plus (online table reservation software), which enables our guests to avail the best offers and schemes available to them. We also have restaurant feedback forms which help us in increasing our database and we keep informing our guests about any new food promotion/offerings.

F&B TRENDS

A few trends in the F&B space include focus on healthy and authentic offerings and using organic/fresh ingredients with authentic recipes. Chefs are now becoming the face of F&B with their signature dishes and with a sophisticated style of presentation. Chefs have become more customer friendly and enterprising. F&B today is all about offerings as per the guests' preference or suiting his/her palate. Today's customer is well read and well-travelled. He knows a lot about F&B courtesy exposure available due to TV, Internet and other sources.



Sandeep Chaudhary



It is mostly through the quality and personalised service which we provide that we aim at creating loyal customers



Ambience makes the difference



Vijayant Rawat

Vijayant Rawat
Executive Chef
Mosaic Hotels Noida

STRATEGIES TO GROW IN F&B SPACE

It involves designing an appealing selection of menu items that are competitively priced in the market-place. Menu pricing is a very tricky task because you need to price items so that you can operate profitably and, just as important, offer your targeted guests a good price that can make a valuable relationship. Guests should definitely get something very substantial and unique in terms of services or dishes that fascinate them so that they visit the restaurant again and again.

WALK-IN OR RESIDENTIAL GUESTS

At Mosaic, almost every month two food promotions happen to attract the guests. During weekdays there are more corporate guests for their business lunches, short meetings or after office gatherings. But during weekends more of the social crowd comes to the hotel. Nestled in the commercial hub of Noida sector 18, Mosaic gets mileage out of it.

HOTEL RESTAURANT VIS-À-VIS INDEPENDENT RESTAURANTS

Nowadays there are so many restobars but one key area—one among what are called unique selling points—which makes us different from others is the ambience of Flluid—plenty of Fuga lights, attached pool and unique cocktails and mocktails ensure that our regular customers get a perfect blend of tastes. We believe the best thing we do is to maintain individuality (in our restaurants) through local influences and great guest experiences.

GETTING LOYAL CUSTOMERS

Brand names deliver familiarity and frequent guests know what to expect when they stay at Mosaic hotel, whether it's their room's layout and amenities, or its food and beverage services. Dining is all about either the food or the experience or both. We are crafting unique offerings to attract, energise and entertain our guests. Many of our guests like the hot and spicy food when paired with drinks because of the many layers of flavours and ingredients involved.

CATERING TO CUSTOMER TASTE BUDS

Being a business hotel, Mosaic receives more of well travelled Indians whose taste buds are more enhanced. Now guests are ready to try every unique flavour. On the one hand they look for authenticity of the cuisine; on the other hand they crave an innovative presentation of the dish. Hence maintaining this demand is the upcoming trends. Recently Mosaic has launched new menu of Flluid which has a new generated cuisine. The perfect concoction of world cuisine with a unique presentation, healthy preparation and amazingly slashed down price are the elements which are the major attraction for corporates, youngsters and socials. Just in the last few years we've seen a more knowledgeable diner, someone who wants to know the story of their food—where it's grown and by whom. As the operators, we have to provide these things and train our staff. Today's guests are striving for healthy living. They also want to be educated and feel connected to what they eat and consume.

The perfect concoction of world cuisine with a unique presentation, healthy preparation and amazingly slashed down price are the elements which are the major attraction



Chef Abbas Bhat

Providing authentic cuisine

Chef Abbas Bhat
Executive Chef
RK Sarovar Portico, Srinagar

STRATEGIES TO GROW IN F&B SPACE

We have a concept of an authentic way of Kashmiri wazwan destination which is still missing in the paradise. In the Kashmiri language, *waz* means 'cook' or 'cooking' and *wan* means 'shop'. The ultimate formal banquet in Kashmir is the royal *wazwan*. Different preparations of meat, cooked overnight under the supervision of a master chef called a *vaste waze*. Guests will be seated in *tackh* and the meal will be in a copper platter called the *trami*. For Kashmiri Muslims, the meal begins with invoking the name of Allah, for Kashmiri Brahmins the name of Lord Rudra and a ritual washing of hands in a basin called the *Tash-t-naer*, which is taken around by staff.

WALK-IN OR RESIDENTIAL GUESTS

All will be in reservation for walk-in and residential guests and the price will remain the same. Usually

we have a visiting season during all four seasons of the year, so we have both walk-ins as well as residential guests in our restaurant.

HOTEL RESTAURANT VIS-À-VIS INDEPENDENT RESTAURANTS

The authentic way of the Wazwan concept is missing in the independent specialty restaurants. And in our restaurant we make sure we serve delicacies with a pure Kashmiri taste and presentation.

GETTING LOYAL CUSTOMERS

We offer a discount to our loyal customers. It gives an edge to them as they can come anytime to our hotel and can redeem the discount. Many people prefer to even host small lunches and dinners at our restaurant as they get the benefit of discounts and dine-in at a four star property too.

“Our strategy remains to provide this authentic cuisine to our guests”





Vikas Grover

Food festivals have a good response

Vikas Grover
Executive Chef,
Park Plaza – Ludhiana

STRATEGIES TO GROW IN F&B SPACE

Flexible pricing strategy provide businesses with the opportunity to quickly make adjustments to pricing as required in order to accommodate changes in the industry or get over any competitive hurdles. Adapting and understanding guests' expectations and living up to them is the leading tool and approach which we follow, ensuring our guests' loyalty towards the brand. We have largely focused on our menus and are experimenting with different exciting food promotions which entice the guests to savour their favourite food.

WALK-IN OR RESIDENTIAL GUESTS

Getting customers to come in and try your food is the first step in creating a successful restaurant. By using promotional strategies that highlight the taste, creativity and perhaps affordability of the restaurant items are the three key elements that drive new guests to the restaurant. Effective promotion strategies transform new patrons into regular customers. Our food festivals or promotions have a good response both from the in-house as well as the regular clientele. The pricing remains the same for the two.

HOTEL RESTAURANT VIS-À-VIS INDEPENDENT RESTAURANTS

There are many factors that engage an individual to choose a fine restaurant over specialty restaurants. These include delivering a wide range of distinctive and unique dining experiences while providing exceptional quality of food and providing superlative services as per the standards and elegant décor. An emphasis is placed on originality and personalised,

attentive and discreet service. Every detail that surrounds the experience is attended to by a warm and gracious service team ensuring the guests have satisfactory and memorable experiences.

GETTING LOYAL CUSTOMERS

Creating wonderful experiences along with personalised service for our guests and surprising them with some tangible touches are the two important aspects that we tend to follow that ensure happy guests keep coming back to us. We always listen to the candid feedback given by our guests with a positive approach to constantly improve and innovate with an immediate effect.

F&B TRENDS AND CUSTOMER PROFILE

Whether it's sushi and *samosas* or Thai chicken kebabs, wasabi-flavored nuts or Moroccan pastries, the demand of popular world cuisines has increased considerably. People like something that's a little different and a food can be a memorable experience that they will share and talk about for long within their social circle. Fresh, from the farm to the table is a trend that is fast catching on. Today's guests are striving for healthy living, and healthy living equates to a healthy planet. They also want to be educated and feel connected to what they eat and consume. As our tastes, values and choices veer toward well-being and the environment, we as an industry must move forward with the times and adjust what we are serving to meet these new expectations. Modernised comfort foods that are innovative and unique, tailor-made and more indulgent than the norm is the current bend to the culinary graph.

“Adapting and understanding guests' expectations and living up to them is the leading tool and approach which we follow”

Addressing the teen customer

Ashok kumar
Executive Chef
Aloft Chennai

STRATEGIES TO GROW IN F&B SPACE

Ensuring prompt service deliverables and provide a great dining experience is the strategy to ensure we get repeat guests.

WALK-IN OR RESIDENTIAL GUESTS

Mostly corporate guests. There is no pricing difference. Ad hoc discounts are not extended.

HOTEL RESTAURANT VIS-À-VIS INDEPENDENT RESTAURANTS

Since dining out is an experience, we have to push the boundaries to stay in the race. The focus is to challenge the boundaries which themselves are not set in stone. The hygiene and sanitation standards in a star hotel are much higher than in independent restaurants.

F&B TRENDS

Go small (miniatures) with more beverage options, healthy food and love of local food (sustainable).



Ashok Kumar

“The focus is to challenge the boundaries which themselves are not set in stone”

The teens are finally beginning to make their own decisions about where they go out to eat and restaurants will have to start trying to appeal to this new kind of demanding customer.

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'Thrust for the next 10 years is to grow our resort portfolio'

Lemon Tree Hotels (LTH) management arm Carnation Hotels is now operating a 70-room Silverglade's resort in Manesar called the Lemon Tree Hotel, Tarudhan Valley. **Rattan Keswani**, Deputy Managing Director—The Lemon Tree Hotel Company & Chairman—Carnation Hotels and **Anubhav Jain**, Director—Group, Silverglades talk about the property.

Talking about the USP of the resort Rattan Keswani says, "Its a short distance away from all locations in Delhi- NCR, it sits on a 75-acre villa development land, encompassing a 9-hole golf course, with every element that can excite a family. There are enough activities for a kid. There is archery, pool, an enjoyable spa. You can hire an apartment and cook there, should you wish to. Or you can stay in the main hotel block. It's a wholesome experience for everything that you would want to do on a short weekend or weekday. Or it's got your array of spaces for your social functions and your weddings a little separated from the main hotel block. So you can have all the fun that you want, without being cognizant or careful of the fact that you might be disturbing some other guest."

Talking about their commitment about operating resorts, he says, "We have been going in the direction of

adding resorts for a long time. We started with a resort in Goa, then Alleppey and we are building a resort in Udaipur now. We have one in Sikkim which is more a management piece. Our whole thrust for the next 10 years is to grow our resort portfolio. We have a huge number of repeat guests, therefore we are able to showcase an array of other experiences that they would want other than just staying in our business hotels. The whole portfolio development brings in an array of experiences. And helps us protect our customers into our own base."

Talking about the right marketing strategy for today's hotelier, he says, "Every marketing strategy has to straddle every segment because each segment drives business. A smart marketer would be the one who can sit on top of each of these mixes but drive the best dollar or rupee value return from that segment by the creativity





Picture credit: Oliur Rahman



Rattan Keswani
Deputy Managing Director–The Lemon Tree Hotel Company & Chairman- Carnation Hotels

“
Every marketing strategy has to straddle every segment because each segment drives business. A smart marketer would be the one who can sit on top of these mixes
”

that you put into your experiences. Will we prefer one to the other, I think 'No'. Everybody has a role to play, whether it is Air BnB, OTA or a travel agent. They are all providers of a customer that we would like to focus our attention on. Then for a hospitality player it is more important to say how do you convert the customer to be part of your own direct distribution. That will only come if your customer services are higher than anybody else's, you become the preferred choice and if you become the preferred choice, you become the direct customer. Business will grow because each vertical will bring its own segment.”

Talking about the need to increase room rates, he adds, “Every hotel has an experience, has a brand, and has a customer demographic. Every business is going to work on demand-supply, its sheer economics. If mismatch exists, pricing would be a little more conservative, if mismatch is not there and the demand starts to go sharply higher than the supply, price will find its own stature. Today what a lot of people are missing is that pricing is at a level lower than possibly 2004, 2005 and 2006. In dollar terms, we are definitely lower than whatever we were 9-10 years ago. You cannot make business or make profit at the level



Anubhav Jain
Director
Group Silverglades

“

We started with the classic Golf resort and with Laburnum housing in Gurgaon in partnership with ITC. We broke away from ITC in 2004, started doing our own projects

”

of pricing we have today. So the industry has suffered, it's been the longest low cycle that hospitality has faced, at least in my work history of 35 years. Now that its showing the demand cycle going up, the supply cycle slowing down, I think in every location, pricing will find a more realistic base but it will definitely have to go up.”

Talking about the hospitality business, Anubhav Jain, Director – Group, Silverglades, says, “We are pioneers in luxury development which is both residential and commercial. We started with the classic Golf resort and with Laburnum housing in Gurgaon in partnership with ITC. We broke away from ITC in 2004, started doing our own projects and Tarudhan valley was the first such project. Hospitality is a long term proposition, for the right kind of location, for the right kind of property; a hospitality venture does still make sense. In a 75-acre property, having a 70-key hotel brings in a lot of life into the whole complex. During weekends, we have a lot of guests coming in and during weekdays, we have a lot of corporate coming in to do their off-sites.”

He concludes, “We have been working in this location for now over 20 years now. We chose this property for its proximity to Delh- NCR. The Gurgaon master plan has extended, it's almost touching us now. Growth and development is happening on this side. We have been a part of this community for a long time and the villages around here. We employ people from here, giving a lot of opportunity to the villagers.”



Picture credit: Oliur Rahman



Picture credit: Oliur Rahman





ADOPTION OF TECHNOLOGY AUTOMATION IN THE INDUSTRY

Federation of Indian Chambers of Commerce and Industry (FICCI) and RezNext have launched a knowledge paper for the travel and

The key highlights of the knowledge paper include:

- User friendly real-time applications and robust cloud offerings have demystified technology concepts
- Baggage space will see transformation with the ability to track the luggage's journey
- In-room automation will see a larger than screen role for the TV
- Big data can provide an integrated picture of the truth with convergence of data from across functions
- Online hotel booking revenues in India will hit \$1.8 billion in 2016. Hotels in India yet to leverage website as their most profitable channel of sale
- Business travel spend is increasing and is expected to reach \$45 billion by 2019
- Dynamic distribution model is need-of-the-hour

hospitality industry. The report was unveiled at a Travel & Hospitality Tech Conclave organised by FICCI in Delhi. The report looks at the current adoption of technology automation in the industry, the role of big data analytics, current and future trends in mobile technology and the online hotel booking landscape.

"Travel & Hospitality Tech Conclave is India's first dedicated event focussed on technology automation for this sector. According to recent reports, this industry's direct contribution to GDP is expected to grow by 7.2 per cent per annum to US\$ 88.6 billion by 2025. The sector has also emerged as one among the top 15 verticals to attract the highest Foreign Direct Investments (FDI). With this opportunity unfolding for all players in this sector, we felt the need to hold a conclave that addressed key trends, challenges and the future roadmap. And such an event merited a knowledge paper on the current state of technology automation. We are very happy to be associated with RezNext as our knowledge partner for the event and this industry report," said **Rahul Chakravarty**, Director and Head Tourism, FICCI.

According to **Zubin Bilimoria**, Director Global Sales, "We are very excited to partner with FICCI to present this report on the technology landscape. As can be seen from this report, the hospitality and travel industry is transforming at a faster pace than ever before. Technology automation is now viewed as a strategic decision in hotels. We are seeing hotels across all segments drive immense benefits from automating their manually cumbersome



processes. Cloud technology that provides enhanced security, reliability, significant savings and flexible pay-as-you-go model is seeing acceptance. Connected systems have also become a need-of-the-hour with more hoteliers looking for an integrated view of their operations."



S.P. Jain

The pride of AEROCITY

The Pride Group of Hotels launched their first upscale hotel, the Pride Plaza Hotel, in Aerocity. **S.P. Jain**, MD, The Pride Group of Hotels and **Satyen Jain**, CEO, The Pride Group of Hotels talk about it.

“Pride Plaza Aerocity is a hotel which is planned keeping in mind the Indian culture”

Within its majestic façade, the hotel boasts of an elegant spread of 385 exquisite rooms and suites, five state-of-the-art Banquet Halls, eclectic dining venues, an outdoor swimming pool, fitness centre and ORA spa that resonate true Indian hospitality and traditional services. Regarding the USP of the property, **S.P. Jain**, Managing Director, The Pride Group of Hotels says, “Pride Plaza Aerocity is a hotel which is planned keeping in mind Indian culture and provide Indian experiences to guests, whether they are foreign or Indian, coming from far and wide. The basic purpose is to provide guests an outlook about what Indian culture and hospitality is all about. We have provided different art works in each room, representations of which are in and around Delhi. Besides this we have artworks in our

public area which shows the culture and colours of India. We have done the same thing for the food. Our focus remains on Indian food besides the foreign cuisines which obviously are there for foreign guests. We have trained our staff to give personalised service wherein they deliver our Indian motto, that is, Atithi Devo Bhava. This remains our main focus—whenever a guest walks in he should feel he is in India and carry a strong memory that inspired him to come back again and again.”

Talking about the tremendous competition in Aerocity, **Satyen Jain**, CEO, The Pride Group of Hotels confirms that the response they are getting from the people is amazing. He says, “We have one of the best rooms in our segment. We have a unique



Satyen Jain

positioning, being the only Indian upscale property because at the end of the day, we have to see that we are in India. Most of the people in our hotel would want food which is home style because our guests are already travelling a lot and they look for more homely personalised kind of a food which our hotel provides. Also, all these things are juxtaposed with warm hospitality as part of which we always try to meet the demands of our guests.”

Given the vicinity of the airport, security remains the prime concern. Jain says, “Aerocity has got one of the highest security requirements which has been a blessing in disguise because currently if you look at all Indian hotel locations, Aerocity has got one of the most stringiest policies which we had to comply with

which eventually makes our entire complex more safe. Also the whole area is under CCTV coverage, even the roads through GMR and there is face recognition software. GMR specifically has been supportive to us and once the police gave us guidelines, we have complied with them and they have been co-operative. All the authorities have been supportive to us.”

Regarding expansion Satyen says, “We are currently expanding to Goa with a 300-room hotel. We are also coming up with a hotel in Indore. We have plans to expand our already existing properties. In Nagpur we are adding another 75 rooms and a couple of banquet halls. Lot of management hotels are in the pipeline. We will be growing through the management route as well.”

“ We are currently expanding to Goa with a 300-room hotel. We are also coming up with a hotel in Indore

The Restaurant Business



Hitesh Keswani

Culmination of a country's culture and ethos is most evident in the food that the people enjoy. Continuing our article from the March issue, Restaurateurs tell us the finer nuances of running a good restaurant business, challenges, state liquor policies and marketing strategies. While eating-out has become part of the popular culture, running a restaurant, glamorous though it seems, is no easy business like any business.

Kanchan Nath

SILVER BEACH ENTERTAINMENT & HOSPITALITY

Hitesh Keswani

Director Silver Beach Entertainment & Hospitality (Silver Beach Cafe, Copa, Nom Nom, Radio Bar, Sirocco, Tree-some Cafe)

USP OF RESTAURANT

At Silver Beach Entertainment and Hospitality, our USP is, primarily, concept spaces. Be it Nom Nom, Silver Beach Cafe, Radio Bar or any of our offerings, they are very individualistic and complement their name, theme, decor and overall product.

EASE OF BUSINESS

For 'Ease of Business', we ensure we remain true to our product. Every single member of our crew is made to understand what is the positioning that we have set out to achieve. While this in itself is a task at hand, it does work in the long run.

MANTRA FOR GOOD BUSINESS

If you don't know your checks and balances, you are going to see the dark end of the tunnel very soon. In this market, which is far from loyal and extremely volatile in nature, it is impossible to keep your boat sailing if you over spend. Sometimes, just to go that extra edge, promoters and investors take very high risks in the product/ project development stage. Poor product, high attrition rates all come a close second in this regard.

CHALLENGES

Finding the right location, acquiring the required licenses and permission, sourcing and retaining talent and a skilled crew, managing and delivering to customer expectations, raw material for the kitchen and retaining patronage are some of the challenges of the restaurant business.

LICENSE WOES

1. Shop & Est licence
2. Eating House
3. Fire licence
4. Police licence
5. FSSAI
6. PPL
7. Excise



“
If you don't know your checks and balances, you are going to see the dark end of the tunnel very soon
”



THE PIANO MAN

Arjun Sagar Gupta

Principal Owner: The Piano Man, The Jazz Club, Dirty Apron, Cake Away

USP OF RESTAURANT

Our USP is that we don't try to pander to everybody's desires. For each of our properties we decide exactly what we want to project and serve, and we stick to it to the best of our teams abilities. We expect our patrons to understand this and we have found the ones that do really appreciate our restaurants. At The Piano Man Jazz Club, for example, we have daily events with excellent artists, and we expect and actively request our patrons to focus on the music and F&B and not on conversation. This has helped us create a beautiful ambience for performances and arts.

EASE OF BUSINESS

A cleaner working environment, referring obviously to the difficulties one sometimes faces in various governmental requirements. I think the root cause for this also lies in the fact the some of the bylaws and requirements are so incredibly outdated in today's context, nothing can really be done till these are modernised.

MANTRA FOR GOOD BUSINESS

Restaurants are always opening and shutting down. Always have and always will. The closure rate of the restaurants run by seasoned restaurateurs is far less, obviously, because their approach is efficient and they know what to expect and how to deal with problems. Restaurants often (not always) close because people assume F&B is an always "in demand" business and cannot fail.

That is obviously not true for any industry. Understand the business, study the market and create



a solid business plan before laying the first brick, then, maybe, one can survive!

LICENSE WOES

Quite a few licenses are required. Some of the more important licenses include FSSAI, MCD, Excise (if you plan to operate a bar), Tourism department (again, for the bar), DPCC.

It's a good idea to have a liason involved who can keep you apprised of the licenses required and the timelines required to procure them, so that one can plan accordingly and then keep a tab on when each license needs to be renewed. Renewals are different for different licenses, but most are annual.

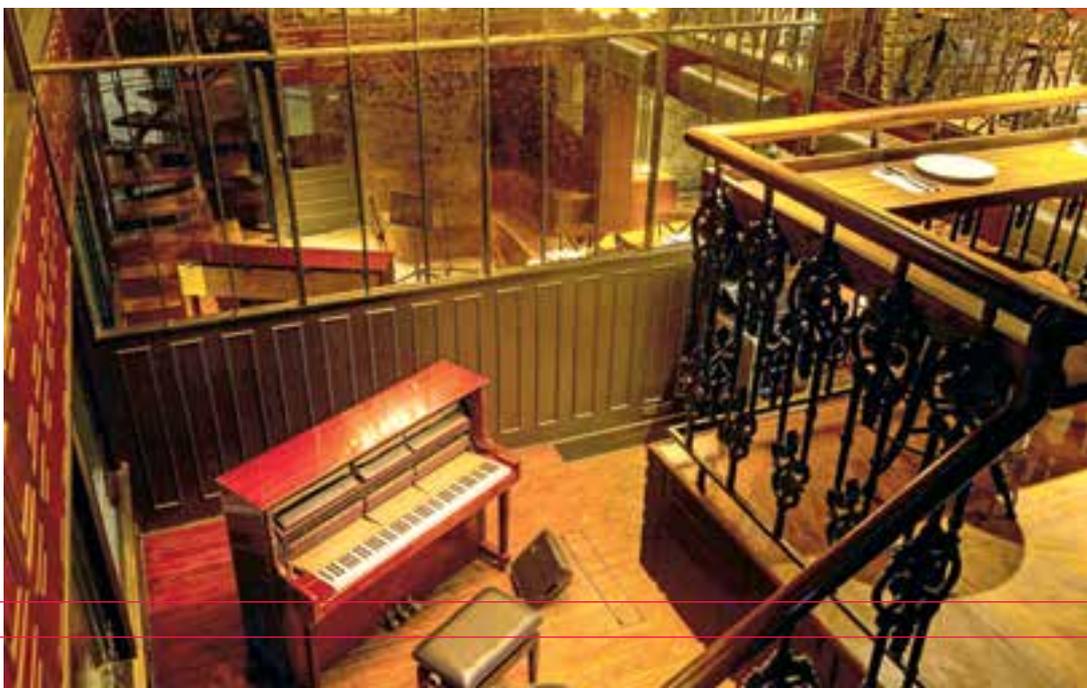
CHALLENGES AND MORE

Finding the right customer, cost of land and good manpower. The right customer is a customer who understands and appreciates your product and is willing to spend your target APC. If you have your rental under control and a good team, one can do wonders. It's very hard to find motivated, hard working, intelligent and honest team members, but not impossible. In my experience building a fabulous team can take years.



Arjun Sagar Gupta

“Restaurants often (not always) close because people assume F&B is an always "in demand" business and cannot fail. That is obviously not true for any industry”





Joy Singh

“ Maintaining quality is a big challenge as well as the mantra to run a place successfully ”

RAASTA

Joy Singh

Co-partner, Raasta Hauz Khas & CyberHub

USP OF RESTAURANT

When we started Raasta, there was no other Caribbean (Reggae) themed restaurant in the country. USP of our place is its vibe, the moment you will step in any of the Raasta outlets you will feel it. We always try to come up with something innovative and interesting to maintain the uniqueness and stands out among our patrons. I believe everything starts with the way you greet the customers and our staff works on the single brief of welcoming everyone with a smile, as it spreads happiness and positivity.

EASE OF BUSINESS

In restaurant/hospitality industry, streamlined operations are considered as the backbone. A smooth operation process and the good coordination among all the teams should be there to run a business with ease. At the end, what matters is that the customer is served properly and had a satisfied service and a good experience. To achieve the desired outcomes focus is the key.

CHALLENGES OF THE BUSINESS

Hospitality industry is growing stronger and getting serious with every passing day. With the evolving

information sector, customers are more aware about the food and restaurant service, thus maintaining quality is a big challenge as well as the mantra to run a place successfully. Anyone can serve good food once in a while but to maintain the same standards every time is the hardest part to play.

The past couple of years have seen a rage in the restaurant business, every second day you hear about a new property offering something different in its own unique way. Thus, being true with the services and maintaining the standards are must but at the same time coming up with something fresh and keep on adapting the changes is necessary to sustain in this growing market.

LICENSE WOES

Enclosed are the must have licenses one needs to enter the restaurant business:

- It starts with FSSAI (food safety)
- Then, is the MCD or health license
- Followed by the police, fire, tourism and excise clearances.

MARKETING MANTRA

Today, marketing and social media hold a major chunk of our total budget. With the increasing use of social media and digitisation of so many platforms, about 70 per cent of our marketing budget goes for the digital marketing. I work on the old school approach when it comes to spreading awareness and believe that the best mode of marketing is word of mouth. Apps like zomato, dineout do help to get business but they help a lot to build the recall value of a brand as these apps are just a fingertip away so one gets good visibility through these platforms.

LIQUOR LAWS

As per the law, one can vote at the age of 18, marry at the age of either 18 or 21 but cannot consume liquor before 25. If a person who wants to drink, he or she will drink despite the fact what is the legal age of drinking. Laws are there and seem to be bit strict but it seems to affect the business more than stopping anyone from drinking before the legal age.



THE ANCIENT BARBEQUE

Ashish Massey

Director & Co-Owner, The Ancient Barbeque (Noida & Gurgaon)

USP OF RESTAURANT

Our USP is our starter which varies every week. We are masters in the tandoori section. I believe in consistency and we ensure that our customer gets the same taste every time they visit us. Food quality plays an important role to make a restaurant stand out in today's scenario and we maintain it to its supreme level.

EASE OF BUSINESS

Few of the mantras that a person can follow to improve the restaurant business are: low rentals, high foot fall, low manpower cost, good food, high customer retention. It's very difficult to achieve all these together and if someone has achieved that he has got that right mantra for the business.

LICENSE WOES

Licenses differ from region to region but some of the basic required ones are MCD Licence, Food Licence, Fire Licence, VAT register, Service Tax and Tin Number, Liquor license, if dealing in alcohol.



CHALLENGES

Two major challenges are: Manpower retention and irregular guest movement. Nowadays people are opening restaurants every day. There is a lot of rate fluctuation in the menus to attract major crowd which may make the business face a loss. Rentals are going high which makes the business very unstable.

MARKETING MANTRA

From our Marketing Budget we allocate five per cent of the total revenue towards digital marketing. I prefer digital marketing as it plays a vital role these days in promotion and visibility of any brand and is best mode of advertisements.

LIQUOR LAWS

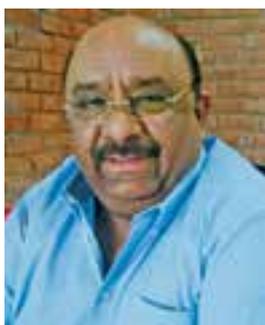
As we operate in different states so the laws are totally different in both the states. As per my experience it is easier to run business in Delhi than NCR in terms of liquor and it definitely hamper the businesses as the cost of license is high even if the rates in liquor differs region to region and which creates a gap in generating good profits in the business.



Ashish Massey

“
As per my experience it is easier to run business in Delhi than NCR
”





Sanjay Chhabra

JAMIE OLIVER'S Sanjay Chhabra
Spokesperson for Jamie Oliver's restaurant brands in Delhi

USP OF RESTAURANT

Our USP is that we make everything fresh in store everyday. Our dough is made fresh and proved over night, we never freeze it. This means that we get a light and airy crust. To make sure that this occurs we have stringent training programmes and checks so that the quality is never compromised.

CHALLENGES OF THE BUSINESS

Sticking to what we are about which is using the freshest and local ingredients, and never compro-

missing on quality. Jamie's Pizzeria's mantra is fresh and affordable and we will never move from that. One of our biggest challenges was the setting up of our supply chain. Jamie Oliver stands for responsibly sourced ingredients while also making the price accessible, it took us two years but we think we have cracked it.

MARKETING MANTRA

Digital marketing is becoming a corner stone for any restaurant brand marketing and we certainly concentrate a lot of our time to make sure that our strategy is correct. Marketing is a combination of different platforms all working together, so it is hard to prioritise one above the other.

“
Jamie's Pizzeria's mantra is fresh and affordable and we will never move from that
”



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HOTEL

RESTAURANT



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Shail Barot

5 Hospitality Industry Changes for 2016 and How to Tackle Them...

The hospitality world, as we have known it, is undergoing a significant revolution. Technology has aggravated this revolution and it is this technology that is changing and growing at a fast pace. To say that the hotel industry is in flux is an understatement. To effectively map out strategies that will drive revenue goals for 2016, hotels need to be forward thinking about how the market is changing and how those changes affect marketing, services and operations. Here are five trends to keep a tab on.

WHO IS THE 'RIGHTFUL' OWNER OF THE GUEST?

With the rise of the OTAs, hotels today have very little choice on whether or not to distribute to online travel agencies. What is at stake, however, is ownership of the guest. **Booking.com** announced last year that it would cease to provide hotels with the guest's email when it sends guest confirmation. When hotels do not have ready access to their guest data, and the OTA 'owns' the guest rather than the property, it severely hampers the ability for hotels to capture new and repeat guests with the highest value. Hotels require data to effectively market to past guests and access to this data will play a role in how hotels and OTAs move forward.

Tackle - Train the front desk staff to incentivise the guest in some way and collect key data from them at check in, and focus on growing the direct channel in 2016 to ensure that the guests are 'yours' rather than the OTAs.

THE MOBILE IS SET TO REVOLUTIONISE – YET AGAIN...

In 2016, 51.8 per cent of travellers who book trips via digital means will do so using a mobile device, according to eMarketer's latest estimates of digital and travel research and booking. That will be up from 43.8 per cent this year. Clearly, a robust mobile marketing plan is in order. This means responsive design, one-click booking, and location technology. Some hotels are surprised to hear that a comprehensive mobile marketing plan calls for integrating click-to-call campaigns.

According to a research conducted online, 68 per cent of hotel guests report that it is extremely/very important to be able to call a hotel during the purchase phase, and 58 per cent are very likely to call a hotel if the capability is available in a smartphone search. Of those who are likely to call directly from search, 40 per cent will call to make a purchase, and 50 per cent will call to ask about promotions or incentives.

Tackle - Like other segments of the online marketplace, mobile is playing an increasingly important role in online travel. Guests typically take a cross-platform approach, so it is essential that hotels offer a seamless omni-channel experience

before, during and after their stay. Don't discount the traditional method of having face-to-face interaction with your guest.

A SHIFT IN MARKET SHARE = MORE COMPETITION

Leading hotel consultancy firm HVS noted subtle yet evident recovery in branded hotel business in India during 2014-15. Nationwide occupancies during FY15 grew almost two percentage points, crossing the 60 per cent mark for the first time in four years. The occupancy



The increasingly competitive market requires hotels to craft strategies around capturing more market share



closed at 60.3 per cent as against 58.4 per cent in 2013-14. Similarly, there was a marginal growth in the nation-wide RevPAR (Revenue per room) in branded hotels in 2014-15. RevPAR performance of India's organised supply rose to ₹3,324 from the last year's ₹3,275. This was noted the first in four years where RevPAR has grown. However, hotels are beginning to see more competition from private accommodations, especially as vacation rentals and alternative accommodations become widely available across traditional OTA channels. The increasingly competitive market requires hotels to craft strategies around capturing more market share.

Tackle - Actively monitoring rates of alternate accommodations in your competition and crafting revenue management strategies accordingly. Creating last-minute mobile promotions and market it to locals for staycations and to generate word-of-mouth awareness. Well-trained reservations staff can substantially increase conversions while pre-stay email outreach will reduce the likelihood of cancellation.

SUSTAINABILITY, EFFICIENCY AND INNOVATION

Laser and 3D printing may not be huge factors yet, but advances like these will be rewriting the rules for what's possible for

textiles, accessories and even small case goods in the near term. The future is about more than technology. Some trends include the transformation of the lobby away from the formal check-in experience to a multi-functional social destination (think a neighbourhood where people come together or the front steps of an urban townhouse); green as the sexy new face of luxury; customisable F&B experiences; guestrooms with more open storage, open floor plans and no desks; storytelling that starts even before the front door and continues in unexpected spaces such as elevators and corridors.

UNDERSTAND HOW TRAVELLERS ARE CHANGING - USE DATA TO PUT THEIR NEEDS FIRST

Know your travellers. Last-minute trips are on the rise and more people are planning a last-minute trip in the coming year. The short local getaway and mini-vacations will continue to trend. Bleisure (Business cum Leisure) will continue to grow, according to Fortune, and multi-generational and multi-family travel will experience growth, as well. Look at the historical booking data, tying bookings back to the keyword or search query that drove the booking.

Tackle – Each hotel has a goldmine of data that you can dig deep into your channels, guests, their behaviours, your reservations department and revenue in order to develop a plan that is informed by real guests, tailored to weed out what hasn't worked, and driven by what you know is profitable.

The stage is set for the hotel industry to have an outstanding year in 2016. All signs point to healthy demand and continued ADR increases. However, travellers have more options than ever before and a growing list of demands to be met before booking. At the end of the day, rates and service will go head to head as the deciding factors for travellers. Rate strategies can be automated but service is an art—one that starts from the very first interaction.

*(The views expressed in this article are of the author, **Shail Barot**, Co-opted Member, HRAWI and Director, Vie Hospitality, Mumbai.)*

DISASTER MANAGEMENT NATURAL **AND** MAN-MADE

There is no escaping from acts of God like drought, earthquakes, floods or tsunami. It has been established that the incidence of weather events have increased from the decades of 1950/60s, compared to the last two decades namely 1990s and 2000.



Niranjan Khatri

While our capacity of handling such incidents was very poor in the past at institutional level, it seems to have improved in the past seven to eight years especially with the formation of NDMA- National Disaster Management Authority.

The role of NDMA is to "To build a safer and disaster resilient India by a holistic, pro-active, technology driven and sustainable development strategy that involves all stakeholders and fosters a culture of prevention, preparedness and mitigation."

From the national vision and the theme mentioned earlier, the objectives guiding the policy formulation have evolved to include:

- Promoting a culture of prevention and preparedness – by centre-staging DM as an overriding priority at all levels and at all times.
- Encouraging mitigation measures based on state-of-the-art technology and environmental sustainability.
- Mainstreaming DM concerns into the development planning process.
- Putting in place a streamlined institutional techno-legal framework in order to create and preserve the integrity of an enabling regulatory environment and a compliance regime.
- Developing contemporary forecasting and early warning systems backed by responsive and fail-safe communications and Information

Technology (IT) support.

- Promoting a productive partnership with the Media, NGOs and the Corporate Sector in the areas of awareness generation and capacity development.
- Ensuring efficient response and relief with a caring humane approach towards the vulnerable sections of the society.
- Making reconstruction an opportunity to rebuild better and construct disaster-resilient structures and habitats. (from NDMA site)

We saw NDMA in action in the recent Chennai floods and the Odisha cyclones.

The delivery of service after disaster has improved in rescue and relief. What is needed is to bring resilience before the disaster strikes by training the civil institutions and the public at large on the dos and don'ts. It is here that a lot of work needs to be done by the state governments, industry and the civil society.

THE ROLE OF THE TOURISM INDUSTRY ESPECIALLY HOTELS AND TOUR OPERATORS:

Hotels need to make the fire fighting systems robust by ensuring that the equipment in place are functional when needed and all the staff are trained to handle it.

Having visited many hotels across the country with different brand affiliations, sometimes I am horrified to know from the staff that they do not

“
By 2025, two-thirds of the world population will experience water stress. That's largely due to population increase and climate change, but also behaviour patterns
”

know the difference between ABC types of fire, nor have they been trained. It is important to understand that fire fighting is not only engineering, or security department's job, it is everybody's job.

The fire staircase is meant as an escape route. However even today one finds the fire access is used for storage of sundry hotel materials. Basements are favourite areas for storing discards in large volumes and many times stored with hazardous items, which are prone to catching fire. Prominent among such items are broken furniture discarded PCs, and electronic waste. A simple service design of clearing it every week or fortnight depending on volumes generated by each unit will help to minimize fire risk.

Tour and transport operators need to proactively inform the likely hazards of travel in mountainous regions or while holidaying in rivers and sea cruise. In India we have seen the overloading of ferry boats. Few years ago a ferry boat turned turtle in one of the lakes in Kerala.

Some disaster, manmade risks which hotel industry needs to manage, proactively- this is the key operative word in sustainable development, which still has not been mainstreamed by most stakeholders, who seem to be in a reactive mode. The manmade risk that I am alluding to is Water

"Water risk to business is no small drip. By 2025, two-thirds of the world population will experience water stress. That's largely due to population increase and climate change, but also behaviour patterns: Water use grew twice as fast as population in the 20th century. Water risks are increasingly compromising businesses. In the context of this year's World Economic Forum in Davos,

Andrew Steer highlights how companies are realising they need to work with governments and local communities to improve water management." (Extract from WRI newsletter)

For Indians water stress is a daily reality for millions and for farmers it is an issue leading to suicide, yet our industry has not recognised the urgent need for bringing water modesty in its service design.

I will give only one very simple input for the hospitality industry to adopt as of yesterday!

Start filling only half glass of water in all hotels and restaurants for guests and keep a carafe for refill depending on their thirst quotient. Needless to mention that this change in service design must be dovetailed with a suitable communication by co engaging with the guests with the intent of entering the perceptual arena of their mindset leading to emulation of this practice at home.

We need to migrate from incremental changes to disruptive change. A big signal will be sent to the haves to use water like eye drops as opposed to the illusion of plenty because of easy availability of water through pipes.

Let us avoid water disaster; this is a wakeup call for all stakeholders to work proactively on a war footing. Throwing A category drinking water which is hardly sipped down the drain is a crime today. Many of us wax eloquently about 3rd World War on account of water shortages. Let us change our collective behaviour to adopt the concept of water ethics. In simple language water ethics means using water multiple times very frugally so that urban folks do not deprive large number of people who are not connected to the water pipe lines.

"Nothing is softer or more flexible than water, yet nothing can resist it." **Lao Tzu**

*(The views expressed in this article are of the author **Niranjan Khatri**, who is the Founder of iSambhav and former General Manager Environment Initiatives of ITC Hotels.)*

“
For Indians water stress is a daily reality for millions and for farmers it is an issue leading to suicide, yet our industry has not recognised the urgent need for bringing water modesty in its service design

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THE EVOLVING GM

The changing dynamics of hospitality and the competitive scenario have escalated the role of the General Managers (GM) to that of a superman. From customer service to financials and guest expectations, he needs to fulfill all these. At a panel discussion at Hotel Operations Summit India (HOSI) 2016 moderated by Achin Khanna, MRICS, Managing Director Consulting and Valuation-South Asia, HVS, leading hoteliers share their opinion on the evolving role of GM.

Kanchan Nath

Shantha de Silva, Head-South West Asia, InterContinental Hotels Group, said that the GM's role gives an individual a lot of opportunity to excel. He has three important roles, "The primary expectation of a GM is that he should be the brand manager, the guardian of the brand, to ensure the brand comes to life and the

“GM should be a people developer, a leader with the prime responsibility to not only to attract and retain but also to develop talent”

customer experiences are consistent across the hotel. At the end of the day, we are delivering an experience to our guests that are manifested through the brand. The GM is the guardian to ensure that asset is upto brand expectations. The services we deliver though our colleagues are consistent with the brand's expectations. Secondly the GM is also an Asset Manager for the hotel, carrying the responsibility to manage the asset, in keeping with the brand's expectations and thirdly he should be a people developer, a leader with the responsibility to not only to attract and retain but also to develop talent, give them growth opportunity and be a mentor to boost their career and give them growth, inside and outside the hotel.”

Neeraj Govil, Market Vice President-South Asia, Marriott International, said, "It is a challenging role today. The GM needs to be able to ensure that the company culture is

“The GM needs to be able to ensure that the company culture is alive and well in the hotel”

alive and well in the hotel. You can tell whether the company culture is alive in the hotel the moment you walk into a hotel, engage with the associates and spend some time in



the heart of the hotel. Where the culture is alive, operations are found to be on track. The GM's role is complex today. The GMs need to be able to manage owner relations, be brand custodians, balance core card, and manage social media, communication in real time."

Raj Rana, Chief Executive Officer -South Asia, Carlson Rezidor Hotel Group, said, "We hire managers but promote leaders. GM is the day-to-day leader at the hotel. All the strength of the brand comes to the fore because of the leadership of the

“
Interpersonal skills are extremely important, above and beyond all technical expertise”

GM. Interpersonal skills are extremely important, above and beyond all technical expertise, since the GM needs to be able to engage with the various stakeholders."

Kurt Straub, Vice President Operations, Hyatt Hotels Corporation, talking about the role of asset managers and asset management firms called them 'friends of the hotel'. "I think

“
Tap into the knowledge of asset management firms and plan the way forward”

it's learning for both sides. It's important to have open and clear communication channels. It's important to establish the rule of engagement, who does what and when. We can tap into their knowledge and plan to what can be done to move forward. They have to give whatever is needed for the operation."

Rajiv Kaul, President, The Leela Palaces, Hotels and Resorts said, "The GM is in a position to exert so much influence on so many factors. They need to try and create value and endearing value. That would remain three to four years after they are gone."

“
General Managers need to try and create value and that too endearing value”





Calorie counted meals at F.A.T. Chef, Delhi

HEALTH ON A PLATE

Even as the F&B market is flourishing with different options, eateries offering healthy food are few. But the hopes of those running these few eateries are high on bringing a shift to the market.

Ambica Gulati

With the mushrooming F&B market, cities abound with options to eat all kinds of food. From fusion to traditional, oil-free, fast, it's raining food courts and restaurants across the country. Different terms, different themes, different makers and a multitude of consumers. Walking into this mushrooming market are some who like to offer fresh and healthy food. While old timers are skeptical about 'outside food being healthy', those who offer this are putting their heart and soul into offering healthy options.

FOOD 'N' FITNESS

A place where the dishes are calorie counted with macro nutrient ratios is F.A.T Chef in Delhi. F.A.T aka Fitness Athletes Team is the brainchild of **Chef Trishla Chandola** and athlete **Asad Hussain**. Some athletes associated with it are Tarang Chandola, Ashok Jaunapuria, Varun Malhotra, Akshay Bhanushali, and some nutritionists and trainers.

Talking about the concept, Chandola says, "F.A.T essentially is a premium training, performance and fitness consultancy firm which deals in high end fitness for models, athletes and the elite. Food, being the most important factor in making a world class physique, is something that no one wants to compromise on. F.A.T Chef started off as an experiment to serve our clients the healthiest foods and over the years the taste has surpassed all expectations. Now we have the most powerful food when it comes to nutrition without compromise on taste."

F.A.T Chef has created dishes inspired by Mughlai, Oriental and Continental cuisines. To name a few, some delicacies have been inspired from Nihari Mutton, Butter Chicken, Crispy Chilli Potatoes, Kung Pao Chicken, Chicken Pate, Pasta Pockets. "Our meal plans are a rage amongst most fitness devotees. Our extremely popular desserts are Black Velvet Cake and the deconstructed banoffee pie," says Chandola. Talking about numbers, the duo elucidate that they are not competing with res-

taurants which deal with healthy food. "F.A.T Chef wants to bring a revolution in food. I don't





Light and airy ambience at The University Bistro, Delhi

use oil and sugar because I don't need that to make my food delectable," says Chandola.

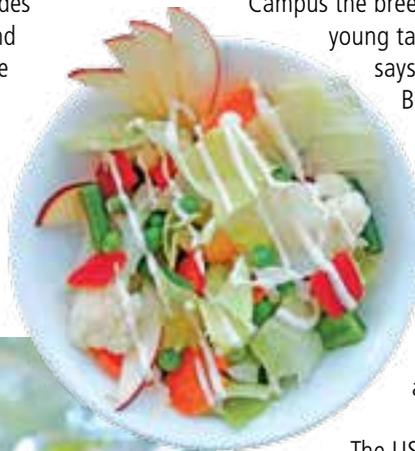
Hussain believes that one shouldn't restrict in terms of diet, as it not only creates nutrition deficiencies but also increase the hunger pangs. So they call this food engineering which is 'art on a plate with exceptional taste and guilt free indulgence'.

QUEST FOR SANDWICHES

Snigdha Swaroop, who owns a café The Pied Piper in Bengaluru, says, "Healthy yet tasty food has been my calling. I don't even remember when it turned into a passion. I did everything I could to nurture the love for food and cooking with a full time corporate job with tech major Infosys for close to 10 years. But one day I starting dreaming with open eyes about a tastefully done cafe that serves delicious and healthy food. A couple of months later, The

Pied Piper cafe was born and it's been a crazy journey so far."

Like most who want to grab a quick bite, Swaroop says, "Amidst all the cafes in Bengaluru doing a variety in food, we feel that sandwiches miss out on the attention and flavour. Also, the variety is too less and they are usually not tasty at all." Hence, the USP of The Pied Piper is sandwiches. "Our aim is to give a healthy, yet tasty and quick meal to corporates, students and anyone on the move. The menu has vegetarian, chicken, mutton and pork sandwiches. The menu also includes soups, salads and drinks to provide a holistic meal. There are daily specials and a homemade brownie for a sinful end to a meal."



Fresh and tasty sandwiches at The Pied Piper, Bengaluru

The flavours range from continental recipes to fusion/Indian flavours. "Simple yet tasty ingredients have been used. There has been no use of food colour or flavour enhancer. Every morning, it's fresh preparations. The quality of the meats used is top notch as well, yet the prices are reasonable."

STUDENT BONANZA

Vivek Aggarwal, Director and Co-owner, The University Bistro (TUB), Delhi, aspires to offer great memories along with great food. Calling Delhi University North Campus the breeding ground for young talent, Aggarwal says, "The University Bistro is a hub with delectable delicacies and refreshing drinks at a pocket friendly price in a young, vibrant and energetic youth-inspired ambience."

The USP of TUB is Mexican and Mediterranean cuisines. Some famous dishes are Minestrone Soup, Coleslaw Sandwich, Aranchini, Exotic Veg Pizza, Chicken Al Khadur Soup, Aranchini, Sizzlers, Pizzas, Fried Ice Cream. On choosing the location, he elucidates that the cafes in the area were serving only Continental food, so TUB decided to bring in the missing cuisines.

But the choice of what one eats out remains with the consumer—healthy or not-so-healthy!

NATÉOSANTÉ TO BRING EOLIS TO INDIA

◆ NatéoSanté, a French company specialising in air quality treatment, is about to launch EOLIS, the first intelligent air filtration system especially conceived for the Indian market. Manufactured in France, EOLIS is intended to be made in India later this year, at EOLANE industrial plant in Bengaluru. EOLIS will be on sale in India from May 2016 and distributed through our Indian Partners. EOLIS air manager has been conceived from the initial idea to provide an air filtration system combining high performances and simplicity of use. Tailored for professionals in home appliances, hospitality and health/medical sectors, EOLIS will incorporate a filter system composed of a medical grade filter HEPA H13 or ULPA U15 and a high density active carbon filter able to treat an area of either 60 or 120 m² (two versions will be proposed).



LE CREUSET CELEBRATES ITS 90TH ANNIVERSARY

◆ Le Creuset, one of the world's most famous French Cookware Brand marks its 90th Anniversary this year. The Brand has been crafting the world's most cherished cookware since 1925. During its nine-decade history, the brand has manufactured over 300 million products for more than 70 countries bringing joy into kitchen everywhere. To commemorate this milestone, Le Creuset will be releasing a limited edition replica of the very first French Oven (cocotte) by launching an online 'time capsule' initiative and hosting celebrations worldwide. Only 1,925 of these Cast Iron 90th Anniversary Original Cocottes have been made in honour of the company's founding. "It's no surprise that Le Creuset's first flame-coloured cocotte came in 1925—a time when France led the world in reinventing modern cuisine. Le Creuset has always been at the forefront of design and



colour," said **Paul Van Zuydam**, the Chairman of Le Creuset. **Ankur Damani**, Head India and SAARC, says, "In the last 90 years, countless culinary trends have come and gone, but Le Creuset's place at the table has stood the test of time. The response from the Indian consumer has been phenomenal and we have special plans for celebrations to commemorate the brand's 90th anniversary in India."



ETRELUXE LIVING BEAUTIFUL BEDS FROM ALIVAR

◆ Suitable for modern interiors, the bed looks sleek giving the rooms a sense of space. They are suitable for homes, hi-end projects and the hospitality segment. The headboard of the Arca bed is covered in polyurethane foam and Dacron while the wooden base is covered in polyurethane foam. The legs are in painted steel finish with the option of leather or fabric cover. The bed slats are in Beechwood. The Bed comes in multiple colours that can blend in or stand out in any set-up. Alivar, founded in 1984 in Firenze, Tuscany is a company that explores dynamic designs and ever evolving trends incorporating technological and architectural and design advances. Producing contemporary furniture for every space, each one with a distinctive style but consistent at the same time.



RAINMAKER FROM HANSGROHE

◆ Hansgrohe has come up with an extension of its popular and beloved Rainmaker Overhead Shower; the new Rainmaker Select is complemented with innovative 'Select' technology that turns on luxurious shower experience at the touch of a button. A large rain showerhead coupled with high-quality glass – the result is a pleasure to behold. The new Hansgrohe Rainmaker Select models turn showering into a sensual experience, and because of their elegant glass surfaces they blend harmoniously with any bathroom environment. Glass is an essential feature of the modern bathroom and thanks to Hansgrohe it now also plays a key role in the shower. The use of glass emphasises the clear design language of the Hansgrohe overhead showers with their smooth surfaces and slender chrome rims.



NO WALKING 4 WATER

On the occasion of 24th World Water Day, the 'We Are Water Foundation', an initiative of Roca launched global awareness action- #NOWALKING4WATER and brought it to India that highlighted the importance of water for both urban and rural India. A two-day awareness drive was organised in the heart of the city—DLF Cyber Hub, Gurgaon. Through this initiative, Roca sensitised masses about the life challenges of villagers for collecting water to meet their daily necessities and collectively pledged along with participants for #NOWALKING4WATER. On this occasion, Roca announced donation of a 'Well' to

Garimakullapali B. village (District: Mamilapalli), Andhra Pradesh that will make water accessible to more than 190 families.

Pau Abelló Pellicer, MD, Roca Bathroom Products said, "Right to access clean water is every human's right. Supporting 'We Are Water Foundation' global campaign #NOWALKING4WATER, we have endeavored to throw light on the importance of water in India too. We are thrilled with the response. At Roca, we pledged for #NOWALKING4WATER and donating a 'Well' in Andhra Pradesh is a first step in this direction."



SAVOURING THE POLISH CUISINE

Tomasz Lukaszuk, Ambassador of the Republic of Poland along with his wife Maria Lukaszuk hosted a dinner reception on at Hyatt Regency Delhi on the occasion of the visit of Deputy Minister of Agriculture of the Republic of Poland, **Ewa Lech** along with her delegation, who was in India for the participation of Polish brands at the ongoing AAHAR 2016. The event celebrated the iconic elements of Polish cuisine, guests sampled and relished the Polish products like confectionery, sausages, cheese and alcohol.

The highlights of the event were presentation and sampling of Polish cuisine, display of Polish Confectionery, Cheese, kielbasa sausages, juices, Vodka and Milk products, sampling of Smoked Polish sausage, beetroot soup, Chicken meat ball, Polish lamb goulash, Buckwheat groats, Pork ribs cabbage and stuffed onion. Stewed green peas, carrot Buraczki, braised beetroot, roasted vegetable, rye bread, a variety of cheese, wine, Roasted potatoes, pierogi and cottage cheese. Polish cuisine draws inspiration from German, Austrian, Hungarian, Jewish cuisines as well as French, Turkish and Italian culinary traditions. The food is rich in meat, especially pork, chicken, beef, winter vegetables and herbs.



GOOD FRANCE: BON APPETIT

Wishing the whole world bon appétit, the Goût de France or Good France was celebrated across the country on March 21. Calling upon the connoisseurs of food, this was the second year of this initiative which has been gaining momentum worldwide with the help of French Ministry of Foreign affairs and



International Development under the aegis of celebrated three-star chef Alain Ducasse. The philosophy behind the concept is that the world needs this appetite for happiness. This second edition also helped recall why the 'Gastronomic Meal of the French' was inscribed on the UNESCO Intangible Heritage List.

Before the designated day, the Ambassador of France to India H.E.

Francois Richier had invited a select few to taste the dinner and conferred the insignia of Chevalier des Arts et des Lettres to renowned author Rashmi Uday Singh. Talking about about cuisine he likes, the Ambassador said he prefers fresh ingredients to processed ones, as then it's easier to catch the flavours.

On what an Indian would like to try in France—duck meat, roasted meat with pepper and lamb legs roasted in an oven.



What happened worldwide: 1,500 chefs across the five continents dished up a dinner menu featuring gourmet French cuisine (aperitif and canapés, entrée, main course(s), cheese platter, dessert, and French wines and champagnes).

What happened in India: More than 50 restaurants were selected across the country by the committee of international chefs headed by Chef Alain Ducasse, placing India among the top participating countries. And Atout France, the French tourism development agency, organised a contest with the grand prize of a trip for two in France.

Goût de France or Good France project goes back to 1912 when Auguste Escoffier started Les Dîners d'Épiqueure (Epicurean Dinners). Under this, for one day an identical menu would be served in cities around the world to as many guests as possible. In 2015, when the first edition of Goût de France was launched, the French Ministry of Foreign Affairs took the idea further, inviting many different types of eateries to participate in the global event and come up with their own menus.

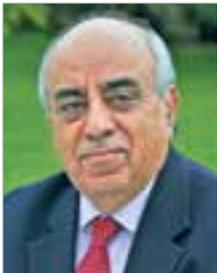
BETTER ENVIRONMENT FOR AUTISM

Making the hotel more Autism friendly, Four Points by Sheraton Navi Mumbai, Vashi partnered Forum for Autism to create a better environment for the people with Autism. As April is Autism awareness month, the hotel organised a training session conducted by Babita Raja, Core Member-Forum for Autism, Navi Mumbai. This focussed on the care and efforts need to be undertaken to better attend and care for customers who have Autism. On World Autism Awareness Day, the hotel

showered with the colour of Autism awareness—blue décor, blue flowers and blue welcome drinks. The hotel staff was dressed in blue ribbon and badges displaying 'We support Autism awareness'. Every bill presented by the hotel was stapled with an Autism awareness pamphlet. Speaking on this, Subhadrata Roy, General Manager, Four Points by Sheraton Navi Mumbai, Vashi says, "We believe that everyone's needs differ. We are aiming at educating people on this."



appointments



ARUN NANDA

Chairman
Tourism and Hospitality Skill Council

★ Arun Nanda has been appointed as the new Chairman of Tourism and Hospitality Skill Council (THSC). Nanda was unanimously elected as the new chairman by the board at the recently held 4th general body meeting of THSC. In this role, Nanda will guide and lead the organisation in their aim to fulfill the skilled manpower requirements of the hospitality industry. Nanda is currently the Chairman of Mahindra Holidays & Resorts India and Mahindra Lifespace Developers and Director of Holiday Club Resorts Oy, Finland.



PUNEET BAIJAL

General Manager
Hyatt Regency Chandigarh

★ Puneet Bajjal, has been appointed General Manager at the new Hyatt Regency, Chandigarh. With a hospitality career spanning more than 17 years, Bajjal is respected for his expansive knowledge of the hotel industry, and brings with him to Chandigarh a broad experience of working with a number of Hyatt brands. In his last position at Doha, Qatar, Bajjal planned and executed, large scale restaurants, high-profile awards event for a global magazine brand.



MEENA REWARI

Director of Sales & Marketing
Hyatt Regency Chandigarh

★ Hyatt Regency Chandigarh has appointed Meena Rewari as the Director of Sales & Marketing. Her career in Hospitality Sales spans almost two decades across association with brands like The Park Hotels, The Oberoi Group and Hyatt Hotel Corporation. Her knowledge, experience, impeccable knack for customer engagement and determination to achieve growth make her the best suited choice for this position. She is a voracious reader, a good orator, an avid yoga student, loves watching sports like Tennis, Basketball, Cricket and enjoys cycling and brisk walking.



AMIT KULKARNI

Resident Services Manager
Lakeside Chalet – Mumbai,
Marriott Executive Apartments

★ Amit Kulkarni is the newly appointed Resident Services Manager at the Lakeside Chalet–Mumbai, Marriott Executive Apartments. With over 14 years of experience in United Kingdom and India, Kulkarni has worked with renowned hospitality groups like Accor, Explore India Tourism & Events Kamat Hotels India, where he garnered a strong experience in customer service and Rooms Division background. In his current role, he has to manage smooth operations of the 170 apartments, ensuring excellent guest experiences. Kulkarni is an alumina of the Glion Hotel School.



NAMIT VIJH

Director of Rooms
Courtyard by Marriott, Gurgaon

★ Courtyard by Marriott, Gurgaon announced the appointment of Namit Vijh as the new Director of Rooms for the hotel. He will be responsible for the overall functioning of the rooms division and will spearhead various functions like front office, housekeeping, reservations and guest service. He joins the hotel from Courtyard by Marriott, Mumbai, where he was appointed as Director of Rooms, managing 317 Rooms and 17 Suites. He holds a degree from Dr. Ambedkar Institute of Hotel Management, Catering & Nutrition Chandigarh.



NITIN KAPOOR

General Manager
Optus Homotel Bhiwadi

★ Nitin Kapoor has joined Optus Homotel Bhiwadi as the General Manager. Kapoor has more than 15 years of experience in the hospitality sector. Some of his previous assignments include stints with Crowne Plaza Today Gurgaon, The Imperial Hotel New Delhi and with the Taj Land's End in Mumbai. With strategic business sense and uncompromising work ethic, Kapoor's areas of expertise include Food & Beverage service and sales, Banquet operations and sales and customer service among others.



ANIRVAN SANIYAL

General Manager
Ambar Sarovar Portico, Gandhidham

★ Anirvan Saniyal has taken over as General Manager at Ambar Sarovar Portico, Gandhidham. He brings with him a stellar experience of over 15 years in the hospitality industry. He was earlier associated with Sarovar Hotels & Resorts as the Regional Training Manager for Western Zone. Some of Saniyal's previous assignments include stints as General Manager, Sterling Holidays, Daman Casa Tesoro; Group General Manager (Operations), St. Larn Business Hotels, Corporate Pre-Opening & Training & Development Manager - Lords Hotels & Resorts, Surat; and Corporate Training & Development Manager - Ambassador Group, Mumbai.



KERMAN LALKAKA

General Manager
ITC Grand Central, Mumbai

★ ITC Hotels has announced the appointment of Kerman Lalkaka as General Manager, ITC Grand Central, Mumbai. He has completed two years as Hotel Manager of ITC Maratha, Mumbai. Lalkaka brings a wealth of hospitality operation and management experience spanning an international career more than 20 years, with brands such as Hilton and Radisson. He has held several executive positions including Director of Operations, Front Office, Food & Beverage, and Social Media. He will be responsible for operations at ITC Grand Central, Mumbai.



ANOOP PANDEY

Director of Rooms
The Westin Gurgaon, New Delhi

★ The Westin Gurgaon, New Delhi has appointed Anoop Pandey as Director of Rooms. He has over 16 years worth of experience in the hospitality world. Pandey graduated from Welcomegroup Graduate School of Hotel Administration, Manipal. Pandey was part of The Westin Gurgaon, New Delhi since its pre-opening in 2010, as Front Office Manager. He was associated with Starwood Hotels and Resorts previously as Duty Manager at The Westin Hyderabad Mindspace. Pandey was with the St. Regis Mumbai as Director of Rooms.



ISHIKA KONAR

Executive Sous Chef
JW Marriott New Delhi Aerocity

★ JW Marriott New Delhi Aerocity has appointed Chef Ishika Konar as Executive Sous Chef for the F&B Culinary department. Konar comes with more than a decade of experience in handling kitchen operations and management. Konar started her career in 2002 as Kitchen Management Trainee for Crowne Plaza Surya, New Delhi and was promoted to Chef De Partie, a year later, where she was in-charge of Le Café- the 24 hours coffee shop at the hotel. In October 2004 she moved to The Grand, New Delhi and in February 2006 she started working with Kabul Serena Hotel in Afghanistan as Chef De Partie.

BEAT THE HEAT

Dolly Kumar, Director, GAIA, tells how to keep yourself energised this summer with the right diet.

As the temperatures rise, many of us feel the need to switch to alternative foods that would help our body stay cool and refreshed. It is essential that you keep your body hydrated, nourished and rejuvenated by regular intake of fluids and having a balanced diet, which helps to remove toxins, drugs and other metabolites. Here are some tips to make this happen:

POWER OF NEEM

We all know that a neem tree provides shade but intake of neem also helps in cooling the body down internally. During the summer, many of us face skin and hair problems due to internal heating of the body. Neem has both anti-bacterial and anti-fungal properties



that help keep your skin clean, radiant and healthy. Also known to have blood purifying properties, Neem helps clear toxins and impurities from the blood leaving you with a strengthened immune system.

MUESLI: A BREAKFAST OPTION

Most of us like to enjoy light and healthy meals during summer since they are easy to digest and don't leave us feeling bloated and uneasy. A healthy quick fix is starting the day with muesli along with skimmed milk and fresh fruits for breakfast. Rich in dietary fibre, proteins, iron and antioxidants, this power food is one of the healthiest breakfast cereals you can treat yourself too. With a variety of flavours now available, strawberry muesli is the perfect choice for the summer time.

HEALTHY SNACKING

Are you facing an energy dip by the afternoon? Munch on healthy sweet and salty snacks regularly. Trail Mix is a wonderful snack that would help

you regain that lost energy. High on proteins and good fats, most trail mixes are packed with the goodness of assorted nuts, dried fruits and crunchy seeds. The mix provides instant energy from the proteins, dietary fibres and good fats found in its ingredients. It is healthy, tasty and convenient to carry around.

GREEN TEA

Green tea is a wonderful beverage to drink up early in the morning or late evenings. A healthy concoction, green tea is packed with antioxidants and is known to strengthen the immune system and improve memory. This 'super-drink' also comes packed with nutrients, minerals and bioactive compounds that help in increasing detoxification process in your body, leaving you with improved digestion and a clear skin. Along with this alluring aroma and pleasant taste, your body is bound to stay hydrated and fresh all summer. Add a dash of honey and squeeze a lemon in your cup of green tea and make your day a tangy, zesty and delicate affair.



DOLLY KUMAR



CSML

We make fun, a business...

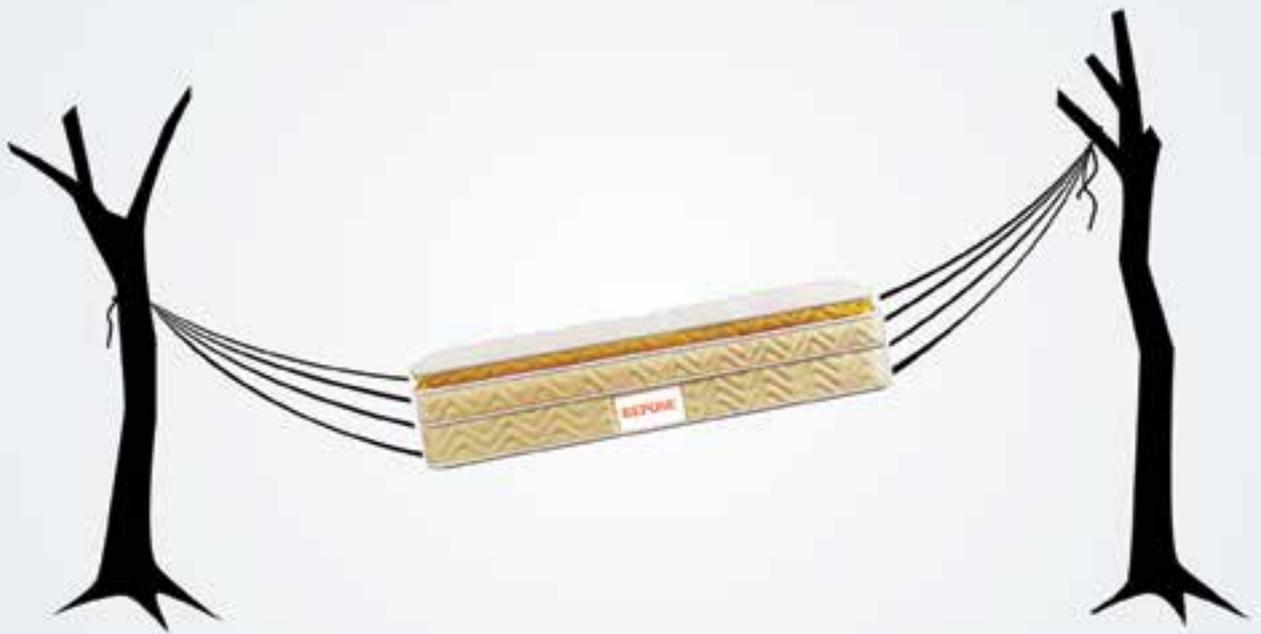
THE ONE STOP CENTER FOR AMUSEMENT AND LEISURE EQUIPMENT

Being a key player in supplying Brunswick Bowling equipment and games, CSML (Complete Sports And Management India Pvt. Ltd.) is known for setting up the 7000 sq. ft. Entertainment Center for JW Marriott, Mussorie and operating it entirely.

Established in 2002, CSML has become one of the leading providers of various products and services in the Amusement and Leisure sector. Assuring high quality in gaming segments such as Brunswick Bowling, Pool Tables, Air Hockey Tables, Foomball and Kids Indoor Play Zone, we cater from entertainment supply to layout and operations.

Providing talent, experience, energy and resources in planning, management, optimisation and lucrative returns, CSML walks the extra mile by giving tech support for its quality games all across India!

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REPOSE



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