

# HOTELS & RESTAURANTS INDIA

# fhrai magazine

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It is upheld in Court that any transaction in a hotel/restaurant, whether sale or service, is beyond the purview of the Legal Metrology dept. We bring you more

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#### FHRAI

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**Dilip Datwani**  
Hony. Secretary  
FHRAI

Dear fellow members,

I would like to take this opportunity to wish all our fraternity members a very happy new year and hope the year started on a good note considering these months are very crucial for the hospitality business.

The announcement of the interim budget has been disappointing for us as an industry, as we feel neglected by the government yet again.

India ranks 3<sup>rd</sup> in WTTC Travel & Tourism Power and Performance ranking. The industry's total contribution to GDP stood at \$ 230 bn in FY 2017-2018 accounting for 9.4 per cent and is expected to further grow to \$ 424 bn by 2027. (Invest India).

We are also a major contributor of jobs in the country, with a contribution of 9.3 per cent of the country's total jobs as of FY2017-2018. The growth stated will only be possible with the support and incentives provided by the government for the sector.

Considering we are such a major contributor to our country's economy we expected the new interim budget and GST regime to be made more favorable for us, but the reality is a different story.

We are hoping the government incentivises investment in the development of luxury projects and provide a longer tax holiday for new hotels and resorts, which will attract more investment.

Also, the tax slabs for hotels need to be reduced from the proposed 28 per cent and 18 per cent in the new GST regime. The government should rationalise the GST for the luxury segment and try to boost the budget hotels by bringing down the GST on room

accommodation for rooms up to ₹7,500 to 12 per cent. Strengthening of our related sectors like transportation, aviation and entertainment will also lead to growth and development of our sector. We look forward to reforms from the government to make tourism and hospitality in India more competitive.

The connectivity in India can be improved in the Top 50 tourist destinations in India, to prevent losing MICE business to neighboring nations. We look forward to budget spends allocated to PR and social media push to create a positive image about the country and tackle negative news about safety in India.

Lastly, Input Tax Credit (ITC) should also be provided to the restaurant industry and the option should be given as was in the case of service tax, opting for the composition scheme without input credit, as a lot of new businesses will be created and this will encourage young and innovative minds to create new and exciting products.

We are always in constant touch with the concerned authorities and look forward to their positive support for the growth of our Industry.

Our battle still continues with the Online Travel Aggregators (OTAs) as they are bent on dividing our hoteliers, my earnest request to my fraternity friends is to stay united, you will benefit in the longer run.

With kind regards,  
**Dilip Datwani**  
Honorary Secretary, FHRAI



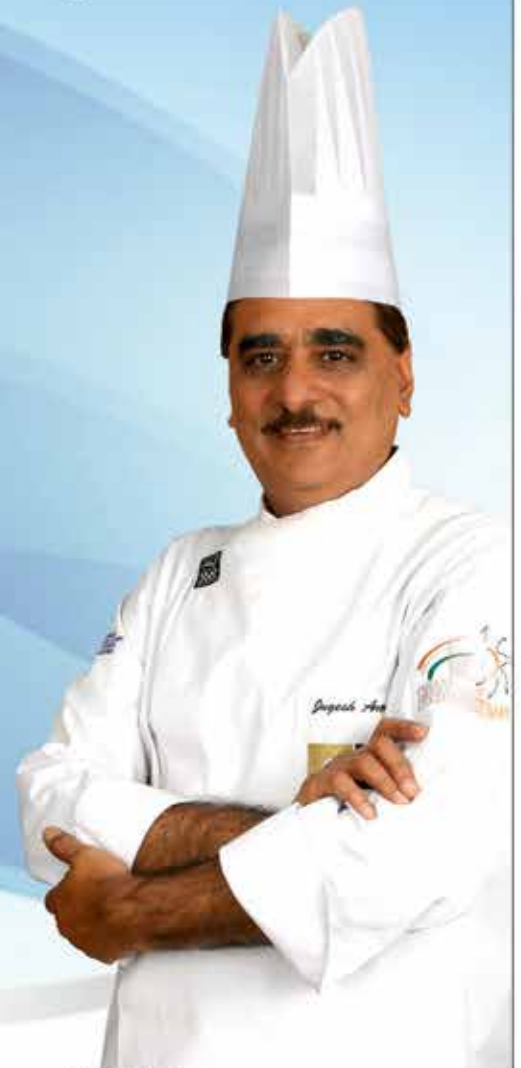
The government should boost the budget hotels by bringing down the GST for rooms up to ₹7,500 to 12 per cent







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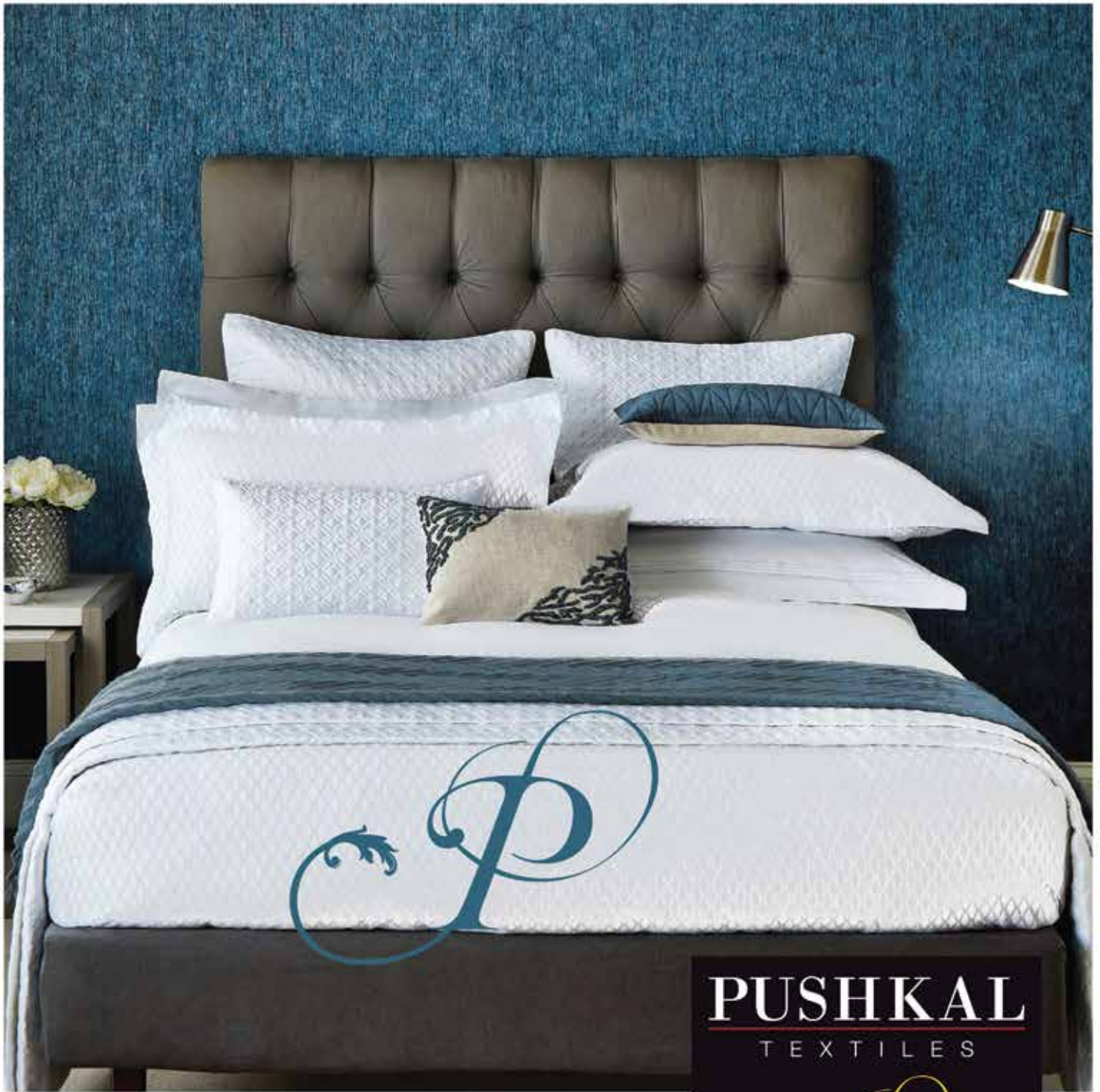
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# MRP ISSUE not in purview of METROLOGY dept

In a landmark judgment of Bombay High Court on MRP issue, it is upheld by the High Court that any transaction in a hotel/restaurant, whether sale or by way of service, is beyond the purview of the Legal Metrology department.

In a landmark judgment of Bombay High Court on MRP issue in Writ Petition No.2548 of 2017. It is upheld in court that any transaction in a hotel/restaurant, whether sale or by way of service, is beyond the purview of the Legal Metrology dept and further that law laid down by the Supreme Court in FHRAI Vs Union of India, applies to all transactions/sales in a hotel/restaurant whether by way of over the counter sale or service.

## BACKGROUND

The Controller of Weights and Measures was seeking to proceed against the hotels and restaurants of Association for charging a price higher than the printed Maximum Retail Price (MRP) for supply of packaged water bottles during services provided to their customers in hotels and restaurants.

The Association had challenged the action in the writ petition on the ground that the transaction consisted predominantly of a service and not of a sale of drinking water, consisted of a composite charge which included incidental charges for food, drinks, ambience etc. The court held that the customer does not enter a hotel or restaurant to make a simple purchase of these commodities.

It may well be that a client would order nothing beyond a bottle of water or a beverage, but his direct purpose in doing so would clearly be to travel to enjoy the ambience available therein and incidentally to the ordering of any article for consumption. The apex court finally confirmed the above judgement and has reiterated that when sale of food and

drinks takes place in hotels and restaurant, there is really one indivisible contract of service coupled incidentally with sale of food and drinks. The composite indivisible agreement for supply of services of food and drinks would not come within the purview of either enactment.

In the light of afore stated principles, the provisions of the Legal Metrology Act and the Rules framed thereunder would not apply so as to interdict the sale of beverages in a hotel and restaurant at prices which are above the MRP. The Apex Court has held that the Metrology Dept had no jurisdiction to regulate the service of food and beverage or to take action against the petitioner/restaurant for alleged contravention of the provisions of

**Pradeep Shetty**, Jt Hon Secy FHRAI said "This issue is finally settled, and members can now safely serve any item within its premises at a price above the MRP. The Bombay High Court's latest order while following the Supreme Court Judgement has further confirmed that any sale (over the counter) or service in a hotel/restaurant cannot be subject to Legal Metrology Act and as such MRP shall not apply."



**Pradeep Shetty**  
Jt Hon Secy  
FHRAI

“

The customer does not enter a hotel or restaurant to make a simple purchase of these commodities

”



# FHRAI supports SWASTH BHARAT YATRA

The Eat Right Movement is being led by Food Safety and Standards Authority of India (FSSAI) in their effort to transform the nutrition landscape of India by raising awareness on safe and healthy eating habits.

This endeavour is being led by FSSAI in partnership with all stakeholders to spread awareness on safe and healthy eating habits. The Swasth Bharat Yatra Cyclothon was an important component of this movement.

The yatra that started from six different locations of the country on October 16, 2018 has re-energised



food safety ecosystems across states, created a network of partners and Eat Right Champions and brought to the fore the critical importance of right eating habits as the cornerstone of preventive healthcare.

The concluding ceremony of the Swasth Bharat Yatra was held at Central Park, Connaught Place New Delhi on January 28 – 29, 2019 with launch of some new initiatives, recognition of awardees and felicitation of the partners who have supported to make this massive public outreach program a grand success.

Representing FHRAI, **Pradeep Shetty**, Hony. Jt. Secretary, addressed the august gathering and complemented FSSAI for its different initiatives that invigorated the food eco system in the country while taking into confidence all major stakeholders.

He also expressed the support of the industry to the new initiative of FSSAI – Save Food, Share Food and Share Joy.

On January, 29, 2019, during the award ceremony FHRAI and its four Regional Associations were felicitated along with corporates organisations, laboratories, training partners and professional associations for extending their valuable support for the Swasth Bharat Yatra.

“

The yatra has brought to the fore the importance of right eating habits for preventive healthcare

”



# HRANI CONCLAVE TO PROMOTE SUSTAINABLE PRACTICES

Hotel and Restaurant Association of Northern India is set to organise its next conclave in the city of Nawabs, Lucknow. Scheduled for Saturday, February 16, 2019 at Taj Mahal Hotel, Lucknow, the conclave will be inaugurated by Justice D.P. Singh, Chairman, UPSWMMC. Dr. Anita Bhatnagar Jain, Additional Chief Secretary, Food Safety and Drug Administration Dept., Govt. of Uttar Pradesh, Anurag Yadav, Secretary, Urban Development, Government of Uttar Pradesh, and I.K. Kapila, Advocate & Solicitor, Techno-Legal Environmental Consultant will be gracing the event as guest speakers.

The United Nations World Tourism Organisation (UNWTO) defines Sustainable Tourism as 'Tourism



that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities'. Therefore, theme of the conclave '**Environmental Concerns of Hospitality Industry**' is chosen to promote Eco-Tourism by adopting environment friendly practices. Green Hospitality is among significant and mandatory features of hospitality

and tourism sector as diverse geographical features of India are enriched with hundreds of tourist destinations. No matter, which region you explore almost every part of the country is laden with numerous spots giving tourists wide range of ecotourism places to explore. That being so, the hotel industry requires to make an investment in green practices which are considered to be environmental friendly. The topics for discussion include: - Applicable SWM and Plastic Waste Disposal rules and role of stakeholders in effective implementation of plastic and solid waste management - aims towards spreading awareness on the environment friendly practices that hotels can adopt.

# HRANI ASKS FSSAI TO PULL OUT MANDATORY HRACC CERTIFICATE

HRANI has requested The Food Safety and Standards Authority of India (FSSAI) to pull out the mandatory condition for hotels to enclose applicable Classification Certificate by Ministry of Tourism (HRACC) Govt of India for acquiring or renewal of FSSAI licence. A detailed representation was submitted to Pawan Agarwal, CEO FSSAI pointing out the mandatory condition of License laid down by FSSAI for Hotels to provide a copy of Classification Certificate by Ministry of Tourism (HRACC), Govt of India needs to be probed. It was requested to the concerned authorities to review and amend the said condition by making it desirable compliance rather than mandatory. **Renu Thapliyal**, SG, HRANI met Sh. Parveen Jargar, Joint Director, Regulatory Compliance Division



FSSAI and highlighted that the condition cannot be fulfilled by all Hotels as classification certification is voluntary. Due to this compulsory condition, the hotels are not able to get their licenses. **SK Jaiswal**, President HRANI met Dr. Anita Bhatnagar Jain, Additional Chief

Secretary, Food Safety and Drug Administration Dept., Govt. of India, to put forth the concern faced by the industry. He apprised that the concern was taken up by HRANI and a detailed representation has been submitted to CEO FSSAI on the same.



## THE MICE INDUSTRY DRIVES OCCUPANCY IN KOLKATA

According to a survey by Hotelivate, Kolkata witnessed its first positive RevPAR growth of approximately 3 per cent in four years in 2017/18, registering an estimated occupancy of 72 per cent and an average rate of about INR 6,100. Above the national average of 68.2 per cent. "This is certainly a healthy trend because though the room inventory has been going up, occupancy has not suffered. Against the all-India average of 68 per cent hotel occupancy, it is at 72 per cent in Kolkata. Average Room Rent at ₹6,100 has also not fallen, indicating a steady growth," says **Pranav Singh**, President of HRAEI.

In line with the city's expansion, hotels have now been developed across Kolkata, with specific focus on the northeaster fringes of the city—Rajarhat and New Town. These are not only the most recent commercial hubs, but also house the newest hotels. Adds Singh, "We believe the market has expanded. The growth is largely driven by the Meetings, Incentives, Conferences and Exhibitions (MICE) segment." Perfectly poised between the airport and the city centre, New Town is fast emerging as a hub for premium budget hotels with nearly 1,000 rooms, most of them in service and



**Pranav Singh**  
President  
HRAEI



**Sudesh Poddar**  
Chairman-Administrative  
Committee, HRAEI

the rest to be commissioned soon. Accor's Ibis was recently launched in the city with 189 rooms and a 2,457 sq ft pillarless meeting space which can further be divided into three smaller rooms with capacity upto 250 guests for banquets. Soon 456 rooms in the luxury and deluxe segment will be added when ITC Royal Bengal is launched later this year. Along with the chain's first property Sonar, the two hotels will offer about 700 rooms, over 15 dining options and 22 MICE venues.

The Biswa Bangla Convention Centre (BBCC) which can accommodate 3,200 people under single roof is great for MICE. The state tourism dept has left no stones unturned to project Kolkata as a MICE city. Last year the 11<sup>th</sup> edition of the flagship event Conventions India Conclave (CIC) took place in August. With the state-of-the-art Convention Centre and around 1,500 hotel rooms of five-star category in close proximity to the centre, Kolkata is fast emerging as a favourite MICE destination. **Sudesh Poddar**, Chairman-Administrative Committee of HRAEI said, "The trend of occupancy in Rajarhat is going to be on the higher side in the coming years. But there is a need for more budget hotels."





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# TAKING INCREDIBLE INDIA to newer HEIGHTS

In an exclusive interview, **Yogendra Tripathi**, Secretary, Ministry of Tourism, Government of India shares plans on tourism and more on the sidelines of the press meet for the 33<sup>rd</sup> Surajkund International Crafts Mela, 2019

Kanchan Nath





## INTERNATIONAL TRAVEL TRADE EXPOS

The Ministry of Tourism, Government of India participated in the New York Times Travel Show (NYTTS 2019) organised at Jacob K Javits Centre, from January 25-27 in New York, USA. Elaborating on the same, Yogendra Tripathi, said, "In New York we were the 'Presenting Partners' with the New York Times Travel Show. Which is the largest travel show in North America, we had the opportunity of interacting in the main trade session as also the main consumer session, we were able to speak to various trade partners there. The Incredible India and its partner pavilion were declared as the 'Best in Show' at the New York Times Travel Show this year." He further added that the Ministry of Tourism will be participating in ITB Berlin 2019, along with the trade partners and state governments.

## WEBSITE

On the plans of the ministry he added, "We will continue to focus on various promotional aspects. Take Incredible India to newer heights. Ensure that our websites become available in at least six major international languages. That is an exercise which is going on right now and we should be ready with it in the next few months. It is one of the focused items to ensure that we are able to propagate India's diverse tourist attractions across the world. We also want our digital media to have a better reach, for that we have already become visible and active on social media in a major way."

## E-VISA

On the ease of Visa facilities for international tourists, he added, "Now e-Visa facility is available to citizens of 166 countries. Over a period of time, e-Visa has become the preferred mode of obtaining Visa by the visitors to the country. In the year 2016 over the previous year the growth in terms of people taking e-Visa was 42 per cent, in 2017 it further grew by 26 per cent. As of today, about 25 per cent of visitors take the visa through e-Visa. This shows that they do not have to visit the Indian embassy, they are able to obtain their Visa online after submitting all the requisite documents and details. That helps and makes the process of coming to the country smoother and simpler."

Speaking at the press meet podium for 33<sup>rd</sup> Surajkund International Crafts Mela, 2019, he added, "Tourists today are looking for immersive experiences and the 33<sup>rd</sup> Surajkund International Crafts Mela provides that very culturally enriching experience for visitors. We have crafts persons here from all over India as well as participants from 30 countries. The Surajkund International crafts mela has evolved as a brand over the years in

India as well as internationally and we as Ministry of Tourism are proud to being associated with the mela. Any discerning visitor is looking for an immersive experience, on one side you definitely like to visit the heritage sites, but along with the same they would also like to immerse themselves in the cultural heritage, arts and crafts and know of the traditions of the country. Surajkund mela in that sense offers one of the greatest opportunities to a visitor to be able to experience all varieties of the country be it handicrafts or cultural programmes in the evening." Elaborating on recent and concurrent activities in the country, he added, "We recently held the Pravasi Bharatiya Divas from January



“As of today, about 25 per cent of visitors coming to India take the visa through e-Visa”

21-23, 2019 at Varanasi. People who attend the same, also had the opportunity to go to Prayagraj and participate in the *Kumbh mela*. Also, many people who came for *Kumbh*, in quite a few cases would move through Delhi, and would have the opportunity to visit the 33<sup>rd</sup> Surajkund International Crafts Mela." Other dignitaries present included, **Vijai Vardhan**, IAS, Additional Chief Secretary, Department of Tourism, Government of Haryana, and Vice Chairman, Surajkund Mela Authority; **Vikas Yadav**, IAS, MD, Haryana Tourism Corporation and Chief Administrator, Surajkund Mela Authority.

# Interim Budget forgets hospitality & travel again...

Regional presidents of FHRAI share their viewpoint on the interim Union Budget presented by Piyush Goyal, interim Finance Minister, on Feb 1, 2019



**Gurbaxish Singh Kohli**  
President  
HRAWI

While the interim Budget has all ingredients of being a populist budget in the longer run with the lower and middle class in sight, the hospitality and tourism sector alas remains ignored once again. I feel the budget from the point of view of the hospitality industry was extremely disappointing.

Tourism and hospitality were recognised by the Hon'ble PM as one of the main pillars of the economy but we see no support to make this pillar stand in the Budget. Industry could do with an impetus from the govt for increasing demand.

“We were hoping to get some tax benefits from the interim Budget, but we have been left disappointed”

## HOTELS, HIGHLY TAXED

We have been lobbying for a tax cut, since the GST is really impacting business and has resulted in making Indian hotels one of the most highly taxed across the world. Even if the GST of 28 per cent is only for hotels with a tariff above, ₹7,500, the overall impression globally remains that the hotel rates are very expensive and most of the MICE business has moved out of India to SE Asia.

## INFRASTRUCTURE GOALS

With direct income support for 12 crore farmers, pension scheme for workers in the unorganised sector and full income tax rebate till an income of ₹5 lakhs. The positive side being the indirect boost, the industry may receive, due to the extra disposable income, which will be available with the middle class and if a low inflation rate is maintained, this may create a demand for tourism. But the GST slabs and the non-inclusion of ITC may play the damper and counter the proposed increase in demand, thus pushing their customer to neighbouring countries with a lesser tax structure. Tourism worldwide has grown on budget hotels and the top brass tourists also require the luxury hotels. A large disparity in taxes in these two is not favourable.



**Pranav Singh**  
President  
HRAEI

## IMPROVING RURAL CONNECTIVITY

Although there was no direct mention of travel, tourism or hospitality sector in the whole Union Budget presentation 2019-20 the sops on personal Income Tax, is expected to increase the spending power of Indian middle class, especially young Indians, on aspirational indulgences like travel and hospitality.

The overall emphasis on improving rural connectivity—including expansion of airport network—will lead to easier access to tourism destinations in remote areas. Furthermore, the government's continued emphasis on the North East by allocating additional resources will improve the connectivity

## GST REMAINS LOST

We had expected rationalisation of GST which is at 28 per cent for room tariff higher than ₹7500. For the

tourism and hospitality sector to be competitive especially with the Far East countries, the GST for these hotels should have been capped at 12%. Also, the fundamental philosophy of GST remains lost in the regime which negates Input Tax Credit (ITC) on the premise of a lower output tax rate. Removal of ITC for the restaurant sector has brought in bad practices and unregulated transactions.

“No substantial direct benefit to the industry”

Single window clearance for the hospitality sector is also long awaited. Still, restaurants have to go through 15 odd licenses needed to serve a simple meal.

The government's agenda is to generate more employment and the travel and tourism industry is one of the biggest employment generator. For an industry worth ₹3,52,000 crore generating over 6 million jobs, government must recognise the increasing contribution by introduction of a uniform policy that includes single window clearance and reduction in no. of licenses for operating in this sector. In short, there won't be substantial direct benefit to the industry.





**K. Syama Raju**  
President  
SIHRA

**CONNECTIVITY IMPERATIVE**

The Budget has laid out a roadmap for growth, though there is no direct mention of the travel and tourism sector. However, indirectly, the travel



and tourism sector will have some beneficial impact and holds the promise of growth.

The Budget this time, has continued with the promotion of the Udaan scheme and 13 new airports have been sanctioned. The 100<sup>th</sup> airport in India was opened in Sikkim last year and is part of the Udaan scheme. The growth of air connectivity is important, more and more Indians are flying today, and domestic tourism is on the rise. These factors coupled together will give a boost to the sector. On the same note, road connectivity in the rural areas has also been given a boost

with a budgetary allocation of ₹19000 crore under the Pradhan Mantri Gram Sadak Yojana. This will open up new and unexplored destinations on the tourist map and thereby as a result will see the growth of hotels and bed and breakfast establishments in Tier II and Tier III regions. Millennials who are always on the search for new places and experiences will give a boost to travel in these areas.

**INCREASE IN DISPOSABLE INCOMES**

The tax breaks for the middle class will spur domestic spending as it will result in an increase in disposable income. The domestic traveller and Indian families are taking

“  
**The Budget is promising and should provide a boost to the tourism sector**  
”

shorter break holidays and travelling within India more than ever before. Travel is no longer limited to areas of religious importance and heritage sites, people are looking for new experiences. Taking everything into consideration, the Budget is promising and should provide a boost to the tourism sector.



**Surendra Kumar Jaiswal**  
President  
HRANI

**HOSPITALITY NEEDS BACKING**

In this interim Budget, the Finance Minister presented the vision of the country's development through creating a sound foundation for sustainable growth in all aspects and formalisation of the economy. Essentially, the Budget seems to be good for the masses.

Our expectations for the Budget were consideration of the potential of tourism and hospitality sector's contribution to the economy. Our country is growing rapidly to become a larger market for



“  
**Overall impact of the interim Budget can be advantageous for the industry in future**  
”

travel and tourism sector, and hospitality industry being the backbone of the travel sector needs backing up from the government in terms of ease of doing business.

**HOSPITALITY AS 'SIN' GOODS?**

In recent development, five-star hotels being perceived as 'sin' goods under the ambit of GST was a disappointment, but the hope for relief in 28 per cent GST slab on hotels with tariffs of ₹7,500 and above, as well as classifying hotels as infrastructure projects under Section 80 IA remained unaddressed.

To view the positive side of things, Piyush Goyal, Finance Minister in his Vision 2030 said that emphasis would be paid on the development of infrastructure - physical as well as social - which can be a positive step as tourist circuits require better connectivity and infrastructure development.

The visionary Budget has conceptualised Indian economy through transformational structural reforms. India, as stated by hon'ble minister is an emerging hub for start-ups, I believe that the ease of doing business will be paid attention to.

In order to establish India as the ultimate tourist destination, initiatives such as investment in building highways along with improving rural road networks and connecting all corners on the country through railway and airways will definitely play a major role. The overall impact of the interim Budget can be advantageous for the industry in future.



## OPENING

## NOVOTEL VIJAYAWADA VARUN OPENS

AccorHotels has opened its 227 room Novotel Vijayawada Varun. The opening marks a milestone moment in more ways than one – Novotel Vijayawada Varun is the first international hotel to open in Andhra Pradesh's commercial centre and is the 20<sup>th</sup> Novotel to open in India. The opening of Novotel Vijayawada affirms the growing popularity of AccorHotels' acclaimed international, modern-easy living, elegant, and full-service Novotel brand in India with a growth trajectory spanning just over a decade since its first opening.

"Along with our strategic partner, The Varun Group, we are delighted to open our 20<sup>th</sup> Novotel in India. This hotel is AccorHotels' 49<sup>th</sup> hotel in the India and a great example of our fast-growing network in

the country. Our vision is for the Novotel Vijayawada Varun to be a catalyst in the growth of Vijayawada, the business capital of the state with exemplar service." said **Jean-Michel Cassé**, Chief Operating Officer, India & South Asia, AccorHotels.

Designed with the theme of four seasons of the year, Novotel Vijayawada Varun's well equipped rooms are contemporary, spacious and include studios, suites and service apartments. All living areas include ergonomic work spaces and signature in-room amenities. The rooms at the Novotel Vijayawada Varun offer a convenient, comfortable and seamless environment ideally designed for business, leisure travellers and families.

## DESIGN

## INDIA GETS ITS FIRST HANDICRAFTS HOTEL IN VIZAG



The Palm Beach Hotel has opened the doors to its heritage wing, the Andhra Arts and Crafts Hotel. The new wing, a 'Microcosm of Andhra' in itself, boasts around 70 sculptures and 50 art installations that weave in the narrative of Andhra's arts and crafts within the passages, corridors and residential areas of the hotel, making it the world's first handicrafts hotel.

Le Sutra Hotel, the World's first Indian Art Hotel based in Mumbai, is designed on the three gunas or qualities as defined by ancient Indian philosophy, namely – Tamas, Rajas and Satva. Each room in the hotel is a unique representation of the three gunas giving guests a never before seen experience. The Andhra Arts & Crafts Hotel is Le Sutra's third landmark project, which aims to preserve and bring forth the local craftsmanship of Andhra Pradesh, the other two being the world's first Indian Art Hotel and Tribal Art Homes. Designed exclusively by Andhra national award-winning artisans, interior designers, craftsmen and sculptors the property for the very first time has all its rooms themed on craft forms like Tholu Bommalata or leather shadow puppetry, Budithi brass work, Kalamkari pen art and Etikoppaka toys to create an evolved aesthetic expression encompassing the #HeartofAndhra. The hotel promises to be a unique destination not only for leisure but also for business and corporate travellers looking for an experience.



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# INTERNATIONAL foray for INDIAN BRANDS

Executive Committee (EC) members of FHRAI share their take on how viable it is for Indian entrepreneurs/brands to venture outside the country and make a name for themselves globally.



Dr M Venkadasubbu

**Dr M Venkadasubbu**  
Jt Hony Secretary  
FHRAI

None of the Indian hotel companies have a large presence outside of India. There are several reasons for this. Let us look at the homegrown brands that have ventured outside of India.

#### INDIA HOTELS COMPANY LIMITED

Taj has sixteen hotels outside of India including two hotels in England, and three in the United States in New York City, Boston and San Francisco. Given the fact that Taj was interested in acquiring the Orient Express which owns 45 hotels to get a foothold in the International Market. Taj abandoned its \$1.20 billion bid later considering the macro economic conditions in 2013. It is doubtful if Taj would have rebranded the Belmond hotels owned by Orient Express with its own brand which is not as well known outside of India.

#### THE OBEROI HOTELS AND RESORTS

**MS Oberoi** who owned his first hotel in Shimla in 1930 faced an uphill journey to build hotels of International standards in India. When the Delhi Oberoi was built, he was forced to tie up with

Intercontinental Hotels, an American chain that would allow him to avail funding from US Exim Bank. Today the Oberoi group has about eight hotels outside of India under its Oberoi brand. It has always been the dream of Oberoi Hotels to own a hotel in London and New York that will bear their name. This never happened.

#### ITC HOTELS

ITC Welcome Group Hotels began its foray in the hospitality business in the year 1975 with the opening of Chola Sheraton in Chennai. ITC has not ventured outside of India, apart from Sri Lanka where they plan to open a hotel in 2020. ITC Hotels is again a small division of the Indian Tobacco Company, which has a much larger presence in tobacco and FMCG sectors.

#### SAROVAR HOTELS AND RESORTS

They have hotels operating in Kenya, Zambia and Tanzania and expect to operate about 10 hotels in Africa in the next five years. African market is still in a nascent stage with opportunities.



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**PROHIBITIVELY EXPENSIVE**

One reason Indian companies did not expand abroad was the tight controls that India had on capital outflows, which prevented Indian hotel chains from going on an acquisition spree abroad. Today the capital is available however opportunities are fewer and prohibitively expensive.

**THE WORLD OF BRANDING**

In today's world, branding has become so valuable and American companies have always been ahead of all other countries in hospitality branding. Despite the large branded chains like Marriott, Hilton and Hyatt in existence today, small boutique hotel chains like Ace Hotels and Joie de Vivre are building and establishing their brands in the world of giants. Small boutique hotel companies locate their hotels in business districts and in coastal areas where the barrier of entry is very high in terms of availability of land and building permits. Marriott used to be a

company that owned a lot of their hotels initially. Now their brand has become well established, and they follow the franchise route to expand. Though they follow the asset-light model, they own hotels in key locations to avoid the uncertainty of renewal of contracts in such locations. For an Indian Hotel company to launch its brand internationally, that will be the best way to go. They need to invest and build hotels in international destinations with their own brands first. Once their brands are established in the country they invest in, they can take the route of franchising to become asset light and expand their brand of hotels.

**UNIQUE MODEL AND DEEP POCKETS**

In essence, expanding internationally for an Indian brand will need the owner of the brand to have a unique model and deep pockets to make the investment and wait for the returns.

“

The owner of the brand needs to have a unique model and deep pockets for global expansion

”

Like any business, it takes persistence, time and money. Many times, expanding internationally stays a dream for Indian brands and entrepreneurs, as India offers tremendous opportunities, challenges that can leave you entangled and busy for life, and the tendency to not leave their comfort zones.



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## Paramjit Singh Ghai

EC member  
FHRAI

### DESI RESTAURANTS FOR GLOBAL DIASPORA

Indian food chains are now expanding their markets to international venues. Traditional Indian dishes remain favourites and authentic Indian flavours are appreciated. Street food dishes are increasingly popular but it's the ease of doing business, fewer regulatory issues and higher returns on investment than back home that's making a lot of our chefs venture more outside than in India.

### CAFE COFFEE DAY

Cafe Coffee Day (CCD) is an Indian cafe chain owned by Chikmagalur-based Amalgamated Bean Coffee Trading Company. This largest producer of Arabica beans in Asia grows coffee in its own estates of 12,000 acres and exports the same to various countries including USA, Europe and Japan. The first CCD outlet was set up on July 11, 1996, at Brigade Road, Bangalore, Karnataka. As of September 2014, there are 1640 outlets across 29 states of India. Cafe Coffee Day has also recently expanded outside India with its outlets in Karachi, Vienna, Dubai and Prague. Today, the company is known for owning the plantations, growing the coffee, making the coffee machines and even making the furniture for its outlets.

### RAJDHANI

A chain of restaurants taking traditionally prepared Rajasthani and Gujarati food across the borders. After crisscrossing India, the restaurant has now opened to serve in Oman.

### FARZI CAFÉ

Premium restaurant brands from India such as Farzi Café and Punjab Grill are spreading their wings abroad, according to the India Food Services Report. Zorawar Kalra, founder of Massive Restaurants that runs Farzi Café, opened an outlet in Dubai early this year and is upbeat about the Middle East.

### SIGNATURE

Celebrity Chef Sanjeev Kapoor who has opened his brand Signature by Sanjeev Kapoor in Dubai, Abu Dhabi and Doha, will soon be setting up shop in Muscat and Riyadh. Besides Signature, his other brand



Paramjit Singh Ghai

“

Regulations are more streamlined abroad, entrepreneurs don't need multiple clearances

”

The Yellow Chilli has a master franchise arrangement for opening 30 outlets in Saudi Arabia, eleven in UAE, five in Oman and four in Qatar apart from other operational restaurants.

### ZAMBAR

Rohit Aggarwal, Director, Lite Bite Foods, an Indian F&B retail company, has opened Zambar, a modern concept restaurant offering south Indian cuisine in Abu Dhabi.

### SARAVANAA BHAVAN

A food-house offering a list of Indian delicacies, is now one of the largest vegetarian restaurant chains in the world. From its first outlet at KK Nagar in Chennai, to branches around the world, Saravanaa Bhavan



“

Indian companies should leverage their core competencies and focus where they can deliver

”

has come a long way. With around 66 outlets in 19 countries of Europe, the United States and beyond, the food chain is pretty widespread and accessible.

### KAILASH PARBAT

This street food outlet from Mumbai now caters to foodies in Wembley, Dubai, Singapore, London, New York and Manhattan.

### CHALLENGES IN EXPANSION

Expanding a brand is always a challenge. It requires positioning, awareness building, distribution, selling, delivering the brand promise, and so on.

But Indian brands face five special challenges when

expanding abroad. Here are the challenges along with strategies to address them:

### BUILD TRUST

According to PR consulting firm Edelman's 2017 "Trust Barometer" – a ranking and analysis of the trust and credibility that global consumers placed on respective international businesses, various governments, and global media organisations, the faith that developed market consumers have in Indian-based MNCs (along with their products and services) have depreciated steadily from 40 per cent to 32 per cent since 2011.

### MAINTAIN FOCUS, LEVERAGE CORE COMPETENCIES

Delivering the brand promise requires a company to efficiently set and exceed customer expectations.

Yet, Indian companies have consistently failed to understand the importance of doing this; aiming instead on delivering many different kinds of goods to different sectors, in order to diversify its offering.

### CREATE YOUR OWN BRAND

Branding in India has been logos, design identities, and Bollywood endorsements. While these are important ingredients, successful branding involves all aspects of a company that must be aligned with the brand promise. Beyond Indian consumers, Bollywood doesn't scale.

### GLOBAL BRAND, LOCAL KNOWLEDGE

To create commanding points of difference, Indian companies must fuse foreign products with Indian characteristics (or Indian products with foreign characteristics) to meet the needs of the world outside of India.

Indian companies can look to KFC, who's China strategy not only required training local staff in customer service and cooking western food (western traditions rooted in the core of the company's fundamental organisational structure) but also included customising product offerings and advertising to meet the demand of Chinese consumers at the provincial level.

### STRATEGIC PARTNERSHIP

A good way to access opportunities in the international market is by partnering with reputable brands in host countries. Joint ventures and strategic alliances can help Indian brands make a name globally.

Look at how Starbucks has joined hands with Tata Global Beverages to open its stores in India, while many Bollywood production houses have collaborated with the likes Fox Broadcasting Company and the Walt Disney Company to get help with distribution in the global market.





**Vineet Taing**  
EC Member  
FHRAI

### INTERNATIONAL FORAYS

Warm Indian hospitality and its varied cuisines have been winning hearts all over the globe. Aromatic and richly coloured spices are symbolic of the Indian cuisine. Also considering the vast length and breadth of the country, there is a large treasure of dishes from the different regions, offering delicious delicacies from the regional cuisines.

In fact, many of the recipes remain hidden in households, often passed down as family recipes and that too only orally. The massive task to write down and document these myriad recipes is still carrying on in the country. Indian brands offering services and cuisines abroad have been doing well. It is indeed a good time for many more to venture abroad.

However, as a strategic move in the beginning, brands should open at most prominent and high footfall locations before entering tier-2 locations. This is in sync with the trend that owner driven businesses and brands with Indian concepts have been profitable in foreign countries.

### BRANDS GOING GLOBAL

There are a number of Indian brands, which have flown across borders and have been able to stand out from the crowd. Naming a few among the hotels have been Taj Hotels & Oberoi Hotels.



Among the restaurants, brands like Indian Accent, Lite Bite Foods, Jiggs and Zorawar Kalra's, Sanjeev Kapoor Restaurants have been able to make a mark. Vatika Hotels is also venturing locations abroad for its QSR brand 'Nukkadwala'.

In order to make a mark and be a differentiator among their competitors, a bit more focused approach towards hygiene and better presentation will make the difference felt.



**Vineet Taing**

“

A more focused approach towards hygiene and better presentation will make the difference

”



# PAVING the way through FAKE REVIEWS

**Nikhil Ganju**, Country Manager, TripAdvisor India takes us through what hoteliers should think about when looking at reviews on their property and tips on how to maintain a positive reputation online.



**Nikhil Ganju**

**R**eview and other social media sites are essential tools for many travellers who are increasingly using them to share their customer experiences online and to research future trips. Travellers are keen to find something special, a unique experience they will remember fondly and tend to seek out reviews from other travellers like them to ensure they choose the right property for their trip. While travellers tend to know what they're getting when they choose a branded hotel, with independent hotels there is more of an unknown factor. For that reason, reviews become even more critical for independent and boutique

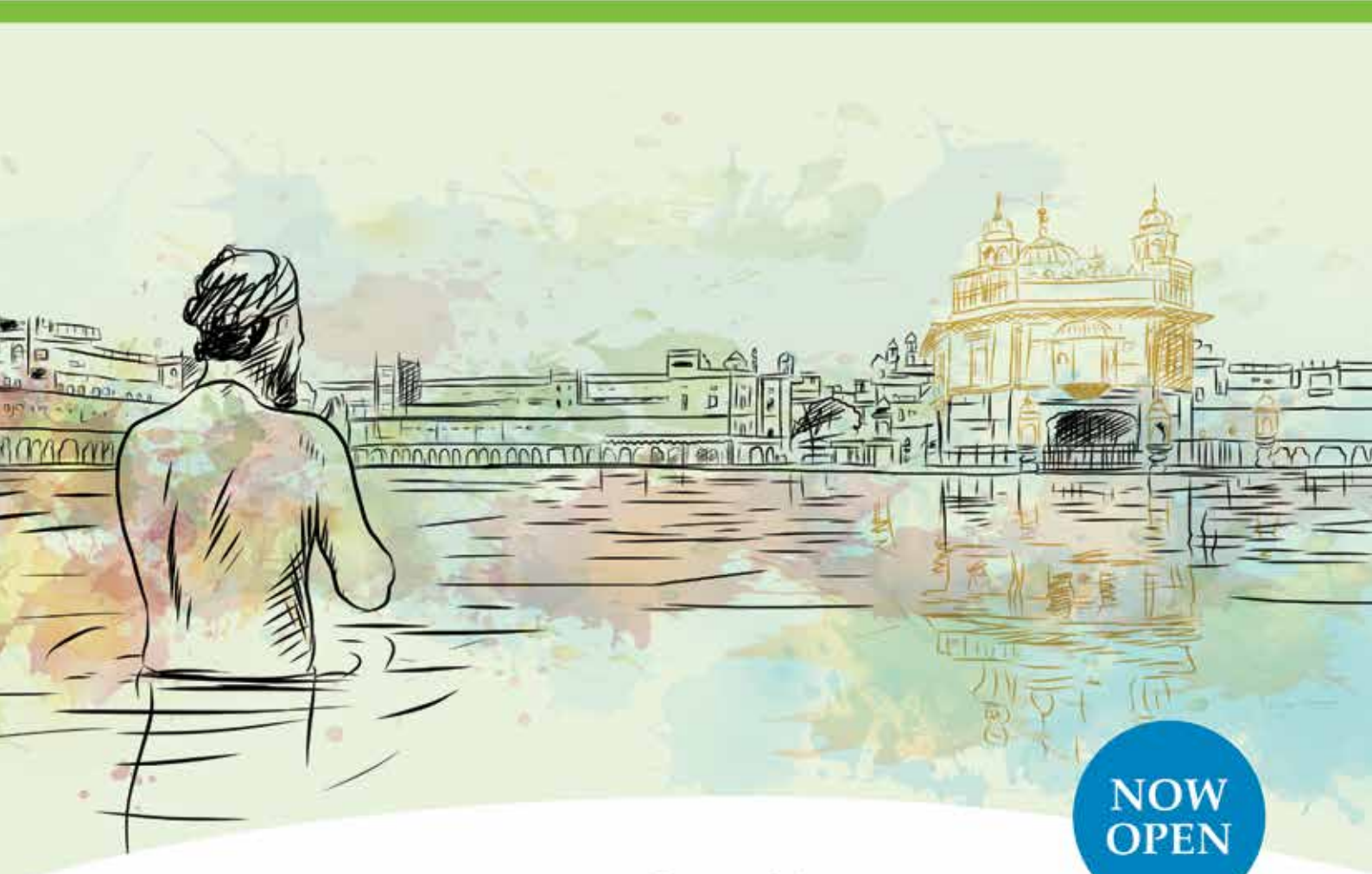
hotels – they give potential guests an idea of what they can expect before they book. Review sites have a responsibility to identify and take action against those who try to submit fake reviews. It is a responsibility we take very seriously, and so for more than a decade TripAdvisor has invested in new technology and a team of expert investigators to catch fake reviews.

A fake review is defined as any review submitted by someone who is either biased or did not have a personal experience with the business they are reviewing. Note that fake reviews are not the same



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as contested reviews (where a customer who is unconnected to the business has shared a personal experience that is disputed by that business). On TripAdvisor, fake reviews usually fall into one of three categories: Biased positive reviews, biased negative reviews or paid reviews.

### BIASED POSITIVE REVIEWS

A biased positive review is when someone connected with a business — such as an owner, employee, or even a friend or relative — attempts to post a positive review of that business. We also call

free meal or a discount, to post reviews. We catch biased positive reviews with our tracking system, which spots patterns and online markers that might indicate whether friends, family or members of staff are attempting to submit reviews about a business.

On top of this, we encourage the community to let us know when they see a business offering incentives in exchange for reviews. Our team then investigates these reports and takes action against any business caught trying to collect positive reviews in this way.

### BIASED NEGATIVE REVIEWS

A biased negative review is when someone submits a deliberately malicious review about a property in an effort to unfairly lower its ranking position or improperly discredit the property in some way. We also call this review vandalism.

Most biased negative reviews come from one of two sources — either from someone connected to a rival establishment, or from someone who is trying to blackmail a business by threatening to submit a false negative review.

There are a number of ways we catch these types of reviews. Similar to biased positive reviews, our tracking system can spot reviewer characteristics that might indicate whether a reviewer has a connection to a rival establishment. Even if they try to cover their tracks, their reviews won't conform to the patterns we'd expect to find from a sample of genuine customer reviews.

Our system can spot this and trigger an investigation. On top of this, we have a tool that business owners can use to report instances where someone has threatened them with a bad review in an attempt to obtain a discount or freebie.

Reporting threats immediately helps our team block the person who made the threat from posting a review.

### PAID REVIEWS

This is when a business, either knowingly or unwittingly, employs the services of an individual or a company to boost its ranking position on TripAdvisor with positive reviews. We also call this review optimisation.

We catch paid reviews using a combination of our tracking system, which identifies suspicious review activity, and a dedicated team of investigators who pursue the companies and individuals that attempt to sell them. In fact, as a result of the team's efforts, TripAdvisor has put a stop to the activity of over 60 different paid review companies around the world.



“

We catch paid reviews using our tracking system and a dedicated team of investigators

”

this review boosting. Reviews of this nature are unlikely to provide an objective account of what the customer experience is really like given the reviewer's personal association or stake with that business. Biased positive reviews can also occur when a business offers its customers incentives, such as a





## MAYFAIR LAKE RESORT: *The Perfect Wedding Venue*

Imagine a lush luxury wedding in a dream setting: an exquisite gazebo with beautiful motifs set on a verdant green lawn right beside an enchanting lake with palm trees on the fringes. Welcome to MAYFAIR Lake Resort which is going to be the brand new property from MAYFAIR Hotels & Resorts with this very exquisite setting which makes for the perfect wedding venue. This memorable destination wedding venue will be opening very soon in the lovely city of Raipur - the capital of Chhattisgarh.

Overlooking the beautiful Jhangh Lake, the 5-star deluxe resort will offer lavish luxury accommodation, great banqueting and event space, world class facilities and some of the best restaurants in Raipur. The various categories of accommodation spread across 124 rooms that will be available here include Presidential Suite, Deluxe Suites, Spa Suites and Executive Rooms that will mostly be all either lake facing or canal facing.

Facilities at MAYFAIR Lake Resort will include a bevy of fantastic dining destinations, a swimming pool with an exciting Rain Dance Area near it, an outdoor Kid's Play Area as well as an indoor Kid's Play Room, a Travel Desk, a Library, and a well-equipped fitness centre. There will also be a enticing looking MAYFAIR Spa with Couple Rooms, Therapy Rooms, a Unisex Salon and even a Bridal Room offering an array of holistic wellness treatments.

MAYFAIR Lake Resort will have wonderful banqueting facilities including an open-air lawn space of 94,000 square feet with a fixed stage and a gate which would be perfect for hosting luxury weddings. MAYFAIR Ballroom will have 9000 square feet of indoor space which can be further divided into separate sections according to the requirement of the guests. Right in the middle of the resort, there will be a large open air courtyard where entertaining functions and performances can be held for a luxury wedding for residential guests. All these event venue spaces can be efficiently incorporated into serving as wedding venue spaces. The overall design of the decor for the wedding can be designed according to the preferences of the guests.

There is no doubt that all these can combine to turn any wedding into a doubly memorable day. The ambiance of this enthralling property makes it amazing and there are a lot of spaces which can be utilised in such a way that they all become a unique part of a wedding to be remember and cherished for a very long long time. The setting overlooking the lake makes it a truly surreal place where to have a dream destination wedding. There are also a host of world class facilities, amazing hospitality and service as well as luxurious surroundings which all combine to make MAYFAIR Lake Resort, Raipur the perfect destination wedding venue.



For enquiries: ☎ +91 92375 00101, [www.mayfairhotels.com](http://www.mayfairhotels.com)





# Meriwali Chai



Raghav Verma

In an interview, **Raghav Verma**, Co-founder, Chaayos tells us more about the 'chai adda' and his experiments with *chai*.

**Kanchan Nath**

## KINDLY SHARE THE USP OF CHAAYOS.

We have always focused on offering the perfect cup of 'meri wali chai'. Our USP is to customise every cup as per our customer's liking—be it the *kadak patti*, no sugar or less sugar, or the flavours that go in the *chai* like *adrak*, *tulsi*, *cinnamon*, *mint*, *ajwain*, *kali mirch*, etc. Today, Chaayos is offering 80,000 possible permutation combinations to customise your *chai*, which was an operational nightmare when we were scaling up. With so many add-ons and customisation options of every consumer, maintaining consistency was one of our biggest challenges as we scaled up. We have been able to successfully tackle this through very strong training and certification programmes and maintaining centralised quality through sourcing the best

ingredients from all over India (for example, we source our cinnamon from Kerala and our *tulsi* from Uttarakhand). So, the *chai* you get at Noida DLF Mall of India Chaayos is the same as what you would get in Bandra Chapel Road Chaayos, Mumbai. In spite of being an offline retail cafe chain, we always believed in solution technology. We have developed in-house technology for all the processes at Chaayos.

## WHAT WENT INTO DEVELOPING THE BRAND OF CHAAYOS?

Prior to seeding the concept of Chaayos, it took us two years of thorough research to figure out consumer preferences that included a survey of people on the ground. At the same time we realised that there were more than 10,000 cafes existing for coffee—and none for tea. While the value of *chai* in the Indian market is in trillions, it was yet to be disrupted by one brand who can serve freshly-brewed cup of strong tea. It was an idea whose time had come, given the sheer size of the opportunity. This was no easy task as it required the creation of a new category. The acceptance of tea outside of homes was a daunting task.

“

The acceptance of tea outside of homes was a daunting task. We created a new category

”



### HOW ARE THE BEVERAGE HOME-GROWN BRANDS DOING IN INDIA?

*Chai*, the second most consumed beverage in the world, after water, finds its way into life of every Indian – twice a day, every day. *Chai* finds its way across classes, across occasions, across sentiments and across generations. It has been at the center of micro revolutions, that have resulted in changes in individuals, organisations, sports and politics alike. Simply put – *Chai* moves ideas and ideas move nations. This makes the business highly scalable for us. Beyond that we have a huge food menu, from snacks to desserts, which is loved by our patrons. We keep reinventing the wheel, with three menu launches a year: Summer, Monsoon and Winter. Each season has its own signatures beverage food option, which brings our patrons back to Chaayos

### HOW DO YOU KEEP CUSTOMERS LOYAL?

By offering customised tea, Chaayos has succeeded in cashing in on the opportunity in India where 30 cups of tea are consumed for every cup of coffee. At Chaayos we have loyalty program, where we have registered more than 95 per cent of our consumers. A testimony of Chaayos loyalty is its customer repeat rate. We enjoy a customer repeat rate of 42 per cent. This kind of brand loyalty is a benchmark in

the hospitality industry. We take pride, that we have been able to offer consistent Chaayos experience to all our consumers, which makes them come back to Chaayos to have their own cup of '*meri wali chai*'.

### WHAT WILL YOU DO TO UPSELL YOUR PRODUCTS TO INCREASE PROFITS?

Currently, Chaayos operates 53 cafes across Delhi NCR, Mumbai and Chandigarh. We aim to further strengthen our foothold in the current cities.

We will be expanding geographically to other metros and important tier-II cities in the coming year. We will continue to innovate in many other ways to reach our customers and create lots of memorable *chai* moments for everyone.

### WHAT POLICY CHANGES BY THE GOVERNMENT WOULD YOU LIKE TO SEE TO GROW THIS FOOD SERVICE RETAIL INDUSTRY?

Restaurants is one of the very few industries, which doesn't get the benefit of Input Tax Credit(ITC). We strongly believe that the industry should be allowed to take benefit of the same, as it will eventually benefit the consumer, which will further encourage more people to dine-out.





Shikha Sharma

# Eating Out,

Restaurants can play a vital role in providing healthier meals. **Dr Shikha Sharma, MD**, Dr Shikha's NutriHealth, shares tips for owners to stay on the top of their business in nutrition.

**W**ith the emerging concept of work hard and party harder, people nowadays are dining out more frequently than ever before. This frequency can range from once a week to even thrice a week for some of us. Eating comfort foods which are high in calories, fats and carbohydrates are not doing any good for our bodies and is only leading to an increase in the number of health-related issues like obesity, heart disease, diabetes, and many other lifestyle related issues. Restaurants can play an important role in contributing towards the good health by finding a solution for it.

Restaurants can help the community by majorly imbibing healthy food items in their menus and promoting the same. They can make the following additions to their existing menu to make it healthier:

## MENU MODIFICATION

Time to time modification in the menu is the need of the hour. An entirely new dish can be created with a

little modification in the menu. These modified dishes attract people and tempt them to try.

People nowadays are drawing their attention towards more vegan and vegetable-based comfort foods and therefore, a little variation in the traditional recipes can do wonders. For example, instead of serving noodles, one can serve zoodles (zucchini noodles), instead of pizza with a regular base one can serve pizza with a zucchini crust.

## USING LOCALLY GROWN FOODS

By incorporating locally grown foods, restaurants not only cut down on their expenses but are also able to provide fresh and healthy ingredients to their customers. With the growing awareness, people are preferring to opt for places that serve locally grown foods.





# Eating Right

## INCORPORATING SEASONAL FOODS

Using seasonal foods help in providing a lot of variety in the menu and are also pocket-friendly. Seasonal menus are more popular among customers as they are fresher and help them in keeping up with the latest food trends.

## VARIATION IN THE INGREDIENTS AND COOKING METHOD

Street foods are the most popular among all age groups. But the major drawback of them is the use of unhealthy food options and cooking techniques. If these ingredients and techniques can be replaced by healthier alternatives, then a lot of good can be done towards community health. For example, instead of serving fried momos, one can opt for whole wheat steamed momos; instead of simple garlic bread one can serve them in-house baked bread

## CUTTING DOWN ON PROCESSED FOODS

Processed foods have always been a restaurant owner's best friend. These canned foods are easy to stock, have a longer shelf-life and are time-saving. They are also addictive and will keep the customers demand more of them. But at the same time, they are loaded with preservatives which have a negative

impact on the customers' health. By cutting down on the processed foods and using fresher ingredients the restaurants can help a lot in improving the health of their customers.

## TAKE PROFESSIONAL HELP

Many fast food chains, restaurants, and food joints are hiring a professional nutritionist to design their menu, which helps them to create a menu that not only satisfies customer's taste buds but is health.

## TAKE FEEDBACK FROM CUSTOMERS

With restaurants, it's extremely important to listen to what the customer wants. Restaurants generally work through the 'word of mouth' and the goodwill of its current customers can go a long way in building a better brand. Take their feedback and apply those changes to your menu.

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By incorporating locally grown foods, restaurants are also able to provide fresh ingredients

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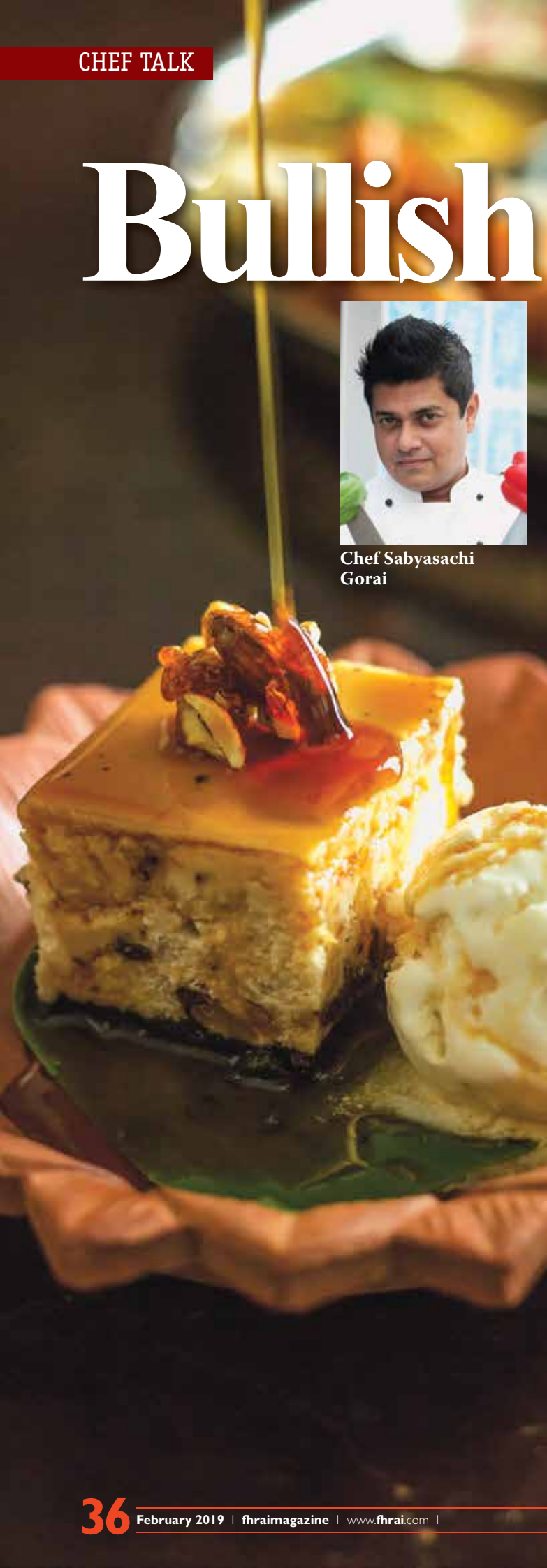




# Bullish on local



Chef Sabyasachi Gorai





# cuisines

In an interview, **Celebrity Chef, Sabyasachi Gorai**, shares his point of view on latest food consumer trends, GST, licences and more...

## ARE YOU DIRECTLY IN TOUCH WITH ANY FARMERS/ AGRICULTURISTS?

I am in constant touch with farmers and indigenous suppliers to give me the freshest produce. I have tied up with local cheese makers in West Bengal to give me cheeses like Bandel and Kalimpong and I've also tied up with farmers in the north east for supplies like Roselle, elephant apple and chilies. I scout the local markets a lot when I travel (which is very often) and I always find some produce that I want to incorporate in my menu. I then speak to them, take their details and connect them with my chefs/purchase department and follow up till the produce reaches my restaurants

## WHAT ARE THE FOOD CONSUMER TRENDS THAT WILL BE RELEVANT FOR 2019?

Regional and local is the trend for 2019. Consumers want to experiment with their own country's cuisine, they want to explore local and regional produce and flavours and I really believe this is going to be one of the biggest trends in 2019. Also, a lot of focus is there on vegan and healthy diets.

## WHAT AS PER YOU, IS THE CHEF MANTRA?

Work hard and never look at your watch. Focus on the small details and never stop researching and experimenting. There is unlimited knowledge in this industry so never feel that you know everything. Always strive to do better and learn.

## HOW DO YOU PROVIDE THE RIGHT AMBIENCE?

Merge the story of the restaurant into the details of the restaurant. Like at Lavaash the mitts on the walls is from Sundarbans, the stick is Kathy, we use a lot of jute on the tables, the motifs and patterns on the wall are all Armenian. So the story behind the food is the story in the ambience

## HOW HAVE YOU BEEN IMPACTED BY GST?

We were very badly hit by GST as rentals and other costs increased considerably. The input credit scheme also hit us very badly. As tax is 18 per cent but its only offset by 5 per cent so we have to bear the rest of the costs. Eventually we had to increase the menu pricing to bear with these additional expenses.

## HOW EASY/DIFFICULT IS IT TO GET THE LICENSES FOR RESTAURANTS?

The entire process of licenses is still very complex. There are multiple offices and multiple vendors. It takes 6 to 8 months to get all the licenses and there is a lot of red tapism involved.





# Batch of 1968 RECONNECTS at PUSA

The Institute of Hotel Management Catering and Nutrition PUSA, New Delhi on January 17, 2019, organised the Golden Jubilee Reunion of the batch of 1968.

The reunion was organised in the college premises with the motive of cherishing the memories of their college life after half a century. **Kamal Kant Pant**, Principal, IHM PUSA talked about the alumni being the inspiration to their juniors with their life experiences and learnings in the due course of their hotelier career. The gathering was later addressed by **K. B. Kachru**, Chairperson, PIHMAA who invited the guests to be a part of the bigger family of PUSA Institute of Hotel Management Alumni Association. Later, the guests were facilitated with a memento from PIHMAA to honor their presence in the Golden Jubilee reunion.

The alumni were offered a round of institute premises, for a nostalgic journey down memory lane and also to see the latest developments at the institute. The guests were then invited for a theme lunch prepared by the students with much love and affection. The lunch consisted of an elaborate menu ranging from soups, salads, starters, main course to desserts from continental as well as the Indian cuisines. The state

of Assam was chosen for the theme decoration in the college premises. Giving a rustic village look, a huge hut, made of bamboo, straws and naturally available material stood in the center. The guests also witnessed the special cultural performances by the students. The folk dance of Assam, Bihu, was performed on one of their regional songs in the traditional way. Assamese songs were performed using the modern instruments, thus presenting it with a fusion but at the same time ensuring that the essence of the song is well captured. The guests were enchanted by the performances done by the students and it surely radiated the spirit of Assam.

“The growth in career should be created with patience and hard work at each step” said one of the guests. The statement was supported by another guest with “No job should be viewed as below your dignity by you. It doesn’t matter if your part of the job is small, if you are hard-working, your work will be noticed, appreciated and recognised.”

“Don’t be afraid of starting from the scratch again. It is an opportunity to improve the quality of your work and it will add up to your experience as a human being.” said one of the guests to motivate the students for their future. They further discussed the growth and changes in the tourism sector.

“

The growth in a student's career should be created with patience and hard work at each step

”



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# Go GREEN with ECOLEEN

Ecoleen, an automated composting machine, it helps convert wet solid waste to compost within 24 hours, under a given set of conditions.



Synergia Metier are the manufacturers of 'Automatic Composting Machines' for treatment of organic waste from kitchens, garden etc, under the brand Name Ecoleen. Fruits, vegetables, poultry, fish meat with small bones, fast food, garden waste, meal left-over, egg and crab shell and likewise can be composted through this machine. Compost formed is a good quality fertiliser to be used in gardens and pots.

It's of use in every household, offices, organisations and commercial establishments which have generation of solid organic waste. Another major usage is in vegetable, meat and fish markets, poultry and fish farms. The wet solid waste is acted upon by thermophilic bacteria to get it converted to organic manure. The manure thus formed is good in organic carbon, calcium, nitrogen and other essential elements and minerals and has a good C:N ratio. There is no seepage of fluids and odour, thus Ecoleen works silently to clean your waste and thus environment. It is available in 25 kgs, 50 kgs, 100 kgs and 200 kgs regular models and above capacities as per the specific requirement. 1000

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Cleanliness, a habit and a social responsibility, is now a switch start concept with Ecoleen power

”

kgs and above models for MC's are also tailored. 'Swachhta', should be a way of life. Every citizen of the nation should fulfill his/her call of duty of clean and healthy social environment.

Ecoleen has made the dream closer, through its simple to operate technology, to which even a child can associate. Cleanliness, a habit and a social responsibility, is now a switch start concept with Ecoleen power in hand. All you have to do is put your organic waste into the machine and get compost to be used in your home garden or be sold in the market, in 24 hours, under given set of conditions, depending upon your daily waste outcome. Cleanliness is a good habit as it keeps our body, mind and everything clean around us. By following cleanliness we move gradually towards the divinity. That's why, it is well said that "Cleanliness is next to Godliness". Clean Environment is synonyms to health. It is very important to take care of our environment because our health and our survival on the earth directly depends on the health of our environment. Converting wet waste to Organic compost in short time using Ecoleen technology, and using it in our farm sector, will lead to organic farming, thus health. So the machine not only helps in removal of waste, but also help in a future dream of organic farming., paving way for a healthy lifestyle for future Generations.

Synergia Metier is an ISO 9001:2008 certified, CRISAL rated and GeM registered company engaged in manufacturing of Composting Machine, which helps in converting the wet organic waste to compost and is successfully used in hotels, restaurants, canteens, housing societies, kitchen, malls and theaters, municipalities, offices, hospitals, school and colleges and likewise at any and every site where there is a generation of organic waste. If we go done to the era of 1950-60. The human excreta was manually dumped with the onset of modern toilet system the human intervention came to an end. Similarly, with introduction of technology in the form of Composting Machine the era has seen a new dawn. Synergia ECOLEEN is a automatic machine run through PLC which converts organic waste to compost within 24 hrs under ideal set of Conditions. It is available in 25 kgs, 50 kgs, 100 kgs and 200 kgs regular models and above capacities as per the specific requirement. 1000 kgs and above models for MC's are also tailored.



# FSSAI OUT WITH NEW PACKAGING REGULATIONS



FSSAI's new packaging regulations have been notified in the first week of January. The new regulations replace all provisions w.r.t. packaging requirements prescribed in the Food Safety and Standards (Packaging and Labelling) Regulations, 2011. Primary objective of packaging is to protect the food contents from microbiological, chemical, physical and atmospheric contamination and preserve the food and thereby protect consumer's health.

**Pawan Agarwal**, CEO, FSSAI, pointed that 'The new packaging regulations would raise the bar of food safety in India to the next level. He pointed out that there would be difficulties in implementation of these regulations particularly as far as they relate to the loose packaging materials and to the unorganised sector'. Thus, sufficient lead time has been given before the regulations come into force. The food businesses shall have to comply with these regulations by July 1, 2019. He added that stakeholder's consultation and mass awareness building amongst consumers and food businesses would precede implementation of the new packaging regulations."

Good packaging also ensures that there is no change in sensory properties or composition of food when packed. Packaging is essential and critical for promoting food safety, extended shelf-life and thereby enhancing food security.



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## SMART INTERIORS

◆ Ozone introduces Smart, magnetic sliding door system under its product brand Ozomotion. The new Ozone Smart Glide System runs on magnetic linear motor technology which is a noiseless, safe and reliable operating mechanism. Unlike other automatic door operators that run on motor and belts, Ozone Smart Glide is a low-energy operator and comes with a remote control and two push buttons, though other access control devices can also be integrated with it like microwave sensor, fingerprint access, RFID access and numeric access.



## MUNCH ON NACHOS

◆ Kick start the new year with Cornitos Veggie Nachos on a healthy and flavorful note. Cornitos Veggie Nachos are Innovation done with Nacho Crisps available in four different variants - Spinach, Beetroot, Melange and Quinoa. Veggie Nachos are made from natural vegetable extracts and super grains blended with corn masa and seasoned with delicious spices. Veggie Nacho Crisps are made by Mexican process, of making stone ground MASA using NON-GMO corn.



## MOUTHFUL OF LADDUS

◆ D-Alive Health has introduced *Til Ke Laddu* especially for people with diabetes. Sweetened with low carb natural sugar alternatives like stevia, no gluten, 100 per cent natural and made with organic ingredients, these deliciously rich laddus give the body all the winter nourishment it needs and so much happiness. Since its official launch in October last year, D-Alive has been offering alternate food solutions specially designed for people with diabetes and have had positive responses.

## SPARKLING CRYSTAL

◆ Asian traditions infused with western modernity have inspired a new global culture in art, design, fashion, cuisine and wine. The first time that crystal stemware produced in Asia delivers international quality for the most enjoyable dining experience. The design of LUCARIS stemware and wine accessories are a collaborative achievement between Ocean Glass Thailand, Toyo-Sasaki Glass Japan and Martin Ballendat, the multiple award-winning German designer whose works appear in portfolios of many world-class brands. The crystal glassware collections from LUCARIS Crystal of Modern Asia are visibly clear and brilliant, lead free and dishwasher friendly.







## ARTISTIC SURFACES



◆ Ventura International is presenting the metallic and handmade designer laminates from the German Brand "Wallenstein". The Wallenstein range at Ventura International has a sensual look with rust, stone and metal surfaces. According to **Manish Maheshwari-**

Director, Ventura International, "The Wallenstein Handcrafted laminates from Germany give a sensual look to any interiors with rust and aged metal surfaces and creates a vintage look and shine through individual composition and design. The unique texture and reflective properties of the materials create special visual effects and give the surface an artistic expression. The brand also offers appealing concrete and steely surfaces which can be used in residences and commercial spaces."

## LOUNGE IN STYLE

◆ The latest collection from World Bazaar offers the most fascinating pieces from the high-end luxury brand HOUE, Fermob & Fatboy. The range is absolutely comfortable with a palette of bright colors available in single chairs or as a three-seating bench style. The outdoor tables, rocking chairs, sunloungers and planters are equally stunners. The range not only creates a space that is aesthetically pleasing, but also has beautiful looks to enhance your outdoor space while withstanding all weather conditions. **Randip Dhingra**-CEO-World Bazaar, said, "The Houe, Fatboy & Fermob collection has a wide range of outdoor tables, chairs, beanbags and more, that can be mixed and matched for specific requirements."



## KIT KAT DONUTS

◆ Nestle's global sensation KitKat joins hands with homegrown donuts pioneers Mad Over Donuts to offer patrons a never-before experience of indulging in specially curated flavour festival. Under this exclusive partnership, Mad Over Donuts unveils three KitKat flavoured donuts, one waffle and one milkshake. Be ready to pamper yourself with the best-of-both worlds. It will give you the best of chocolate as well as donuts.

## SUN SHADE LOVERS

◆ Hot summer days can make your home exterior as well as interior feel like a sauna. Not everyone has the pleasure to take luxurious comfort. So, revamping your facade, fence and terrace area with beautifully looking Sun Shade Louvers by "NOTION" - is the foremost in solution. The Sun Shade Louvers by Notion is a customised product, to be used during the design phase and can be fixed on different inclinations i.e. 22.5°, 45° or 67.5°, you can choose your own profile design. They are perfect to be used as a sun shade, Louvers, fence, façade balcony fence etc.





## 5<sup>TH</sup> INTERNATIONAL **YOUNG CHEF OLYMPIAD** STARTS

The fifth edition of the International Young Chef Olympiad (YCO), the world's biggest culinary competition for student chefs, was inaugurated today with a grand opening ceremony at the Dr Sarvepalli Radhakrishnan Auditorium in Delhi. **HE Sam Chutintorn Gongsakdi**, the Ambassador of Thailand to India, was the Guest of Honour on this occasion.

The other key guests included Armen Martirosyan (Ambassador of Armenia to India), Nadir Patel (High Commissioner of Canada to India), Sakir Ozkan Torunlar (Ambassador of Turkey to India),

Stephen Borg (High Commissioner of Malta to India), Yogesh Punja (High Commissioner of Fiji to India) and Radu Octavian Dobre (Ambassador of Romania to India). YCO 2019 Judges, including renowned chefs like John Wood, Andreas Muller, Enzo Oliveri, Ron Scott, Abhijit Saha, Andy Varma, Enrico Bricarello, Parvinder Singh Bali, David Graham and many more, also graced the ceremony with their presence. Organised by the International Institute of Hotel Management (IIHM) in partnership with the International Hospitality Council (IHC) London, YCO 2019 will witness participation from student chefs from 50 countries.



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## ISH FACULTY QLF STATUS FROM ÉCOLE HÔTELIÈRE

Indian School of Hospitality faculty successfully obtains Qualified Learning Facilitator (QLF) status from global hospitality education leaders École hôtelière de Lausanne, Switzerland. Indian School of Hospitality, educational-entrepreneur Dilip Puri's newest venture and a newcomer in the hospitality education space, is continuing its mission of bringing international standards of hospitality education to the country. The entire faculty at ISH, including Founder & CEO Dilip Puri, recently successfully completed the Qualified Learning Facilitator training programme delivered at their academic certification institute, École hôtelière de Lausanne (EHL), Switzerland.

Speaking on this occasion, **Dilip Puri**, Founder and CEO of Indian School of Hospitality, added, "The hospitality industry is changing at an incredible pace and so is the demand for versatile talent. To facilitate new age learning philosophies, it's imperative that our faculty and instructors should stay abreast of teaching developments and get acquainted with the changing need of the students. Our aim at ISH is to prepare capable, passionate and confident professionals – and we're handling our student body as such from the day they step through our doors. I have myself also undergone this certification to allow me to facilitate learning and stay close to the academic development of ISH as a world class institution"

The QLF programme, tailor-made by École hôtelière de Lausanne, is based on its 125 years of experience in training hospitality



professionals. EHL provides guidance and support to a select group of hospitality or hotel management schools worldwide and assists them to reach a level of quality that matches EHL's academic standards. Through their consulting entity, Lausanne Hospitality Consulting (LHC), EHL has developed a network of certified schools through which they transfer knowledge of international hospitality industry standards and trends, management education methods and the latest learning technology with the vision of sharing Swiss hospitality education excellence around the world.

## KJ ALPHONS INAUGURATES 'THE ASHOK CAKE SHOP'



The new Cake Shop at The Ashok was inaugurated by **K J Alphons**, Minister of State (Independent Charge) for Tourism, Govt of India. The recently opened outlet will offer an array of new delectable bakery and confectionery delights that would combine exotic modern flavours for the contemporary palate.

Strategically located next to the tea lounge, The Ashok Cake Shop has added 'Joie de Vivre' by bringing the freshness and leisure-



coated serenity with complete opulence. It has an elegant and vibrant ambience amidst the grandeur of The Ashok. Located at lobby level overlooking the lush greens and a beautiful view of the Tea lounge, Cake shop is a one stop shop solution for all your festivities. Satyajeet Rajan, IAS, Director General (Tourism), MOT; Ravneet Kaur, IAS, Chairperson & Managing Director (C&MD), ITDC; Shri Piyush Tiwari, Director (Commercial & Marketing), ITDC and various dignitaries were present to grace the inauguration.



# appointments



**KSHITIJ JAWA**

General Manager  
Radisson Noida

★ Kshitij Jawa has been appointed as the new General Manager of Radisson Noida. An accomplished hotelier with 13 years of hospitality experience, Jawa will be responsible for spearheading all the operations at the property. Leading a dynamic team of 300+ associates, he will focus on parameters that drive revenue and profitability and ensure smooth functioning of the business. The new appointment highlights the hotel's plans to further boost its growth and evolution. Prior to joining the Radisson Noida, he was the Executive Assistant Manager at Radisson Blu, Dwarka under whose strong leadership the hotel won the award for the best Associate appreciation week for 2018 in Asia Pacific.



**JASPREET SINGH**

General Manager  
Azaya Beach Resort, Goa

★ Azaya Beach Resort, Goa has appointed Jaspreet Singh as the General Manager. An industry veteran, with over a decade in the hospitality industry, Jaspreet brings with him a deep understanding of the hospitality industry after having worked at different hotels across India. Prior to joining Azaya Beach Resort, Goa, Singh in the capacity of Commercial Director, launched the first Andaz hotel in India, adding to Hyatt's luxury lifestyle collection of 15 other Andaz hotels worldwide. Singh developed his expertise with several regional marketing and sales positions, with the Oberoi group, where he spent 14 years of his career.



**MEENA BHATNAGAR**

General Manager  
Taj Wellington Mews, Mumbai

★ Meena Bhatnagar has been appointed as the General Manager at Taj Wellington Mews, Mumbai. She previously held the position of Executive Housekeeper at Taj Lands End, Mumbai. A Commerce graduate, Bhatnagar holds a Diploma in hotel management from Delhi University and a Bachelor of Education from Anamalai University. She brings with her over thirty years of experience in the hospitality industry and joined the company in 2004 as an Executive Housekeeper at Rambagh Palace, Jaipur.



**RITESH SHARMA**

General Manager  
Taj Santacruz, Mumbai

★ Ritesh Sharma has been appointed as the General Manager at Taj Santacruz, Mumbai. He previously held the position of General Manager at Taj Falaknuma Palace, Hyderabad. He holds a degree in Hotel Management from SRM Institute of Hotel Management, Chennai and undertook the Executive Management Program from S.P Jain Institute of Management. He has also attained the Six Sigma Black Belt certification from the Indian Statistical Institute. He started his career with IHCL eighteen years ago, in the Front Office.



**PARVINDER BUAL**

General Manager  
Taj Falaknuma Palace, Hyderabad

★ Parvinder Bual has been appointed as the General Manager at Taj Falaknuma Palace, Hyderabad. Prior to this, Bual held the position of General Manager at Taj Madikeri Resort & Spa, Coorg. A Hotel Management graduate from the Welcomgroup Graduate School of Hotel Administration, he joined IHCL in 1997 in the Front Office department at Taj Mahal, New Delhi. In 2005, he moved to Taj Palace, New Delhi as Front Office Manager and thereafter was appointed as Rooms Division Manager at Taj Campton.





## IHE19 TO USHER IN THE FUTURE OF HOSPITALITY FOOD & GASTRONOMY TO BE AN INTEGRAL PART OF THE SHOW

*After the tremendous success of IHE18, India Expo Mart Ltd (IEML) is set to kick off a robust second installment - IHE19 (India International Hospitality Expo) @ India Expo Centre & Mart, Greater Noida, Delhi NCR from 7-10 August 2019)*



India is one of the fastest growing economies in the world, thereby demonstrating a strong business case for the global F&B industry. Food & gastronomic science, henceforth, is definitely the future of hospitality at home and overseas, and there are no second thoughts about that. Before we divulge further into how IHE19 plans to ride on this global wave, let's take a moment and analyse some groundbreaking facets:

- The F&B industry is the fifth-largest sector in manufacturing in the world.\*
- The Indian food and grocery market is the world's sixth largest, with retail contributing 70 per cent of the sales.\*
- Between April 2000 and June 2017, the Indian food processing sector received FDI worth \$7.81 billion, making it the 13th largest sector receiving FDI in the country.\*
- The organized food service industry i.e. restaurants is projected to grow rapidly at a CAGR of 16 percent and its market value is expected to reach Rs. 145,770 crore (\$28 billion) by 2018.\*

India International Hospitality Expo has been curated in tandem with the vision of becoming the greatest, grandest and biggest hospitality show in Asia. And an essential milestone of achieving this spectacle is to harness the opportunities in the most promising sector - f&b - of the industry.

As the world evolves into witnessing food and culinary arts transition from being a mere product of sustainability to a full fledged trillion dollar industry, it was time that IHE 19 gave India the future of food. From inviting Michelin Star chefs to having the best-in-the-business food connoisseurs heading panel discussions on latest practises around the globe, IHE 19 is planning to go all way out. Additionally, we will also be hosting culinary theatres with renowned chefs from the country, masterclasses where you get to learn the expertise from these stalwarts, food awards honoring legends, celebrity bakers who are social media sensations, demo workshops of the latest equipments by food influencers and more such extraordinary aspects inspired by celebrated food shows from across the world.

With a robust strength of 650 Exhibitors and 15,000 Decision Makers, IHE19 promises to attain record heights of success by making hospitality industry a catalyst for economic growth in the country.

\*Source: Forbes, Economic Times, ibef.org



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**SHAUN COOPER**

General Manager  
Taj Madikeri Resort & Spa, Coorg

★ Shaun Cooper has been appointed as the General Manager at Taj Madikeri Resort & Spa, Coorg. In his previous role, Cooper held the position of Director of Rooms at Taj West End, Bengaluru. He holds a Bachelor of Science degree from the Institute of Hotel Management Goa. He joined IHCL in 2005 in the Front Office department at The Taj Mahal Palace, Mumbai. He joined the pre-opening team of The Gateway Hotel IT Expressway Chennai as Front Office Manager in 2012, before being elevated to the position of Operations Manager at the same hotel. In 2016, he was promoted to the role of Director of Rooms and was transferred to Taj West End, Bengaluru.



**PARVEZ NISAR**

Hotel Manager  
Fairfield by Marriott Pune Kharadi

★ Fairfield by Marriott Pune Kharadi has appointed Parvez Nisar as their Hotel Manager. A well-recognised industry veteran with almost 18 years of experience in the luxury and upscale hotel segment, Nisar originally hails from a small village called Saklap in Raigad, Maharashtra. Adept and well-acquainted in the industrial know-how, he has successfully driven the conversion and re-launch of Premier Inn Pune to Fairfield by Marriott Pune Kharadi. His role as the Hotel Manager for Fairfield by Marriott Pune Kharadi will be delivering high levels of customer service and successful positioning of the hotel. He will also be responsible for conceptualising programs that enhance customer relations.



**SUBHASISH DUTTA**

Director of Finance  
Sheraton Grand Chennai Resort & Spa

★ Subhasish Dutta has been appointed as the Director of Finance at the Sheraton Grand Chennai Resort & Spa. Bringing with him over eight years of adept experience from the industry, he will be leading the finance division at the property. Dutta started his career in the hospitality industry with Goa Marriott Resort & Spa in 2011 and comes full circle with his latest mandate as Director of Finance at Sheraton Grand Chennai Resort & Spa. Since then, he has grown from being a Finance Voyager to his last role as Bench Director of Finance with Marriott South Asia Office. In the course of his career, he has been associated with hotel brands like Hyatt Hotels Corporation and Marriott Intl.



**BHAGYASHREE KAMAT**

Learning & Development Manager  
Novotel Goa Resorts & Spa and Novotel Goa Shrem Hotel

★ Bhagyashree Kamat has been appointed as the Learning & Development Manager for Novotel Goa Resorts & Spa and Novotel Goa Shrem Hotel. With over eight years of hospitality experience, Kamat has worked with Grand Hyatt Goa, prior to joining AccorHotels. Her last assignment was at Novotel Pune Nagar Road. She will focus to discreetly align the L&D activities with strategic organisational direction at both the Novotel properties in Goa. Novotel Hotels, Suites & Resorts provide a multi-service offer for both business and leisure guests, with spacious, modular rooms, 24/7 catering offers with balanced meals, meeting rooms, attentive and proactive staff, kid areas, a multi-purpose lobby and fitness centres.



**HETAL BHANUSHALI**

Spa Manager  
JW Marriott Hotel Bengaluru

★ JW Marriott Hotel Bengaluru recently appointed Hetal Bhanushali as the Spa Manager at Spa by JW. She is a driven individual, who comes with valuable industry experience, and will prove to be an asset to the brand. In her new role, she will take care of complete spa operations and spearhead a talented team of spa specialists to further strengthen guest experience. With an experience of over ten years, she started her career as a Beauty Advisor with L'Oreal and followed it up with other renowned brands such as Kaya Skin Clinic, Forever Young Skin, Richfeel Spa where she collectively spent around seven years holding various positions. Later in the year 2015, she joined Sohum Spa Juhu, Mumbai as Spa Manager.



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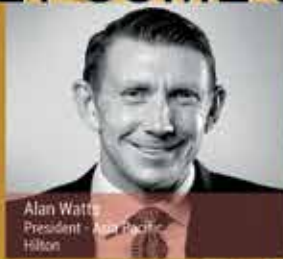


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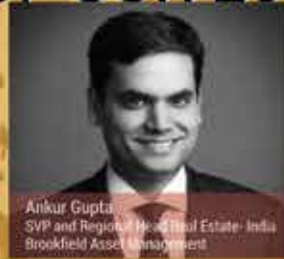
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**Ankur Gupta**  
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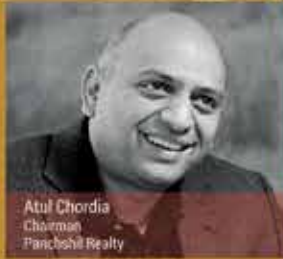
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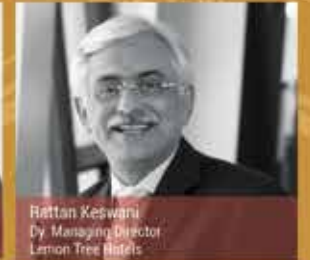
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**Shahid Balwa**  
 Founder and MD  
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**Sunjae Sharma**  
 Vice President Operations - India  
 Hyatt Hotels and Resorts