

# HOTELS & RESTAURANTS INDIA

# fhrai magazine

SEPTEMBER 2016

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A MONTHLY ON HOSPITALITY TRADE  
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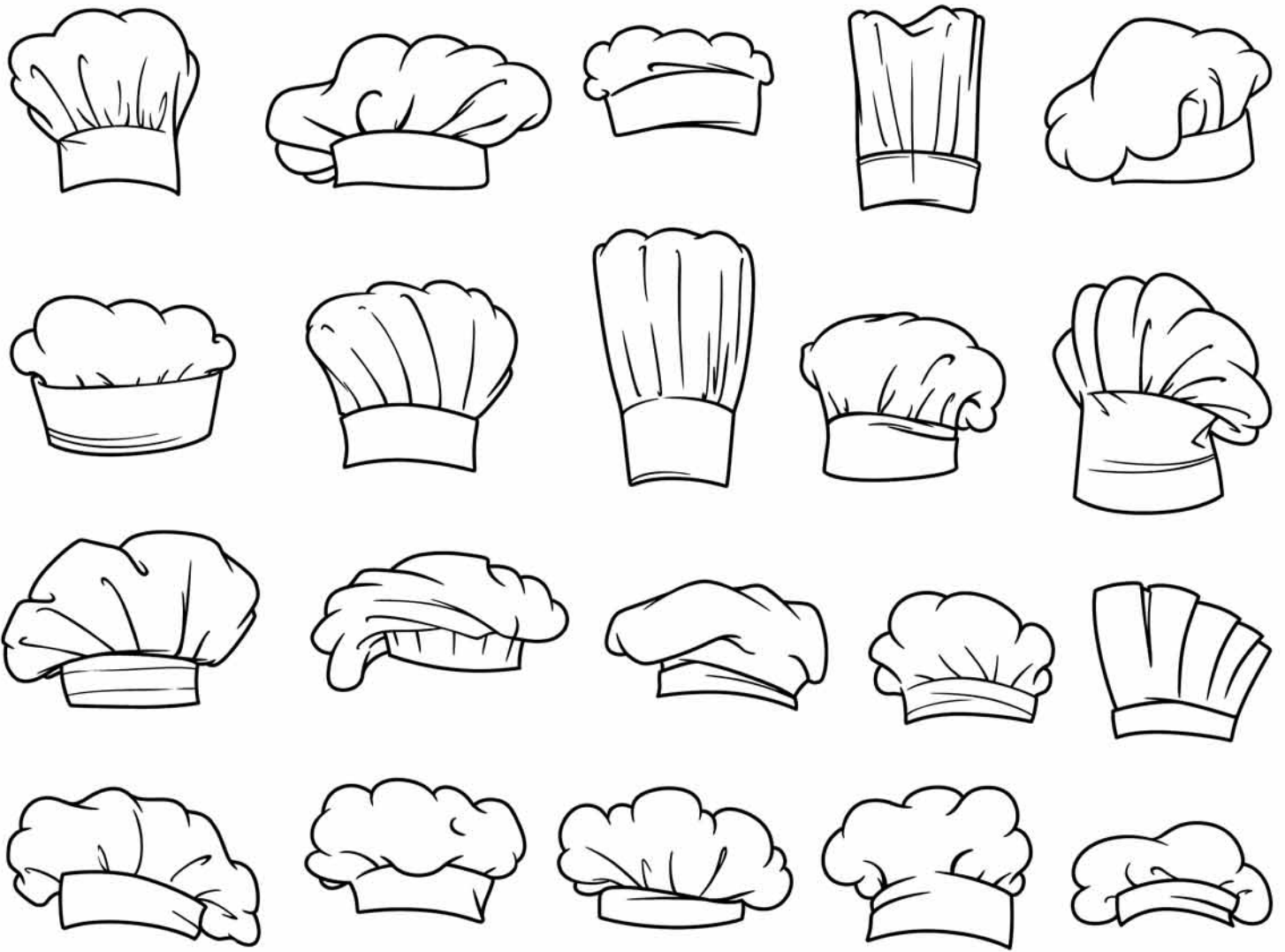
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Dear fellow members,

As I pen my thoughts to you, I realise that this will be the last President's Note from me. My term ends on the 30th of September this year. As I reflect back on the last year, I realise that for me it has been a labour of love and commitment that has allowed us to come so far together. I want to thank each and every one of you from the bottom of my heart for making my term so special. I hope that I was able to bring the best out of each one of our members and give my best to you; and that our Association benefitted from my presence.

The FHRAI Annual Convention not only symbolises the aspirations and vision of the hospitality industry but also provides a great learning platform for the delegates to discuss emerging trends, opportunities and related technologies in the industry.

For those attending the convention, we will have plenty of sessions looking at the big picture, both social and economic. However, we will also focus on practical advice that will help transform the Indian hospitality industry and accelerate growth and start making a difference straightaway.

The theme of the 51st FHRAI Annual Convention brings into limelight Brand India. India is a dynamic country with a spectacular mix of people, traditions and landscapes. It is this very image of this soul-stirring country that we want to share with all our foreign visitors and induce a sense of pride among the domestic crowd.

Madhya Pradesh, the heart of Incredible India, has huge potential for hospitality and tourism with its varied experiential offerings of heritage, pilgrimage, abundant natural beauty, exotic wildlife and vibrant craft. Skilled workers still weave the magic of Chanderi silk in the ancient, historic town of Chanderi in Madhya Pradesh. The elegance of this matchless intricate art of embellishing silk and cotton fabric with zari weaving resides in harmony with the towering forts and palaces. Designers dwell on the opulence of this beautiful material.

In our cover story, hoteliers talk about the potential of hospitality and tourism in the

different regions of MP. We also touch upon challenges and solutions in the hospitality and tourism agendas that state governments should undertake. They also dwell on intra-regional connectivity in the state.

In a bid to promote Incredible India destinations on the social network, the Ministry of Tourism, Government of India has launched its account on five major social media websites, namely, Instagram, Pinterest, LinkedIn, Periscope, and Vimeo. Tourism Secretary **Vinod Zutshi**, along with Joint Secretary-Tourism **Suman Billa** and other MOT officials went live with the five accounts in the presence of travel and tourism professionals, state governments and private players. MOT's Twitter presence has increased by 94,000 between May-August, 2016.

Hotel and restaurant owners must actively participate in social media campaigns and share images, videos and other tourism-related information which can be posted on social media platforms for promoting the destination as well as their properties. On a serious note, the question that's now on everyone's mind is, 'Where should FHRAI be 10 years down the line?' EC members share their perspective on this question. Guest columnists also share insights on how the roadmap to sustainable branding begins and ends with being fiercely authentic and ethical.

An exhibition featuring the latest products and technologies in hospitality will run concurrently with the FHRAI Convention. It will also showcase environment-friendly products that support Sustainable and Responsible Tourism. Designed by HOSTS, the exhibition brings together vendors from across the nation and the world. It presents delegates with an opportunity to stay abreast of new hospitality solutions, source them, as well as build vendor database.

I look forward to seeing all of you there!

With warm regards,  
**Bharat Malkani**  
President, FHRAI



**Bharat Malkani**  
President, FHRAI

“ In a bid to promote Incredible India destinations on the social network, the Ministry of Tourism, Government of India has launched its account on five major social media websites, namely, Instagram, Pinterest, LinkedIn, Periscope, and Vimeo ”

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# SEPTEMBER 2016

COVER STORY 30

## MP CALLING OUT TO THE CHILD IN US

Hoteliers from Madhya Pradesh elucidate us on the charms, challenges, regional connectivity and scope for improvement in its different regions

### COVER DESIGN

Raashi Ajmani



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#### FHRAI

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**Vivek Nair**  
Hony. Secretary  
FHRAI

“  
Business sessions would include: Innovative ways of Financing Hotels & Restaurants, Trends in Interior Design, Maximising Food & Beverage Revenue using Technology and Deployment of Mobile Wallets and Digital Marketing  
”

**Dear fellow members,**

The Inaugural Ceremony of the FHRAI Convention will take place at the Amber Convention Center on September 22, 2016. The Inaugural Address will be delivered by the Guest of Honour, **Dr Mahesh Sharma**, Minister of State of Tourism and Culture (I.C.), Government of India. **Shri Shivraj Singh Chouhan**, Chief Minister of Madhya Pradesh will also address the gathering whilst **Shri Amitabh Kant**, Chairman, Niti Ayog will give the Keynote Address along with addresses from Chief Guest, **Smt. Sumitra Mahajan**, Hon'ble Speaker of the Lok Sabha

The next day, on September 23, the Convention Exhibition will be inaugurated by Smt. Malini Laxman Singh Gaur, Mayor of Indore. This will be followed by a series of interactive business sessions. Which include topical subjects such as the following: Innovative ways of Financing Hotels & Restaurants, Trends in Interior Design, Maximising Food & Beverage Revenue using Technology and Deployment of Mobile Wallets and Digital Marketing.

Post Covention, FAM tours have also been organised for the benefit of the delegates and their spouses. These include FAMs to the historically-relevant Omkareshwar, Ujjain, Mandu and Maheshwar. Omkareshwar: A Hindu temple dedicated to Lord Shiva, Omkareshwar is one of the 12 revered Jyotirlingas of Lord Shiva. Ujjain: It is considered as one of the seven holy cities of Hindus. Mahakaleshwar Temple is Ujjain's primary tourist attraction. It is dedicated to one of the 12 Lord Shiva Jyotirlingas. Mandu: A historic city in the Malwa plateau with a large number of historic monuments, Mandu is a complete nature's paradise and situated at an elevation of 2,079 feet in the Vindhya plateau. Maheshwar: A temple town on the banks of River Narmada, the city is famous for its temples, bathing ghats, mighty forts and also 'Maheshwari sarees'.

A two-day long BRICS Convention on Tourism took place in Khajuraho, Madhya

Pradesh. The BRICS nations were represented by the Minister of Tourism, South Africa, D.A. Hanekom and delegations from Russia and China. The inaugural function was also graced by Tourism Minister and Chairman-Tourism, Government of Madhya Pradesh, **Shri Surendra Patwa**.

The tourism sector is a major catalyst for economic growth and a source of job creation, thus contributing to the economy. Globally, maximum tourists come across regional borders, if the same happens in India; the country can truly benefit with more tourists and increased occupancies.

Also, the Central Sanctioning and Monitoring Committee (CSMC) for the Swadesh Darshan Scheme in Ministry of Tourism has approved projects to the tune of ` 450 Crore for development of Heritage circuit in Madhya Pradesh and Uttarakhand, the Ramayana Circuit in Uttar Pradesh, North East Circuit in Sikkim and Coastal Circuit of Tamil Nadu. These areas should be the focus of future growth for our hotels and restaurants.

An ICRA research estimates pan India occupancy of 60 per cent, with marginally higher Average Room Rates (ARRs) of ` 5,300 during Q1 FY2017, supported by few key markets. This trend is expected to strengthen during FY2017 across several markets, barring Kolkata. Bengaluru with significant premium supply in the near term—would face some rate pressure.

At the 51st FHRAI Annual Convention, we shall talk about trends, growth and revenue optimisation strategies and discuss various issues.

I look forward to meeting all of you there!

With kind regards,  
**Vivek Nair**  
Honorary Secretary, FHRAI



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## Glimpses from 65<sup>th</sup> AGM of HRANI

65<sup>th</sup> Annual General Meeting of the Hotel and Restaurant Association of Northern India (HRANI) was held on August 31, 2016 at The Surya, New Delhi. Here are snapshots from the same.



Photo Credit: Simran Kaur



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# SANJAY SOOD ELECTED AS THE NEW HRANI PRESIDENT



(L-R Sitting) Renu Thapliyal, Secretary General HRANI, RN Kukreja, Vice President HRANI, SM Shervani, MC Member HRANI, Garish Oberoi, Treasurer HRANI, Luv Malhotra, Immediate Past President HRANI, Sanjay Sood, President HRANI, Surendra Kumar Jaiswal, Hony. Secretary HRANI, Rajindera Kumar, MC Member HRANI, Paramjit Singh, MC Member HRANI, Suresh Kumar, MC Member HRANI

After the 65<sup>th</sup> Annual General Meeting of the Hotel and Restaurant Association of Northern India (HRANI) held on August 31, 2016 at The Surya, New Delhi, **Sanjay Sood**, CEO, The Devico's Restaurant, Shimla has been elected as President HRANI for 2016-18 tenure.

He is the CEO of Ahuja Plastics Limited having numerous restaurant and hotel units in Shimla, Renuka etc. He is also into the business of mining in limestone. Sood has been an active Rotarian and was President (2014-15) of Rotary Club of Shimla. He has a vast experience in the field of hospitality industry and has been a member of the Managing Committee of HRANI for over a decade.

At the first meeting of the new Managing Committee for the year 2016-18, the following office-bearer's were also elected.

1. Vice President: R.N. Kukreja, MD, The First Floor Restaurant, New Delhi.
2. Vice President: Amarvir Singh, Partner, Hotel Natraj, Ludhiana.
3. Honorary Secretary: Surendra Kumar Jaiswal, MD, Hotel Deep Palace, Lucknow.
4. Treasurer: Garish Oberoi, Partner, Hotel Uberoi Anand, Bareilly.
5. Hony. Jt. Secretary : R.D. Anand,

Managing Director, Asia Group of Hotels, Jammu.

6. Hony. Jt. Secretary : Ankit Gupta, MD, Hotel Himani's, Chandigarh.

The managing committee consists of the prominent members of hospitality industry.

The new entrants who adorned this managing committee and became a part of the Association are Deeksha Suri Murti (The Lalit), Pravin Kumar Nigam (Jaypee Vasant Continental)

Delhi), Suresh Kumar (Fortune Park Hotels, Gurgaon), Bharat Aggarwal (Mansingh Group of Hotels, Jaipur), Rajindera Kumar (Vivanta By Taj Ambassador, New Delhi), S.M. Shervani (Shervani Hilltop, Nainital), Maharaj Kumar Lakshyaraj Singh Mewar (Fateh Prakash Palace, Udaipur), Arun Dang (Grand Hotel, Agra), Deepak Parihar (Kalinga Hotel, Jodhpur), Ajay Agarwal (LMB, Jaipur), Pawan Aggarwal (AP Residency, Ambala), Vishvapreet Singh Cheema (Radisson Blu Plaza, New Delhi),



Sanjay Sood(R) takes over as President HRANI for the year 2016-18

and Vinod Gulati (Gulati Restaurant) from New Delhi including Vikas Malhotra (The Landmark Hotel) and Vidup Agrahari (Hotel Kanha Shyam) from Uttar Pradesh.

Other prominent personalities continuing in the committee include Luv Malhotra (The Surya, New

Sanjay Madan (East Bourne Resort, Shimla), Paramjit Singh (Hotel Plaza Bar & Restt, Jalandar), Naresh Sethi (Hotel Friends Regency, Ludhiana), Pradeep N. Singh (Hotel Pradeep, Varanasi), Rakesh Roy (EL Chico Hotel & Restaurant (P) Ltd, Allahabad) and Parveen Kumar (Rosemount Hotel, Ranikhet).



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# VADODARA ABOLISHES HEALTH LICENSE FOR HOTELS & RESTAURANTS

In a landmark move, the Vadodara Municipal Corporation (VMC) has abolished health licenses for hotels and restaurants operating in the city. According to a notification issued by the corporation, Sanitary Health License under G.P.M.C Act was duplication as health and sanitation are already covered under Food & Safety Act, 2006.

"Central government and state government has in recent times been emphasising on 'ease of doing



**Bharat Malkani**  
President  
HRAWI

business' and simplification of regulations to reduce difficulties faced by general public. Considering the matter, with immediate effect, Vadodara Municipal Corporation, Ward Offices, Health Department, has cancelled

issuance of Health License under Sec. 376 of G. P.M.C. Act, wherever license under Food Safety and Standard Act, 2006 is required and issued," states the notification.

Hailing the move as a milestone in the history of corporate India, The Hotel and Restaurant Association of Western India (HRAWI), has commended Vadodara's new Municipal Commissioner and expressed hope that other cities will follow the precedent.

"For the last nine years we have been petitioning municipalities across the western region for the exclusion of this particular license as it was a repetition and merely added to paper work and red tapism. The association welcomes the decision and appreciates the affirmative and expedited action of H.S.Patel, Municipal Commissioner, Vadodara," says **Bharat Malkani**, President, HRAWI.

As per law, when any central law is applicable, then the provisions of that law prevail over local laws and any provisions in local laws up to that extent become inapplicable. The central government has issued notification to this effect under the Food Safety and Standard Act, 2006 and also remarked the same in a circular.

"The hotel industry is one of the most licensed industries in India and is required to obtain and



**Kamlesh Barot**  
Past President  
HRAWI

maintain anywhere around 75 to 135 licenses, depending upon the outlet's layout. Over the past decade and more, it has been solely our association that has been in liaison with the government to remove redundant and overlapping condition licenses, where such duplications could have been easily done away with long ago," says **Kamlesh Barot**, past President, HRAWI.

The HRAWI has been at the forefront for working with the government as part of inclusive governance. It has made several presentations at state levels including the idealistic, single window clearance system, which has in-principle received a nod from the authorities.

## HOTELIERS OBSERVE SWACHH BHARAT PAKHWADA

Swachh Bharat Pakhwada, a fortnight cleanliness drive announced by the Ministry of Corporate Affairs, Government of India has elicited a strong response from hotels across Maharashtra, Gujarat, Madhya Pradesh,

Chhattisgarh, Goa and the Union Territories of Daman, Diu & Silvassa. Under this drive, the measures adopted ranged from setting up of long term cleanliness and waste management programmes to sort term cleanliness activities within the

premises, and initiating cleanliness awareness campaigns.

"The Hotel and Restaurant Association of Western India (HRAWI) has always worked hand-in-hand with the government whether it's



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about outlining a plan for tourism-friendly policies or supporting its social welfare campaigns such as Swachh Bharat Abhiyan. This time again, the association offered its strong support to Swachh Bharat Pakhwada," said Bharat Malkani, President, HRAWI. "The association not only serves the interests of the hotel and restaurant industry by advocating tourism-friendly policies in conjunction with the state and central government, but also contributes towards community development and society at large time to time by initiating various campaigns actively," he added.

“  
**Bharat Pakhwada fortnight activities includes displaying placards in hotel premises suggesting patrons to keep their surroundings clean**  
 ”

The Swachh Bharat Pakhwada fortnight included activities such as displaying placards in hotel premises suggesting patrons to keep their

surroundings clean, hotel managers having dialogues with customers on the subject, placing stickers outside hotel premises for keeping the area litter-free, discouraging the usage of plastic bags, providing cotton napkins instead of tissue papers wherever possible among others, apart from several other cleanliness practices followed by hotels and restaurants.

‘Swachh Bharat Abhiyan’ is a national campaign by the Government of India and was officially launched on October 2, 2014.

## SREE ANNAPOORNA'S EFFORTS REWARDED

Sree Annapoorna has been conferred the of "THE BRAND COIMBATORE AMBASSADOR AWARD 2016", by the Indian Chamber of Commerce & Industry, Coimbatore and The Advertising club

of Coimbatore for their efforts to put Coimbatore on the gastronomy map. A visit to Coimbatore, which is predominantly an industrial and textile town is never complete without a visit to Annapoorna. The fact that a

service provider has been conferred this prestigious award shows the value of brand 'Annapoorna' in Coimbatore. True to its tag line 'The Pride of Coimbatore', Annapoorna has made Coimbatore proud.



The chairman Thiru K. Ramasamy Naidu (SECOND FROM LEFT) and Sri D. Srinivasan (LEFT) Managing Director of Sree Annapoorna Sree Gowrishankar Group, Coimbatore, and Executive Committee Member SIHRA receiving the Award From Thiru Srinivasan K Samy CMD R K Samy BBDO Pvt. Limited, Chennai

## SIHRA PARTNERS WITH TTF MUMBAI

TTF, a travel trade show network which aims to provide an annual marketing platform and the opportunity to network with the travel trade in all major cities, is scheduled to be held

between September 16-18, 2016 in Mumbai. The fair is in partnership between South India Hotels and Restaurants Association (SIHRA) and Travel and Tourism Fairs (TTF). This is

the first time that such an initiative has been taken by the Association. In order to provide a platform to their members to showcase their properties at the national level.



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# HRAEI'S APPEAL TO CUT DRY DAYS IN EAST INDIA PAYS OFF

In a pragmatic and significant move, the West Bengal government, led by Chief Minister **Mamata Banerjee** has decided to drastically decrease the number of dry days in West Bengal from 12 to 4.5. The announcement is a bold step towards putting hard-nosed fiscal realities above the dangerous populist politics.

These new rules from the Excise Directorate of the West Bengal government will take effect



**Sudesh Poddar**  
President  
HRAEI

immediately. Additionally, bars in hotels rated 3 stars and above, and clubs will now be able to serve alcohol 365 days a year.

"We have been striving since long to cut down the number of dry days in West Bengal," says **Sudesh Poddar**, President of The Hotel and Restaurants Association of Eastern India (HRAEI). "Our repeated appeals to the state excise commissioner (on July 2, 2015 and April 8, 2015) with a copy to the honourable finance minister and tourism minister, Government of West Bengal has finally paid off."

The cash-strapped West Bengal government has earned nearly ₹ 4,000 crores in alcohol-related taxes in the last two financial years and has set a target of ₹ 4,698 crores for the financial year 2016-2017.



The cash-strapped West Bengal government has earned nearly ₹ 4,000 crores in alcohol-related taxes in the last two financial years and has set a target of ₹ 4,698 crores for the financial year 2016-2017

Even then, West Bengal's revenue collection from excise is less than 10 per cent of the total state revenue, far under the more than 20 per cent figure in states like Maharashtra.

"Restrictive alcohol laws have affected the tourism and hospitality industry negatively,"



**T. S. Walia**  
Senior MC Member  
HRAEI

says **T. S. Walia**, senior MC member of the HRAEI. "This is a sunrise field where West Bengal has been focusing aggressively in recent years." According to him, dry days keep away foreign tourists. "In the past long spell of dry days, especially during the Durga puja and Diwali holidays repelled foreign tourists from the state."

The decision is not only expected to push up sales in restaurants/bars with liquor licences, but open



**Pranav Singh**  
Secretary  
HRAEI

up more distilleries in the state generating employment.

"We welcome the Government for this diligent step to push the state's effort at promoting tourism and hospitality despite a call for prohibition by the opposition," says **Pranav Singh**, Secretary, HRAEI.

The Hotel & Restaurant Association of Eastern India was established on 18 July, 1961 and represents the hotel and restaurant industry of twelve states and a Union Territory in Eastern India.



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# DOWN THE MEMORY LANE

Even as the Federation of Hotel and Restaurant Associations of India (FHRAI) has grown in status and stature over the years, so has the magazine of the association evolved.

The first magazine taken out by the Association dates as far back as November 1957 when it was published as 'Indian Hotelier & Caterer' under the Presidentship of Late Rai Bahadur M S Oberoi. Late Shri Sohan Singh Reen had published this magazine for and on behalf of the proprietors. Major Michael Overman, R E (Retd) was the first Managing Editor of the Magazine. It continued till September-October 1986.

magazine was published from January 1997 to August 1997. FHRAI then started its Newsletter from September 1997 and continued till October 1999. In January 2000, FHRAI had again renamed the Newsletter as FHRAI Magazine & Newsletter and continued till May 2000. The FHRAI Magazine in its current form started getting published from July-Aug. 2000 and continues till date.

FHRAI Magazine Indian Hotelier & Caterer was renamed as "Hotels & Restaurants India" in September-October 1993 and continued till November-December 1996. No

The first message of the President cum Founder of FHRAI came from **M.S. Oberoi**, President, FHRAI. It continues as below:



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## A NEW IDENTITY

Name of Magazine	Period
Indian Hotelier & Caterer	November 1957 to Sept.-Oct. 1986
Hotels & Restaurants India	Sept.-Oct. 1993 to Nov.-Dec. 1996
FHRAI Newsletter	Sept. 1997 to Oct. 1999
FHRAI Magazine & Newsletter	Jan. 2000 to May 2000
FHRAI Magazine	July-Aug 2000 to Present

“Many of us in the Indian Hotel and Catering Industry have felt for some time that, in view of its rapid growth, especially since Independence, there was a great and growing need for the establishment of a quality trade journal to publish and propagate news opinions and other matters of interest to those connected both directly and indirectly with our industry.

The formal establishment last year, of the Federation of Hotel and Restaurant Associations of India, was an important milestone in the story of the Development of the Indian Hotel and Catering

Industry and in the absence of any independently published journal of a high standard to serve the interests of the trade. It is fitting that the Federation should have taken on its shoulders the responsibility of publishing a Hotel and Restaurant trade magazine of its own.

I feel very confident that “Indian Hotelier and Caterer” will be welcomed by all those interested in ours and allied business all increasingly important part in promoting the development of the Hotel and Catering Industry in India and in fostering international good relations between interested people all over the world. I wish the Indian Hotelier and caterer all success.”

Today the magazine is published by DDP group. DDP is a leading travel industry publishing house with its bases in Delhi, Mumbai and Dubai. Their publications offer and focus on events and issue that influence travel and hospitality business in all its segments.

*“The Indian Hotelier & Caterer” will be welcomed by all those interested in ours and allied business all over the world*



Many of us in the Indian Hotel and Catering Industry have felt for some time that, in view of its rapid growth, especially since Independence, there was a great and growing need for the establishment of a quality trade journal to publish and propagate news opinions and other matters of interest to those connected both directly and indirectly with our industry.

The formal establishment, last year, of the Federation of Hotel and Restaurant Associations of India, was an important milestone in the story of the Development of the Indian Hotel and Catering Industry and in the absence of any independently published journal of a high standard to serve the interests of the trade. It is fitting that the Federation should have taken on its shoulders the responsibility of publishing a Hotel and Restaurant trade magazine of its own.

I feel very confident that “The Indian Hotelier and Caterer” will be welcomed by all those interested in ours and allied business all over the world and that it will happily play a useful and increasingly important part in promoting the development of the Hotel and Catering Industry in India and in fostering international good relations between interested people all over the world. I wish the “Indian Hotelier and Caterer” all success.

N.S. OBEROI  
President  
Federation of Hotel and Restaurant Associations of India.

### TO OUR READERS

- Articles, news items, photographs and other material of interest to readers of this journal are required for publication. The Editor will welcome contributions of all kinds for the consideration of the Editorial Board.
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## EXPANSION

## KEYS HOTEL, VISHAKHAPATNAM, OPENS

Keys Hotels, part of Berggruen group of hotels, as part of its expansion strategy across smart cities of India, launched its hotel in Vishakhapatnam, inaugurated by Pusapati Ashok Gajapati Raju, Union Minister for Civil Aviation with Anshu Sarin, CEO, Berggruen Hotels. Strategically located in the heart of the city, Keys Hotel, Vishakhapatnam is an ideal choice for both business and leisure travellers. The hotel is located close to the

famous tourist attractions of the city such as Visakha Museum, Submarine Museum, R K Beach and the Kailasa Giri.

**Anshu Sarin**, CEO, Berggruen Hotels said, "The launch will enhance our presence in the region reinforcing our commitment of growth in the state. We aim to attract business travellers from multiple industries besides leisure travellers."



## STATE

## KERALA TOURISM HITCHES RIDE ON DUBAI CABS

The state's marketing campaign shifts into high gear with branded taxis promoting tourist offerings. With the onset of the outbound tourism season in the Middle East, Kerala Tourism has

rolled out a high-octane promotional campaign in Dubai targeting Arab travellers and showcasing the state's spectacular features via colourful visuals draped on a bevy of taxis moving through the bustling metropolis.

As many as 200 Kerala-branded taxis will ferry the message of 'A Faraway Land Four Hours Away'— with eye-catching visuals featuring hill stations, backwaters, waterfalls as also Ayurvedic therapies – through the streets of Dubai, the throbbing heart of the United Arab Emirates (UAE).

"Apart from the favourable climate, the relative proximity and excellent air connectivity between Kerala and the cities of the Middle East make it easier to attract holiday makers to the state," said **Dr Venu V**, Principal Secretary (Tourism).

Arab tourists are also the biggest spenders. Kerala received more than one lakh visitors from the region in 2015, with some 20,506 tourists from the UAE alone. The majority came from Saudi Arabia with 51,149 Saudi nationals visiting last year, while Oman accounted for 18,763 footfalls.

"As the holiday season in the Middle East coincides with the Monsoon season here, Kerala is well-positioned to benefit from the influx of travellers looking to trade in the sizzle and dust for cooler climes and greener pastures," said **U.V. Jose**, Director, Kerala Tourism.





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## LAUNCH

## RIO ROYALE OPENS IN GOA WITH 60 SUITES

The Rio Group of Hotels has launched its brand new Luxury resort, Rio Royale, in North Goa. This All Suite property will offer bespoke experiences, distinctive spa sojourns, signature culinary delights and a world of sophisticated luxury. Rio Royale features 60 palatial suites styled with sophistication and enhanced with the comforts of a home.

**Anup Shah**, Managing Director, Rio Group of Hotels said, "The idea behind launching this new resort was to introduce our esteemed customers to an entirely different level of extravagance and make it more experiential."



## OPENING

## PALAMPUR OPENS TO RS SAROVAR PORTICO

Sarovar Hotels has announced the launch of RS Sarovar Portico, Palampur. The hotel has 43 rooms and suites offering magnificent views of the Dhauladhar mountain ranges. Room rates start from ₹4,999. The hotel was launched in the presence of Major Vijay Singh Mankotia, Vice Chairman–Tourism Department and ex-Tourism Minister of Himachal Pradesh, Jagdish Sipahiya, Chairman of Kangra Co-Operative Bank, Rajesh Ranjan, Director-Development, Sarovar

Hotels and Keshav Chauhan, Managing Director, R.S. Construction. Speaking on the occasion, **Ranjan**, Director-Development, Sarovar Hotels, said, "Palampur is the gateway to numerous tourist and pilgrimage destinations in Himachal Pradesh. We hope to bring in a new level of comfort and facilities to travellers to this region with our superior accommodation and excellent services." The hotel offers the most ideal venues for meetings and events.



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## FOOD FEST

# KERALA TOURISM ORGANISE REGIONAL CULINARY COMPETITION

While a competition tabling the choicest cuisine from nations along the historic Spice Route is the centerpiece of a unique culinary festival starting next month in Kochi, the gastronomic extravaganza will also showcase the best in local fare from plates and plantain leaves across 'God's Own Country'. Kerala Tourism is inviting participants for a regional competition for local chefs, the qualification rounds for which will be held from September 1-8. Entries are open to both professional chefs and amateur

enthusiasts. Standout contestants – selected by a judging panel of culinary professionals – will compete in the finals at Bolgatty Palace and Resorts in Kochi on the last day of the Spice Route Culinary Festival, which runs from September 23-26.

The festival's highlight is an international competition that will feature chefs from 31 Spice Route nations whipping up dishes representing the cuisine of their home countries, but with a dash of spices from Kerala added in.

Speaking at a press conference at the Secretariat, Minister for Tourism, Government of Kerala, **A.C. Moideen** said, "The culinary festival is a great opportunity to refortify our ancient links with the 31 countries along the historical Spice Route. It will provide a space for exchanging and understanding different cultures and traditions and also help facilitate trade opportunities with these countries."

"The regional competition intends to identify and promote Kerala's culinary talent. It will showcase both the strength of public participation in Kerala and its fabled cuisine. This worthy initiative will highlight the spirit of people to people links and Kerala's role as the hub of tourism and trade," the minister added.



## RESTAURANT

# LA ITALIA OPENS AT PARK INN JAIPUR

Park Inn Jaipur, a Carlson brand managed by Sarovar Hotels & Resorts, introduced a new Italian restaurant "La Italia". The rooftop restaurant offers authentic Italian food with a twist under the open sky along with an indoor dining experience with soothing Italian music. Adding the perfect accompaniment to a sumptuous meal is an exciting selection of international wines and beverages, especially from Italy.

Remaining true to the legacy of the Italian cuisine, each dish at La Italia is prepared from the highest quality ingredients by the Chef de Cuisine. Park Inn Jaipur has 76 aesthetically designed rooms and a suite with outstanding business facilities including meeting rooms, conference halls and a 3000 sq ft banquet hall make events and conferences effortless. The hotel is accessible from almost all tourist hotspots such as Amber Fort, City Palace of Jaipur, Hawa Mahal.

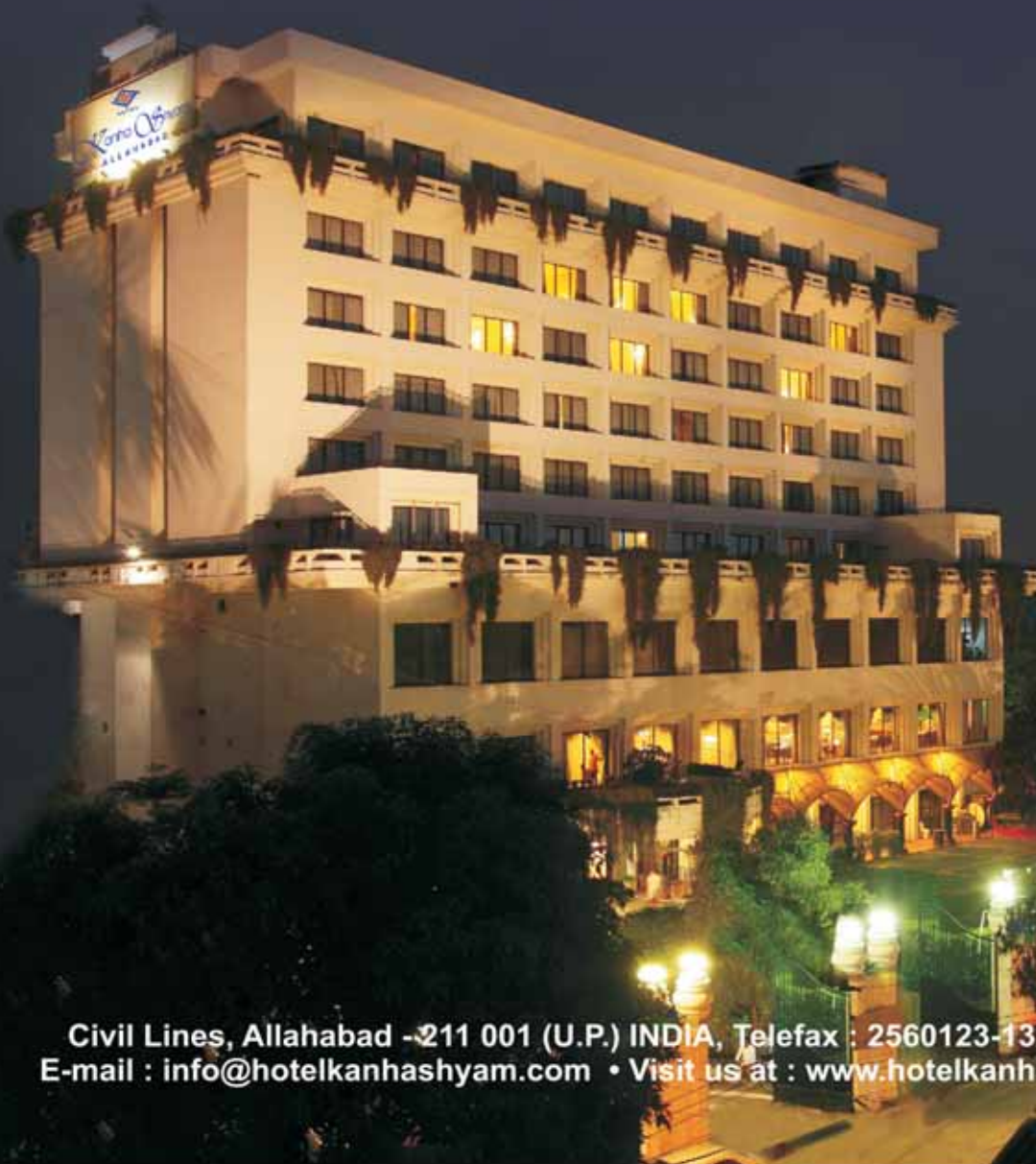




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Anand Nair

## Gwalior

**ANAND NAIR**

**General Manager, Usha Kiran Palace, Gwalior - A Taj Hotel**

### MARKET SCOPE

Gwalior as a hospitality and tourist destination can be developed to a great extent. There is a lot of history associated with this place. The city and its fortress have been ruled by several historic northern Indian kingdoms.

**Handicrafts:** Gwalior's handicraft presents an awe-inspiring array of colourful and creative products. From leather products and carpets to paper mache items, the handicraft offers a number of diversified articles. Gwalior carpets are famous for rich colours and textures. The silk, artificial silk and woollen carpets are a perfect manifestation of the enigmatic Gwalior culture. These carpets, woven by the local weavers, are a subject of attraction for tourists.

The tribes of Madhya Pradesh are famous for their imaginative and creative dhokra or wire metalwork. Chanderi Silk is another growing market. Exclusive handlooms in the town of Chanderi are used to craft these magnificent sarees.

<b>OCCUPANCY</b>	60%
<b>ARRs</b>	₹ 3500 – 4500
<b>REVPAR</b>	₹ 2250

**Adventure:** Tighra dam is located about 23 km from Gwalior. As tourism gained popularity, the tourist department decided to start a boating club here.

### CHALLENGES

**Connectivity:** Agra is the nearest big city about 2 hours away. Many guests travelling from Delhi, come up to Agra or Khajuraho, and miss out on Gwalior.

**Tourist Destination:** Although there is much heritage here, it is not being properly channeled to attract enough tourists.

**Infrastructure:** Gwalior's bad roads, and low connectivity in terms of flights/railways in and out of Gwalior needs to be relooked at.

### TOURISM AGENDA

1. Promotions about Gwalior being the birthplace of the Number Zero
2. Selling Gwalior as the birthplace and final resting place of Tansen, coining the city as "The Land of Music"
3. Promoting the history about Gwalior fort and its rulers over the ages
4. Strengthening the infrastructure and connectivity





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The Gwalior Fort  
Image Courtesy: MPSTDC



Sandeep Raj

**SANDEEP RAJ**  
Vice President, The Central Park, Gwalior

**MARKET SCOPE**

Gwalior is a town which has played an important role in the history. Being the estate of Scindia family, the town has a royal past. There are lot of monuments and places which tell us about the rich heritage.

The town has lot of scope in the field of tourism. Every year, we see a good foot fall of foreign tourists in the town, which can further be increased with promotional strategies.

The nearby areas such as Morena, Datia, Shivpuri are also rich in cultural heritage as well as natural beauty. The nature and adventure based activities can be planned and implemented for the improvement of tourism and hospitality in the town.

**CHALLENGES**

The challenges that the city faces are as follows:

- Lack of promotional activities in the area of tourism
- Ignorance and the lack of maintenance of the monuments and heritage buildings



- Lack of professionalism in the people involved in tourism in the town

**TOURISM AGENDA**

State government can do a lot in improving the tourism in the town.

- Cultural Fests
- Promotion of regional handicrafts and folk arts
- Maintenance of the old heritage buildings located round the city, to add to the beauty of the city
- Making a significant travel circuit including Gwalior and the promotion of the same
- Coming up with adventure and nature based activities and utilising the hills and forests of the area

**AIR CONNECTIVITY**

There is the air connectivity for the tourists via AIR INDIA Flight, which comes three days in a week to Gwalior.



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<b>OCCUPANCY</b>	<b>70-75%</b>
<b>ARRs</b>	<b>2500 – 2700</b>

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Prince Richard Holkar of Indore

## Maheshwar

**PRINCE RICHARD HOLKAR OF INDORE**  
Owner, Ahilya Fort

### MARKET SCOPE

Maheshwar is scheduled by the MP government to be the hub for central MP tourism. It is of easy access from Indore to Mandu, and Omkareshwar. Maheshwar is a good jumping off point to Burhanpur and Ajanta Ellora, as well as Kathiwada and Baroda.

Maheshwar boasts of world famous handicrafts with Maheshwari handloom weaving; it is a pilgrimage center for Maharani Ahilya bai and the Narmada river.

The Akbar period fort has architectural significance, as do the 18th and 19th century temples, ghats and civic buildings.

The nearby village of Bakawa is the world centre for the handicraft of shivalingams.

### CHALLENGES

The challenge Maheshwar faces is to retain its heritage structures and sanctity in the face of development. Lighting of the fort wall and impressive front facade and fan shaped stairs requires sensitive and professional input and cannot be left to local well intentioned but ignorant technicians. Maheshwar is world famous for its peaceful environment, which



should be ensured by preventing any river front development of commerce.

### TOURISM AGENDA

The area on both banks of the Narmada should be made into a natural and heritage conservation area where all development is controlled by INTACH together with the help of state architecture and tourism.

### AIR CONNECTIVITY

Connectivity is easy from Indore airport and rail heads in Indore and Khandwa. It is also on the main road artery between Mumbai and Delhi.





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Ankit Yadav

## Indore

**Ankit Yadav**  
Executive Director, Hotel Waterlily

### MARKET SCOPE

Indore is one of the best emerging market in Tier 2 cities for hospitality industry. Over the years corporate movement in the city has upsurged, thanks to Pithampur and Dewas industrial area where major pharmaceutical and automobile companies have their setups. More and more corporate players are eager to contribute to the growth of the city. The state government frequently organises Investor's Summit to attract corporate investment. The IT industry is also getting attracted to set up their offices in Indore. Corporate hospitals like Apollo, Medanta, have already arrived in the city. After Udaipur and Jaipur, Indore is gradually emerging as one of the best market for destination weddings.

Indore has also emerged as a tourist destination for adventure lovers. Places like Sitlamata fall, Patalpani, Choral dam, lakes, etc. make Indore a favourite destination. Heritage destinations like Mandav and its Forts in Malwa Plateau attract national and international tourists.

The city is best situated between two pilgrimages i.e. Ujjain and Omkareshwar where millions of devotees come every year.

### CHALLENGES

- Waste management
- Lack of requisite skilled manpower
- Adaptation to the new GST Act
- Compliance issues

### SOLUTION

- Cleanliness drives by the authorities and sensitising local population towards Swacchha Bharat Abhiyan
- Compulsory waste segregation
- Encourage tourism by building brand
- Conservation of natural energy

### AGENDA

State government is trying its best to promote tourism in the state but that is not sufficient. Government should promote brand "MP" over all mediums especially online marketing. Special cultural festival can be organised across the state on fixed dates to attract more and more tourists.

In collaboration with ASI (Archeological Survey of India), the government should increase the spend on beautification, fortification and upkeep of important heritage sites in state.



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The Lalbagh Palace, Indore  
Image Courtesy: MPSTDC



Rahul Joshi

## Rahul Joshi General Manager, Radisson Blu Hotel Indore

### MARKET SCOPE

Indore, the state's largest city, also known as the commercial capital of Madhya Pradesh, has plethora of options for all kinds of tourists including adventure, heritage, spiritual, culture and food. Being situated on the cusp of Malwa plateau, it is blessed with pleasant weather throughout the year.

The city is surrounded by holy places like Ujjain, Omkareshwar and Maheshwar, which attracts a lot of people. Simhastha 2016 at Ujjain generated a lot of business. Also known for its splendid architectural monuments like Sukh Niwas Palace, Ram bagh, Kanch Mandir (Glass / Crystal Temple), Rajwada (Holkar Palace), etc; the city can boast about its rich and royal heritage. In order to promote tourism in MP, the government organised Jal Mahotsav '2015 in Hanumantiya, which was very well received by the people and increased tourism. These kinds of promotions, if held on regular basis, are sure to attract a lot of adventure lovers to the city. Not to miss the mouth-watering culinary experience that Indore has to offer, this needs to be taken to a different level of promotion. In terms of unused potential, there is a lot of margin for improvement and promotion thereafter.



### GROWTH POTENTIAL

Being the state's commercial capital, it continuously attracts business visitors to the city and Global Investor's Summit of 2014 and 2016 has only increased the momentum. The places like Pithampur, Devas have been developed into industrial belts and thus, have had a positive impact on increased business travel in the city. However, increased number of projects in various industries/sectors along with improved direct connectivity with major cities will help in further growth.







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**Devendra Singh Parihar**

## Khajuraho

**Devendra Singh Parihar**

Executive Assistant Manager, The LaLiT Temple View

### MARKET SCOPE

Khajuraho - "The Land of Moon God" – a remote tourist destination in the heart of India, is untouched by the hustle bustle of a city. The village is solely dependent on tourism for keeping alive, the high spirits of its people against the battle of life.

hospitality and tourism in Khajuraho can help the people in the following manner:

- Generating greater economic benefits by providing employment
- Improved working conditions and access to the industry (majorly hospitality sector)
- Conservation of natural and cultural heritage
- Providing more enjoyable experiences to tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues

Handicrafts, adventure and nature based activity can make this destination more likable because of rich heritage and close proximity of Panna National Park, Raneh Water Fall, Ghairal Santury, Pandav Fall etc.

### CHALLENGES

Khajuraho is "The Jewel" of Madhya Pradesh tourism. Since most of the guest travelling to Khajuraho are foreigners, for them the most convenient mode of travel is by air. Further, for most of the guest the trip for Khajuraho is only for one day and daily flight is not available or is very expensive. Hence, either the guests travel by road/train inconveniently or prefer to cancel the trip to Khajuraho.

The prices of the air tickets are too high, discouraging the domestic travellers, prompting to

look for other alternatives like travelling through train and road. The only three trains from Delhi, Udaipur and Varanasi to Khajuraho daily, do not help the cause for tourists from other parts of India. Shatabdi and other trains are available but only up to Jhansi.

Further, roads from Jhansi to Khajuraho is very bumpy and takes around four hours to reach. The journey will take around 9 hours. This is very tiring, especially for foreign guest. Jet airways use the service of Air Lines to their advantage, and the air ticket are so high that it dissuades the passengers to travel. The only connectivity from eastern part of the country is through train to Satna/Varanasi and then by road, which is again in a very bad shape. The national and state highways are in very bad shape, discouraging domestic tourists from Satna/Kanpur/Lucknow/Indore/Bhopal to select Khajuraho as a preferred holiday destination.

### SOLUTION

- Regularise the flight and airfare. Being only one operator for three days to Khajuraho, Jet Airways increases the price to an unaffordable level
- Increase number of trains from Delhi, with 1st AC. At present there is only one night train from Delhi to Khajuraho without 1st AC Coach
- Train and flight connectivity from major cities to be incorporated

### TOURISM AGENDA

- Basic infrastructure
- Connectivity
- Highways are in very bad shape discouraging domestic tourist to travel, need improvement
- Train and flight connectivity from major cities



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Anshul Sharma

## Bhopal

**Anshul Sharma**

Director of Sales, Courtyard by Marriott Bhopal

### MARKET SCOPE

Hospitality sector has great potential in the city. We have witnessed very successful four years since the opening and the travel in the city has only increased every year. With the business traveller contributing the most. Currently, the city only has two comparable hotels. With smart city and many other infrastructure projects being announced, the travel in the city is only forecasted to increase. Bhopal as a location does not cater to tourism segment much. As apart from Sanchi there aren't many attractions around in close vicinity. The adventure segment can be looked in to in terms of potential growth.

### CHALLENGES

Due to lack of infrastructure the city is not the most preferred option for major events and conventions. Major events like the Global Investors Meet, Association events etc. contribute to a great extent towards the growth of hospitality segment. Better connectivity with major cities, convention centres, hotels, adventure tourism all these factors will boost the preference for Bhopal as a location and in turn help the hospitality sector.

### TOURISM AGENDA

I believe MP tourism board is by far the most active tourism board in India. They are very passionate about the tourist experience. Madhya Pradesh is known for its heritage, wildlife, religious centres and places of natural beauty. There are three World Heritage sites, namely Khajuraho, Sanchi and Bhimbetka. Gwalior, Orchha, Chanderi and Mandu are other well known heritage centres. Madhya Pradesh is also known as the Tiger State of India, and has 9 National Parks and 25 wildlife sanctuaries. The state government should encourage private investment in the hospitality sector for building hotels, resorts, entertainment centres, golf courses, etc. Caravan Tourism at select locations in the state, Ministry of Tourism, Govt of India, has already approved the launch of the scheme in Madhya Pradesh. Initiatives like these will help boost tourism in the state.

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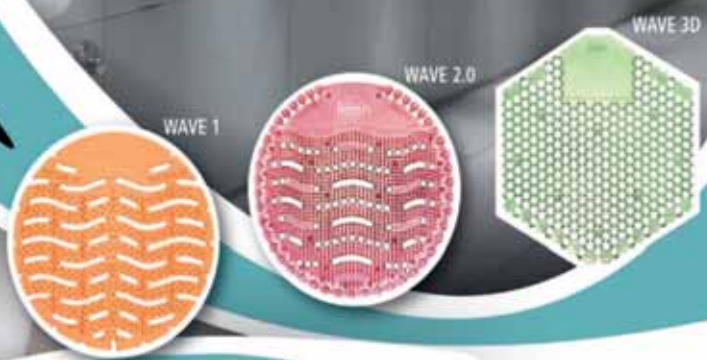
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# TECH TRENDS

from  
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**Naveen Sharma**

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## PLEASE ELABORATE ON USING DATA ANALYTICS, CRM AND PSYCHOGRAPHICS

IHG has already developed strong analytical capabilities for their channels that attract guests to hotels, including Priority Club Rewards, which was renamed IHG Rewards Club effective July 1, 2013, the industry's first, largest and fastest growing guest loyalty program – with 71 million members; guest marketing; call center optimisation; and revenue management and IHG could continue to generate more revenue. Data scientists at

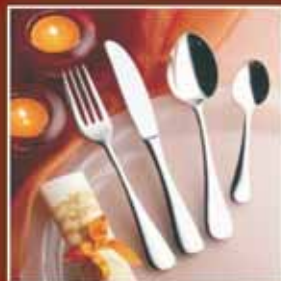
IHG Head office integrate huge volumes of data from disparate sources and analyse numerous variables to achieve deeper insight. IHG has also improved its data-driven culture. The centralised dataset provides a common fact base for analysis across multiple teams. Together, analysts from key stakeholder teams evaluate performance by reviewing the corporate scorecard and identifying new hypotheses to test them with analytics and develop new strategies.

## HOW DO YOU TACKLE SECURITY OF DATA AND HACKING THREATS?

IHG is more concentrating on Guest Data Privacy. For which IHG has signed up contract with Best PCI Company in the world. All Hotels are having "Tech Ready" Report where we know the area of improvement. Strong IT compliance team based out of Singapore ensures the right implementation and audit of compliance. IHG has taken up strongly compliance to IT infrastructure like Firewall, Manageable switches, Antivirus, Patch Updates etc.

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# MAYFAIR

**Souvagya Mohapatra**, Executive Director, MAYFAIR Hotels & Resorts, in an tête-à-tête elucidates about the group, future plans and more.



**Souvagya Mohapatra**

## Kanchan Nath

### HOW MANY HOTELS DOES THE MAYFAIR GROUP OPERATE IN INDIA? WHAT IS THE ROOM INVENTORY IN ALL?

MAYFAIR Group operates 9 hotels in India in seven destinations. They are, MAYFAIR Lagoon & Convention, Bhubaneswar, MAYFAIR Spa resort & Casino, Gangtok, MAYFAIR palm beach resort, Gopalpur-on-Sea, MAYFAIR Hideaway Spa resort, Goa, MAYFAIR Waves & Heritage, Puri, MAYFAIR Darjeeling and MAYFAIR Rourkela. The room inventory in total is 428.

### WHAT HAVE BEEN YOUR MARKETING STRATEGIES?

We have focused on online marketing in recent times because of the rapid shift of prospective customers to digital media. We have a professional team to take care of our digital media operations. We are focusing more on social media marketing and effectively using blogs to create buzz and attention. In the digital format, we go for content marketing, PPC, banners in websites and social media marketing. We are also part of the global distribution



system. As there is growth on domestic travellers, all our sales offices are in touch with this segment through various channels and facilities, services are accordingly given importance in all our resorts to encourage this segment. We have started focusing on international market as well and are able to attract inbound tourist through our participation in International Travel Marts.

#### **WHAT HAVE BEEN YOUR OCCUPANCY, ROOM RATES AND REVPAR IN 2016 VIS-À-VIS 2015?**

Our overall occupancy has been 65-70 per cent. Our room rates vary as there are different

categories of rooms with different facilities. Besides, room rates vary across locations and time. While the average room rate for MAYFAIR Group was `6,500/- in the year 2015-16, it has shown a marginal growth of `7,000/- during seven months of 2016.

#### **IS IT THE LOCATION, PROPERTY, SERVICE, THE INGREDIENT FOR SUCCESS?**

MAYFAIR Spa resort and Casino, Gangtok, MAYFAIR Waves & Heritage, Puri have been our most popular hotels with highest occupancy. MAYFAIR Spa Resort and Casino boasts an occupancy ratio of nearly 85 per cent, while the properties at Puri clock 75-80 per cent occupancy. Located at the lap of the mighty Himalayas, MAYFAIR Spa resort and Casino offers magnificent views of the mountain and a balmy climate for guests who love adventure, peace and tranquil environment. Being beach resorts, MAYFAIR Waves & Heritage attract tourist from across the globe. Along with the beaches, Puri is also famous pilgrimage site that enhances its tourism equity.

#### **HOW MANY DOMESTIC AND HOW MANY INTERNATIONAL GUESTS DO YOU RECEIVE?**

Consumer profile of our properties is changing over time. Some of our properties like MAYFAIR Lagoon have become popular destination for weddings and corporate events. There is a definite

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shift towards corporate guests than it was before due to the increasing number of corporate events. With growing interest in tourism destinations of the state, there is a rise in the number of younger guests. The ratio of domestic to international guests has been 70:30 approximately.

#### **WHAT IS YOUR APPROACH TO RETAIN LOYALTY OF YOUR GUESTS?**

Customer retention has been one of our focused areas. We are experimenting with product and service differentiations to stay ahead of the curve. We are customising services to keep with the shifting tastes and choices of the guests. With nuanced and bespoke services as well as incremental improvement in luxury parameters, we retain our customers and acquire new ones.

#### **HOW ARE YOUR HOTELS DOING FOR MICE?**

We are doing exceptionally well in our MICE segment. In fact MICE has been the major driver of our revenue growth. MAYFAIR Convention, our dedicated property for organising business meetings, conclaves and conferences has been host to many national and international events. Equipped with the latest facilities, MAYFAIR Convention has been the favorite destination for corporate events. MAYFAIR Lagoon too has seven halls in different formats to organise business and corporate events. Our hotels in Puri - MAYFAIR Heritage & Waves too have been destination of business events as Puri draws both corporate and recreation tourist in huge numbers. Our properties at Gopalpur and Goa too host many business conferences as we are witnessing

an increasing trend of blending business and personal engagements.

#### **KINDLY TELL US ABOUT THE EXPANSION PLANS OF THE MAYFAIR GROUP.**

MAYFAIR Group is currently on an expansion mode. We have recently acquired the legendary "Himalayan Hotel" in Kalimpong which is under renovation and is expected to be operational during summer 2017. Lands have been acquired to set up five star deluxe properties at Raipur, and Kolkata. Besides we are also looking at the possibility of a boutique hotel in Siliguri. We are focusing more on the eastern parts of the country, specifically in areas where hospitality properties could potentially trigger growth of tourism. We have also plans to extend our footprint to other parts of the country in times to come.

#### **WHAT ARE THE CHALLENGES IN THE HOSPITALITY INDUSTRY IN THE EASTERN PART OF INDIA?**

The major challenges for hospitality industry in eastern India lie in the areas of infrastructural development which on the other hand, depends on favourable government policies and adequate capital inflow. The hospitality industry needs incentives and policy support from the government to grow. Fortunately, the central government has recognised the urgency of infrastructure development in the eastern part of the country and provided impetus for the same in its new tourism policy. The state government too has announced many new incentives for entrepreneurs who want to enter into the hospitality sector in its new tourism policy.

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# 10 Year MARK: The Road Ahead For FHRAI



In this Convention special issue, Executive Committee members from the Federation of Hotel and Restaurant Associations of India (FHRAI), share their vision for FHRAI for the next ten years.

**Kanchan Nath**



**Rajindera Kumar**  
E.C. Member  
FHRAI

“  
FHRAI must strive to position itself as a pinnacle organisation capable of national leadership to support buoyant growth trajectory to India's tourism sector  
”

## MAINTAINING LEGACY THROUGH CONSISTENCY

FHRAI was conceived with an idea to energise the hospitality industry in India. Being the oldest organisation that works for the promotion and protection of the interests of the Indian Hospitality Industry, it is time that FHRAI maintain legacy through continuity and consistency. To achieve the same, the leadership of the association should ensure to take forward the agenda taken up by the precedent team including further enhancement of the same. The Secretary General could play a key role in guiding and assisting the incoming President to hold the baton from the previous and pass it on to the next for continuity and consistency. However, it has not been shown due to lack of efficient Secretary General in the past so many years.

Being the Apex Body, which comprises of the four Regional Associations representing the Hospitality Industry, FHRAI follows the tradition to elect its President annually from all four regions on a rotational basis. Hence, it is highly recommended that the vision and action plan must be framed in line with the concept of legacy thinking so that each team elected in the organisation will possess a strong connection and commitment to

the endeavours of the association. However, to give a more practical approach, the following is recommended:

## FORMATION OF CORE COMMITTEES

National level issues that are dealt by Central Government can be resolved through formation of core committee within FHRAI which may be headed by President, FHRAI and delegated to its office bearers. Core Committee at regional levels, comprising of Regional Presidents with their office bearers be formed to address the issues and concerns of hospitality prevalent in the member states. This can be done through proactive advocacy with Government of the States/ Union Territories encompassing their purview.

## DATA RESOURCE CENTRE

Being the authentic voice of the hospitality industry and lobbying agency for all relevant matters before the Central and State Government, the association should serve as a nodal body providing all the relevant knowledge and information on hotel and restaurant industry nationwide. FHRAI must strive to become a one stop data centre capable of updating its members on latest developments in terms of licensing, guidelines on hotels and restaurants, hospitality mar-

ket research, etc. The content is the king factor and the availability of relevant data will not only boost the industry's performance but also foster growth in the tourism sector.

## AGENCY FOR IMPARTING KNOWLEDGE

To become the pre-eminent association promoting, unifying and advancing the Indian hospitality industry through insight, opinion and research; FHRAI should regularly conduct seminars, conferences and workshops pan India, on a wide range of trends, technology and topical issues that impact the Indian tourism and hospitality sector.

Finally, a core team with the composition of national and regional level to tackle electronic and print media on regular basis as and when required rather than depending on PR agencies who have never proved effective to the benefit of FHRAI.

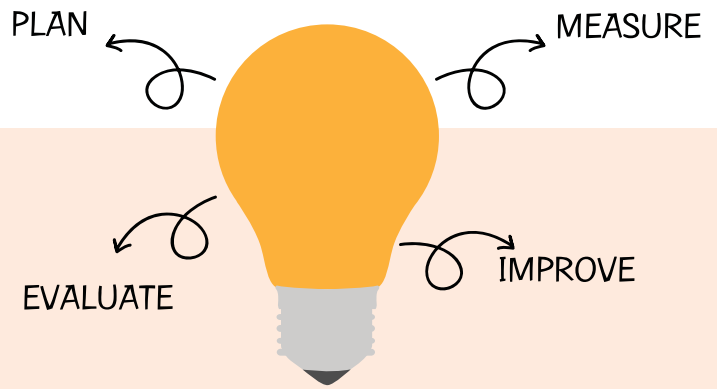
To sum up, FHRAI must strive to position itself as a pinnacle organisation capable of national leadership to support buoyant growth trajectory to tourism sector. It should serve as a common forum for people, research knowledge and technology to resolve challenges in doing business, foster unity amongst tourism partners.



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**S M Shervani**  
EC member  
FHRAI

“ We need to stop passing the hat of the President of FHRAI from region to region and select the best man for the job ”

**RELOOK THE CONSTITUTION**

The hotel industry and the way we do our business has changed tremendously in the last decade. These changes have brought with them new challenges. What worked 20 years ago is not going to work today, therefore, I have been a strong exponent of change in FHRAI’s constitution.

Our founders formed the federation in 1955 with just 13 members. Today, we have over 4,000 members. Even though it is the largest hotel association in the country with 1.80 lakh hotel rooms we are still far short of membership.

In my opinion, there should be a better connectivity between our members and the National Body. A National Body should represent a national thought and work with the government for a wholesome tourism vision. Some

of the regions today are doing great work in their areas. But, we need to be more effective at the national level.

To be more effective we need to stop passing the hat of the President of FHRAI from region to region and select the best man for the job. It is not important from which region the President of FHRAI belongs, or whether he is a 5-star hotel owner or a restaurateur.

What is important is whether he has the time, energy and vision to be able to lead the industry collectively. Tourism is in the consciousness of the policy

makers like never before. We need to take advantage of this.

It is time to effectively represent ourselves by consolidating our ideas unitedly not only within the hotel industry but also within the tourism fraternity, travel agents, tour operators, airlines and push our agenda foremost through Federation of Associations in Indian Tourism & Hospitality (FAITH) which was formed three years ago to represent the industry as one entity.

All of us must get together and be able to use this platform. We need to get our act together to be more effectively represented.



**Param Kannampilly**  
Co-opted E.C.  
Member, FHRAI

“ Knowledge portal should offer comparison of cost parameters to improvise operation ”

**BUILD KNOWLEDGE PORTAL**

FHRAI should strive to become a true all inclusive representative of the hospitality industry by having a knowledge portal, where members can learn and refer about the following:

- a) Government rules and regulations (past and present) under various heads
- b) Legal cases won in the past and the status of present legal action taken by FHRAI
- c) Interesting world trends and new ideas
- d) Comparison of cost parameters to indicate where a member can improve his operation
- e) Educational short courses for employees to upgrade their skills
- f) A repertoire of authentic Indian cuisine with recipes and the culture and history of each item

**GET GST AT THE LOWEST LEVEL**

In my view, presently, FHRAI has done very well in the field of legal issues in the interest of its members. My vision has two approaches, FHRAI should take immediate steps in the interest of its members and secondly, the long term measures.

- (a) First of all, the very essential step is to get the GST level at the lowest for tourism and hospitality industry. It may be pursued to place tourism and hospitality in export sector to get the minimum rate of GST
- (b) Tourism and Hospitality Industry should be immediately pursued to be removed from the list of most polluting industry from the ministry of environment list of categorisation
- (c) The FSSAI laws are totally not at par, a review of the law is essential to match our work



**Surendra Kumar Jaiswal**  
EC member,  
FHRAI

“ Hospitality should be removed from most polluting industry from MoE list of categorisation ”



**AUGUMENT MEMBERSHIP**

Although FHRAI has been the largest association of Hotels & Restaurants in India with representation from all the regions, there is a need to augment membership from the mofusil areas viz the North East, Kashmir and rural areas in every region. FHRAI being the only National body / representation of Hotels / Restaurants engaged with the Union Govt must be fortified with maximum membership strength.

I foresee the numbers to grow by 25 per cent every year now that the Regions have set their focus on new membership. The larger strength of members will enable FHRAI to petition the Union Govt with great force in matters relating to policies whereby,

presently, there is hardly any substantial consultation with FHRAI. FHRAI being in a position to influence the Govt and protect its members from unreasonable laws and impractical policies is of paramount importance going forward.

**ENVIRONMENT**

While Environmental laws presently are at loggerheads with ground realities and there is a need for sustained engagement with Govt to ensure that hotels are able to adhere to best practices without disrupting their operations. Our members in mofusil areas need guidance as well as support to be able to comply. Hence FHRAI must take the lead for best environmental friendly practices and rationalisation of existing laws.

**TOURISM**

GST at the rate of 5-7 % is what FHRAI will request the Govt for the Tourism sector in line with what is prevalent world over. Further, HDPB - Hospitality Development Promotion Board must be installed immediately to address issue plaguing setting up of new Hotels across India.

**FSSAI**

With the advent of FSSAI Act and implementation of FSSAI, members will be facing new challenges. It is the endeavour of the FHRAI EC that a Food Safety cell be installed to address problems faced by members as well as to offer instant solution. Accordingly, various initiatives like seminars, auditor training etc are being undertaken to make compliance of FSSAI much easier for members at large.



**Pradeep Shetty**  
E.C. Member, FHRAI

“Protect members from unreasonable laws and impractical policies”

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Simplifies & enriches feedback management process & enhance guest interaction

**Travel Recommendation Platform:**  
Empowers online shopping experience & merchandising driven by customer satisfaction metrics

**We work with**

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- Online Portals
- Travel Management Companies
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**Dilip Ray**  
EC Member  
FHRAI

**EXPAND AREAS OF UNEXPLORED TOURISM POTENTIAL**

With the new tourism policy of the central government coming into force and supportive policies by state governments, the tourism sector is going to get a big boost in the coming years. Hotels and restaurants, being a vital component of tourism infrastructure are critical drivers of growth of tourism sector in the country. The industry needs incentives and impetus from the government to unlock its real potentials. On the other hand, it is of paramount importance for

FHRAI to articulate the needs of the industry and present it before the government in an

“  
Evolve a collaborative framework with various government and public bodies to facilitate land acquisition and building of infrastructure

actionable format. The major thrust for FHRAI is to identify areas where scope of growth

exists. More focus should be laid on expanding footprint to areas which have unexplored tourism potential and where hospitality properties need to be built to trigger growth of the sector. FHRAI should strive to evolve a collaborative framework with various government and public bodies to facilitate land acquisition and building of other ancillary infrastructure for development of hospitality properties. Long-term financing of the projects and capital inflows on a sustainable basis should also engage the attention of the apex body in the years to come.



**Garish Oberoi**  
Hony. Secretary  
FHRAI

**DEVELOP FHRAI INSTITUTE**

I strongly believe that ours is a very strong dynamic body, it needs to be made even more dynamic in the future. No doubt, we are a lobbying body, we have

“  
Hold the FHRAI convention, once in two years in Delhi, let the regions hold regional conventions

to lobby for the industry, besides lobbying, we need to make it

into an organisation where our new hotels and new restaurants can get their new white papers from our association. FHRAI should be doing research papers and documents.

They should be able to guide the new entrepreneurs about which are the right places to start new projects. Areas where consultants are coming in, our association should take a lead here and support our members with all the relevant documents and research papers.

I also feel the FHRAI institute must be developed as a premier institute of hospitality in the next ten years. I feel that FHRAI

should be holding their national convention only in Delhi. The positive side is that when we hold our Convention in Delhi, that is where the seat of all our Ministers is and that is where we want our changes to be addressed. So we try calling the Ministers to various corners of the country where the Convention is happening, sometimes they come, sometimes there are last minute postponements.

When you do it in Delhi, you are sending your issues directly to these people who are sitting here. Hold the convention once in two years in Delhi, let the regions hold the regional conventions.



**Ashoke Singh**  
E.C. Member  
FHRAI

**FHRAI SHOULD TAKE LEAD IN RESEARCH**

The FHRAI is an essential voice of the hospitality industry in India - and the vision is to strengthen and promote that role even further in the future.

As a guiding authority, we will continue to encourage and promote new channels and avenues for our associates and partners to grow, in turn increasing employment and promoting economic growth along with our

“  
As a guiding authority, we will continue to encourage and promote new channels and avenues for our associates and partners to grow

long term vision of promoting tourism. As an influential

association, we will continue to be the face of the Industry before the Government, constantly ensuring their support and co-operation. The role of FHRAI is multi-faceted, indispensable and the idea is to become the flag-bearer of the Hospitality industry as a whole.





**PLAN, PROMOTE AND PROTECT**

FHRAI has been the leading platform for the Indian hospitality industry for years and has played a seminal

role in supporting the growth trajectory of India's hospitality and tourism sector. The apex body has provided a vibrant interface between the industry, government, regulatory bodies,

academia, international organisations, civil society and the media.

Going forward, we would like to see the forum further strengthen its role as an advocate, communicator and educator of the key issues impacting the industry on the national as well as global level.

Its primary focus should revolve around providing useful, pragmatic and effective solutions to the common obstacles and problems being faced by the Indian hospitality industry, thereby creating a favourable environment for the businesses to grow and prosper. In the coming years, the association should continue to plan, promote and protect the interests of the industry and secure its due place in India's economy.



**Suresh Kumar**  
Co-opted E.C. Member  
FHRAI

“Primary focus should revolve in providing useful, pragmatic and effective solutions”

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## LEMON TREE OPENS TWO HOTELS IN GUJARAT

The Lemon Tree Hotel Company announced the formal opening of two new properties in Vadodara and Dahej besides the refreshed upscale property in Ahmedabad, signalling the group's focus on Gujarat, in their overall expansion plans across India.

Speaking on the occasion of the multi-city launch, **Rattan Keswani**, Dy. Managing Director, The Lemon Tree Hotel Company and Chairman, Carnation Hotels said, "Besides our owned hotel in Ahmedabad, the addition of these three properties in Gujarat opens new domestic locations for our existing customers offering them the same refreshing experience and close to home comfort that Lemon Tree is known for." Lemon Tree Hotel, Vadodara delights guests with its smart in room amenities, refreshing services. Lemon Tree Hotel, Dahej, the multi-product special economic zone (SEZ), makes for a perfect destination for the transient and long stay travellers looking for a home away from home.

## DESIGN DIALOGUES FOR THE ELITE



**Hema**  
Senior Interior  
Designer  
Consultant  
HSAA

**H**S Ahuja and Associates is a name to count on within interior design for the hotel trade. After creating waves across the firmament of the hospitality industry, the man at forefront of the organisation, Subhash Ahuja, the founder of the company, is always keen to achieve more exciting things in the industry despite having secured a niche for the company in the hospitality industry.

H S Ahuja and Associates (HSAA) is one of those genuinely consistently growing companies in the field of interiors and furnishing that is selling concepts and ideas to some of the topmost hotel chains



in the country. The best example for the company's expertise is seen in the recent project completed at the landmark NX Hotel in Gwalior. Other ongoing project that are near completion like Swagath Restaurant



in Sector 18, Noida, Bercos Chinese Restaurant in Patel Nagar, New Delhi and Bawa Chicken in Kirti Nagar at Delhi.

The company is a force to reckon with not only in the hospitality world of India, but, also in the wider domestic and commercial fields in other countries. The company's projects includes large offices and residences of high net worth individuals across the nation.



Ahuja envisions a high quality of efficient design which is consistently in tune with the needs of today's guests while being sincere to the regal aspirations of the colonial and regal past of India's glorious destinations. His dreams were aptly fulfilled by the collaboration of Hema, Senior Interior Designer Consultant. Hema's forte is her creativity has created the amalgamation of modern and royal life style influences in sync with each other. It is these details which places HSAA notches apart from their nearest peers in the business and it is reflected in their growing and expanding business.



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# Regional Dynamics

As we prepare for FHRAI Convention, regional senior members tell us about the status of hospitality in their region, the main challenges and the future, especially, what can be done to encourage new entrepreneurs in the hotel and restaurant business.



**Sudesh Poddar**  
Hony Treasurer  
FHRAI

## UNIFORM LUXURY RATES

A sea of change has taken place in Bengal ever since Mamata Banerjee started her second innings as a CM. The new government rolled out a mega publicity campaign to woo foreign travellers in the state. To attract more private investment in the sector, the new West Bengal Incentive Scheme (WBIS), 2015 was launched with some special benefits like Floor Area Ratio (FAR) relax-

“  
New West Bengal Incentive Scheme (WBIS), 2015 was launched with some special benefits including FAR relaxation  
”

ation and extension of tourism promotion assistance @75 per cent of VAT for 5 years in respect of mega projects. Several new units, including a number

of five-star properties are coming up under WBIS, 2015.

Quite a few five-star properties are coming up in Assam and Odisha too. Even Arunachal Pradesh is getting a 160-room five-star hotel to attract more foreign travellers. Too many five-star keys sound good, eventually oversupply of rooms may lead to competitive pricing and a steep fall in room rent in a crowded city.

On the contrary, moving away from the crowded and competitive tier-1 or tier-2 markets is helping branded hotels—especially in two or three-star categories—fetch better occupancy with 15-20 per cent cheaper operation costs than those in big cities. State capitals and important transit points in the region require a large number of budget (2 star category). For development of such hotels respective governments must facilitate pieces of land at the market price through an e-auction procedure. Uniform luxury tax rates also must be introduced at the rate of 6 per cent on room rent of hotels that charge over ₹ 1,000. This standard rate will help increase volume of room occupancy in hotels and help maintain a steady revenue for both the exchequer of respective states and hotel owners. The government should reinstate all new schemes under the North East Industrial and Investment Promotion Policy (NEIPP), 2007, which was abruptly stopped in 2014.



**Luv Malhotra**  
Immediate Past  
President, HRANI

## MULTIPLE TAXATION WOES

Fuelled by rapid urbanisation and infrastructure development, Northern India is on a growth trajectory in terms of tourism. Unfortunately hotel projects are being viewed as profit making enterprise through which maximum can be extracted via taxes or otherwise. The vital challenge that the hospitality industry is facing is the presence of multiple taxation regime. Levy of multiple taxes whether VAT, Luxury Tax, Service Tax, Property Tax etc; all has lead a bumpy road ahead for the Hospitality & Tourism industry and implementation of GST at low quantum is the only remedy.

Right from hotels, restaurants, tour operators, and transporters to airline industry, various taxes are levied in different states at numerous rates across the entire northern region. This creates hurdle in overall packaging

of the tourism product and makes it expensive. In the state of Haryana, there is discrepancy in charging license fee for hotels situated near Delhi in comparison to other parts of the state. This has been non-viable and resulted in shutdown of many small businesses in the area. This explains that rationalisation and reduction of taxes is highly recommended for new set ups to thrive while providing favourable business environment for old ones to flourish in the long run.

Further, keeping in view the hypersensitive nature of our sector which is highly capital as well as labour intensive

“  
Levy of multiple taxes has lead a bumpy road ahead for the industry; implementation of GST at low quantum is the only remedy  
”

in nature, the proposal of increase in minimum wage rates predict a decrease of opportunities for upward mobility in the hospitality scenario. This exorbitant hike in minimum wage rate as proposed by Delhi Government will make the capital city an uncompetitive destination for tourists in comparison to other neighbouring states.

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**K Syama Raju**  
Vice President  
FHRAI

**ENCOURAGE NEW ENTREPRENEURS**

After the elections, the new governments of Tamilnadu, Kerala and Puducherry have exhibited proactive policy in tourism and hospitality industry by providing more allocation in tourism and promoting the states in the world forum. The government of Tamil Nadu have requested Civil Aviation Department to operate feeder services which will benefit budget hotels to improve their occupancy in lesser known tourist places. Similarly, Puducherry has decided to operate services to Bangalore and Madurai and also review the license fees on bars. The Government of Karnataka has requested the environment ministry to review the laws on CRZ to improve the standard of hotels along the sea shore. The Government of Tamil Nadu in order to encourage more tourist arrivals, have decided to hold Travel Mart in partnership with CII and to invite Travel Agents and Travel writers in association with Indian tourism. They have also

decided to hold one-day workshop with stakeholders to implementation tourism projects sponsored by Asian Development Bank that will focus increased foreign tourist arrivals by 15 million by 2023 and provide more opportunities to new investors in hotels and restaurants. SIHRA had also had given a memorandum to the Minister for Tourism, Government of Tamilnadu, to have single window clearance, rationalisation of taxes, reduction of electricity and permit beer and wine at speciality restaurants.

The new government of Kerala is reviewing the Liquor policy and have allocated more funds for tourism. KTM which is to be

“  
**Govt should have single window clearance, rationalise taxes, reduction of electricity and permit beer and wine served at speciality restaurants**  
”

held in September will lay emphasis on the increased facilities for the visitors, especially those attending Conference and Exhibitions (MICE) to enable them to stay longer in the hotels. To impress the government, it is suggested that FHRAI during the convention can have a detailed session on having GST between 6 to 8 per cent.



**Dilip C Datwani**  
Senior VP  
HRAWI

**TAX BURDEN ON TOURISTS**

The tourism potential is waiting to be tapped; the state government as well as Centre have to create a master plan to promote tourism in a planned manner.

The brand positioning statement capturing the essence of the country's tourism products should be made. Taxation needs to be given thought for rationalisation as our country's hospitality trade is among the most taxed in the world, which makes India an expensive country as a tourist destination. This is in fact is affecting the growth of the industry in India and we are losing out to other low-cost destinations. Various taxes are levied across the entire industry right from tour operators, transporters, airline industry to hotels, there are taxes like luxury tax, service tax, tax on transportation, tax on aviation turbine fuels and other various taxes on transportation.

Taxes on hospitality industry is anywhere between 20-25 per cent compared to other countries 5-8 per cent. This high tax adds to the burden of tourists' budget making them either give a miss to our country or shorten their stay in our country. This ultimately

is a loss to the industry and also the exchequer.

All states have their own set of licensing challenges; Maharashtra needs in excess of 100 odd licenses, NOC and permissions making it an unattractive proposition. Gujarat is a dry state, another deterrent for domestic tourists. Madhya Pradesh also has a typical policy in liquor license where the quantity of liquor purchased should exceed the preceding year. But at the same a progressive luxury tax exemption policy for new hotels Tax free up to `2000/- per room

“  
**Taxes on hospitality industry is anywhere between 20-25 per cent compared to other countries 5-8 per cent**  
”

tax discounts during lean periods just like Goa. Hence the request for the central government to form a master plan for development of tourism throughout the country as a whole just like GST is being introduced throughout the country with a diktat to the states to formulate the plan.

Keeping in mind the infrastructure, developing of road side amenities, skill development of manpower interacting with tourists, marketing and promotion, taxation, security and regulatory issues should all be streamlined throughout the country. Our country's size and massive natural, geographic, cultural and artistic diversity offers enormous opportunities for the travel and tourism industry.



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# MPSTDC hotels see 18 per cent growth

MPSTDC runs 70 hotels, resort and wayside amenities in the state, with expansion plans for more. In an interview **Hari Ranjan Rao**, IAS, Commissioner Tourism & Managing Director, shares vision for future.

## **MADHYA PRADESH WON VARIOUS CATEGORIES AT THE NATIONAL TOURISM AWARDS. WHICH OF YOUR MARKETING INITIATIVES BROUGHT FORTH THESE LAURELS?**

Madhya Pradesh was honoured with the Best State, Best Tourist Guide, Best Heritage Walk (Bhopal), Best Disabled Friendly Monument and the Best Innovative Product. It is the 3rd year in a row that MP has been winning the Best State award and it is no less a feat. The leadership from both the political side and the executive side has played a very crucial role in providing that lift to the image of MP Tourism that we see today. Thorough professionalism has resulted in bringing in best practices, which helped in involving agencies best in their business. A motivated MPT team whether posted in our marketing offices or at our 70 hotels have

always strived to excel in an enabling environment. Besides the captivating TVC's or our hardcore marketing strategies, it is our personalised service that has rendered to a tourist at various touch points and won many hearts. It has become the USP of our organisation.

## **WHAT OTHER INITIATIVES DOES MPSTDC HAVE IN THE PIPELINE TO PROMOTE TOURISM FURTHER? ARE YOU DEVELOPING ANY NEW TOURISM CIRCUITS IN THE STATE?**

Madhya Pradesh is the second largest state in the country. With adequate disposable income with the gen next, road travel has increased manifolds. Bollywood movies have played its part too. Sensing the huge potential for such genre of travellers MP Tourism has decided to go in a big way for the wayside



**Hari Ranjan Rao**  
IAS, Commissioner  
Tourism & MD



**Mandu :**  
Ever seen a palace  
that looks like a ship?

**Orchha :**  
Imagine a temple that  
looks like an umbrella,  
God knows how?

**Barasingha :**  
Where else can you find a  
deer that totally lives up  
to its name, a deer with  
12 horns?

**Sher Khan :**  
Ever wondered where  
Sher Khan from the  
jungle book come from ?

**Sanchi :**  
Who save inner peace  
can't be found outside?

**Chandert :**  
A Saree who's origin dates  
back to the Mahabharata?

**MP**  
*mair dil huwa  
baache sa...*



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amenities. Digital Marketing is the next big step that the organisation has taken as we realise the immense power of its reach and engagement with the consumer.

Though quite a few films with high value star cast have been shot in Bhopal (Rajneeti, Arakshan and Mohan je daro to name a few), we are coming out with a friendly tourism policy which will give a boost to this lucrative sector i.e. film tourism. Few good circuits are being developed like the Buddhist circuit, the Heritage circuit and the Wildlife circuit.

**HOW ARE THE MPSTDC HOTELS DOING IN THE STATE? WHAT HAS BEEN THE OCCUPANCY, ARRS AND REVPAR FOR THE SAME IN 2016/2015? ANY PLANS ON EXPANSION?**

MPSTDC runs 70 hotels, resort and wayside amenities in the state. In all probability the largest network of MPT hotels in the country which are well maintained. Our

hotels performed better than the industry average with more than 18 per cent growth in topline.

**Some of the expansion plans are as follows.**

1. Saugon Retreat, Delawadi
2. Sailani Island Resort, Sailani
3. Narmada Resort, Madhai
4. Vindhya Residency, Rewa

**WHAT KIND OF EXPERIENTIAL, NICHE TOURISM PRODUCTS ARE YOU PROMOTING FOR THE DISCERNING TRAVELLER? HOW ARE YOU PROMOTING RESPONSIBLE TOURISM?**

**Caravan Tourism:** To give a unique travelling experience, Madhya Pradesh Tourism has introduced caravans, specially designed vehicles for the excitement seekers who wish to rest their feet and natural environs.



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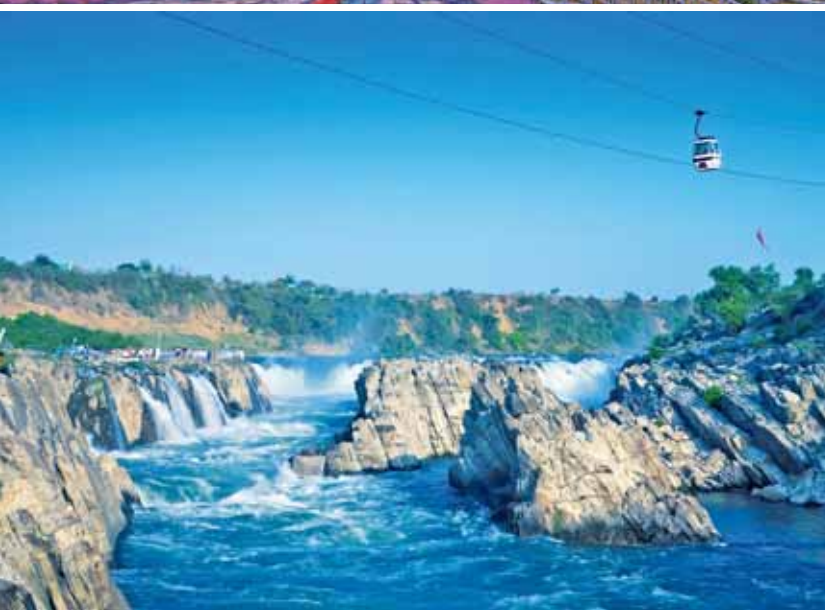
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**Water Tourism:** MPT is specially promoting water tourism in the water bodies of the state. Tawa-Madhai and Bargi-Mandla cruises being the main attraction. The cruises take for a beautiful ride through jungles and places of natural beauty. The Tawa-Madhai stretch is 79 km which sails through the forests of Satpura. The cruise 'Jalpari' can accommodate upto 10 tourists at a time.

**Heritage** walks is one such product we are working on. For now we have The Ujjain Heritage walk, the Bhopal Heritage walk. Jabalpur, Mandu, Gwalior are some which are in the pipeline.

**Adventure tourism:** This is one segment which we are laying our focus on, which has until now remained a bit dormant. Jungle treks in Pachmarhi, rock climbing (soft), barefoot walk in the river, parasailing, cycling are some which the corporation would like to develop.



## WHAT IS BEING DONE TO PROVIDE SAFETY AND SECURITY TO WOMEN TRAVELLERS IN THE STATE?

Madhya Pradesh is known for its law and order. To a great extent is the result of the political stability of the state. Nonetheless the state administration gives special impetus to the safety and security of women in particular.

In this regard the MP Tourism Corporation has extended training programmes to the constables of the state by sensitising them about a tourist's need and the way to handle them, whereby a pool of tourist police has been created at all major destinations of Madhya Pradesh. Dial 100 has been made very friendly by the state police department. They are also propagating the friendly features that have been built in especially for our friends from the foreign land.

## WHAT ARE YOUR EXPECTATIONS FROM THE FHRAI CONVENTION THAT IS TAKING PLACE IN INDORE? HOW ARE THE CITIES OF MP BEING DEVELOPED AS MICE VENUES?

1) FHRAI should approach the central government/state government for relaxation in taxes applicable for the Hotel industry and also an amendment to the rules and fees for Bar licenses.

2) Indore has become the major MICE destination of MP and MPT is planning to build a big convention centre at Khajuraho.

## KINDLY ENUMERATE THE LATEST FIGURES IN TERMS OF NUMBER OF DOMESTIC AND INTERNATIONAL TOURISTS RECEIVED BY THE STATE IN THE FIRST TWO QUARTERS OF 2016 VIS-À-VIS 2015.

2014- 6.36cr (i) 3.16L (f) ; 2015 -7.80cr(i) 4.21L(f)



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# Hospitality pins

## HOPE ON GST

While it's still some time for the GST to come, the hotel industry is already buoyant on it. Hoteliers speak out on GST's impact.

**K.B. Kachru**, Chairman Emeritus & Principal Advisor, Carlson Rezidor Hotel Group, South Asia

It's really fantastic that GST has finally happened. We will see a positive side of it, particularly for the rooms. However, in terms of restaurants, we are still awaiting certain clarifications. While we don't know which way it will go, it would really be good for the industry and the country at large.



**Ajay Bakaya**, Executive Director Sarovar Hotels

I think it's a great move to have a single tax across the country. This would mean that there will be no disparity between taxes in Tamil Nadu and Kashmir or Bhubaneswar and Mumbai. It will also eliminate the tax on tax, which we pass on the consumer. However, the quantum of GST and the level at which it is pegged will in itself have a major impact. Thus, anything between 18-19 per cent is great, but if it goes above 20 per cent, it won't be very positive. However, overall it's a fantastic move.



**Michel Koopman**, General Manager Leela Ambience, Gurgaon

In the short term there could be a little pain. However, in the long term there is only gain. It means a lot more transparency and clearer pricing. All the successful economies in the world have GST. While I think 18 per cent is quite steep, but at the moment all the Indian taxes together would be steeper than 18 per cent. Thus, in the long term, it's a great thing.





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**Rakesh Sarna**  
 Managing Director & CEO,  
 Indian Hotels Company  
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I think GST is one of the best things that has happened in the country. I hope that the constructive tone prevalent in the country will get it done. GST will make it easier to do business in India. It will make it easy to understand a very complex tax system. The success of GST has been proven so many times in many countries in the last 50 years.



**Rattan Keswani**  
 Deputy Managing Director  
 Lemon Tree Hotel Company

It will majorly have a positive impact on the industry. When industry gets a benefit, it stokes more manufacturing and activity, and hospitality is an automatic gainer. Also, owing to the variables and taxations in multiple states and multiple cities, the common tax would be a great benefit for our customers. Thus, overall, it would benefit us and our customers. It's a great move and I hope it comes together quickly.



**Rohan Sable**  
 General Manager, Novotel  
 Goa Resorts & Spa and  
 Novotel Goa Shrem Hotel

Life will just become simpler with GST. Imagine there will be no calculation of a plethora of taxes to arrive at the gross figure. This would be so much easier for our finance and operations teams to deal with billing and would avoid short-changing of guests. It would just get a lot of clarity and ultimately the guest will win. I also think we can even save paper with one-fourth of the bill now not being dedicated to calculating the five kinds of taxes and cess amounts.



**Saeid Heidari**  
 General Manager  
 JW Marriot Mumbai Sahar

The effect of GST will depend on the rate announced by the government. If the rates announced are more than the current rates, it will adversely affect the industry due to the additional burden it will cause on the guests.





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A STAR ALLIANCE MEMBER 



Niranjan Khatri

“Hotels need to move from being service providers of lodging and stay, to ethical and responsible brands that stand for more”

# USHERING SUSTAINABLE BRANDING

Offering insights on the roadmap to sustainable branding begins and ends with some fiercely authentic and ethical hotel entities.

## GREENWASHING TRAVELLERS

A major and long-standing challenge for the travel and tourism industry is the absence of clarity on the bounding line and horizon of sustainability. There is no one particular definition for sustainable travel within the travel industry. There is a lack of unified guidelines for sustainable tourism within tourism boards in India itself.

There is too much terminology use within the sustainable travel umbrella that have overlapping meanings or close differentiation. This not only puts the travel industry at a disadvantage for easy adoption, but is also confusing for travellers and consumers. Consumer experiments with travellers, a study by Mandala Research showed that every individual has a different idea of what constitutes sustainable travel. As a standard, most travellers look for authentic hotel

brands that are making an effort to conserve and protect natural resources and their environment. However, irrespective of how sustainably-minded a traveller is, he/she is likely to participate and buy in to the hotel's sustainability initiatives only if there is a perceivable benefit for the self. The rampantly practised activities of 'greenwashing' fail to move travellers at the least.

## DATA CAPTURING TREND

- 93 per cent of Conde Nast Traveller readers surveyed in 2011, said that travel companies should be responsible for protecting the environment. 58 per cent said their hotel choice is influenced by the support the hotel gives to the local community.
- According to a Trip Advisor survey in 2012, 71 per cent travellers said that they plan to make more eco-friendly choices in the



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next 12 months, compared to 65 per cent that did so in the past 12 months.

- According to a 2012 Nielsen Wire Survey, 66 per cent of consumers around the world said that they preferred to buy products and services from companies that have implemented programmes to give back to society.

own long term interest or they will surprise themselves when business brakes are applied due to lack of foresight.

In the sustainable travel industry, it is the small things that also go a long way in creating brand connect. The first step in this direction would be an authentic brand-wide commitment to the cause. Sustainability is the new norm of doing business. Today, brands have the power to change the world and make a difference. Hotels need to move from being service providers of lodging and stay, to ethical and responsible brands that stand for more. Implementing sustainable initiative as per the need and possibility of your location would be the first step on this path.

Today, hotel brands are required to shift their focus to a more demonstrative and proof based approach to sustainable branding. This means going beyond green certifications and activities under the corporate social responsibility bucket. There is an ocean of opportunity for Indian hotels to be perceived as a sustainable brand and strengthen brand value.

### KNOWLEDGE FOR SUSTAINING IMPERATIVE

The plethora of conventional brands do not communicate the message of sustainability, for example when we buy bulbs we know the energy consumption of the bulb, however when we buy taps there is no indication of the flow rate of the tap or the shower. Most people buy these gadgets on the basis of their physical attributes and aesthetic value, but not on the consumption rate per minute. How many people know that a hamburger consumes 634 gallons of water, or that a paper cup that we use for drinking coffee in offices, cafes consumes 200 litres of water?

The premier management engineering colleges need to teach this as part of the curriculum and industries need to highlight the water intensity of its products in its

Indian hotels are finding new and innovative ways to propagate their vision for sustainability through both design and operations. Initiatives like increasing indoor and outdoor green presence within the property, planting indigenous species, communicating and displaying the hotel's efforts to reduce carbon emissions, having a carbon offset plan and a salient sustainability roadmap are just some of the activities that create a backbone for a hotel's sustainable branding goals.

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



**Sriram Kuchimanchi**

“Today, hotel brands are required to shift their focus to a more demonstrative and proof based approach to sustainable branding. This means going beyond green certifications and activities under CSR”



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# Can water add more stars to your hospitality?

The hospitality industry is all about customer experience, and customers expect the best. Right from the moment they step in, to the time they walk out. The experience you and your staff provide is the defining cause of whether or not customers will ever return to your establishment.



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Of the various issues that could impact the success of your business, none are quite as critical as hygiene. That's the basic expectation of a customer every time they visit a restaurant, pub or a hotel. Cleanliness is of paramount importance. And nothing tops the list as much as clean, drinking water. With rising health concerns, and the ever-growing increase in water-borne illnesses, customers are more conscious about the water they consume. If things aren't at their hygienic best, words do spread fast and with the ease of social media, even faster.

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would be your reputation. That's where Voltas Water comes in.

Voltas Water Solutions Pvt. Ltd. (VWS) brings to the table a wealth of revolutionary Point-of-Entry water purification systems that are specially designed for establishments like yours. The systems use best-in-class UV-based and Membrane-based technologies to deliver pure, drinking water with unmatched efficiency, at prices beyond affordable. So much so, that the cost on drinking water reduces to a significant 20 Paisa per Litre. Yes, you heard that right!

Unlike conventional RO plants that are quite bulky, these prod-

ucts operate on a plug-and-play basis, without installation fusses. And the best part, the GET.SET. RO range also reduces wastage of water down up to 25%, as compared to the 75% wasted by conventional water purifiers prevalent in the market. Now that's a clean reputation with a clear conscience.

All in all, Voltas Water proves to be a breakthrough, eliminating hygiene and cost issues off a resource without which the hospitality industry cannot function. But more importantly, it adds credibility to those looking to serve their customers with nothing but the best.

## HONED food service

Food Service India Pvt. Ltd., a part of VKL Food solution enterprise, aims to exhibit quality for HoReCa customers.



A **VKL** Food Solutions Enterprise

VKL has been creating food and beverage solutions for the leading food-service companies since 1935. With their core building blocks of innovation, quality, service and value, they provide standardised services to the HoReCa customers in India and export food and beverage solutions to over 25 countries. Three years back, VKL Seasoning Pvt. Ltd. (VSPL) set out on a unique journey to create India's own food service company. It was company's endeavour to service an under-catered customer, the HoReCa segment; thus food service as a part of VSPL, the pioneers of seasoning segment in India, was born. In

### BRAND VERTICALS

Food Service India Pvt. Ltd. has a variety range to offer chefs:

- **Chef's Art:** They range from sauce mixes, marinades to dips and soup bases.
- **Springburst:** It is a range of Kitchen solutions designed to help the chef enhance the dishes.
- **Spicefield:** Complete range of Blended, Ground and Whole spices exclusively made for HoReCa chefs.
- **Sunbay:** It is a recently launched brand offering a range of gravies and sauce bases.
- **Marimbula:** It is a range of gourmet syrups.

keeping with VSPL's objective of providing exclusive focus to HoReCa customers, it is now rebranding this business as

Food Service India Pvt. Ltd. (FSIPL). The objective of FSIPL is to remain focused on food service business as a special segment. The team at FSIPL comprises of experienced chefs and sales professionals specialised in HoReCa segment. The team understands the challenges faced by them in terms of cost, inventory, taste, consistency etc. and works towards making the process of cooking easier. They have specialised food service distribution partners across India and abroad who provide best last mile services to the HoReCa customers.

"With our specialised focus, capability in product development, production and service, Food service India is marching in line with the new vision – To become India's most Admired and Respected Food Service Company enabling our partners success through focus on great taste, outstanding customer service and strong relationships," says President of FSIPL, S.K. Maratha.



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## Futuristic SOFTWARE for Restaurants

Running a good restaurant and converting it to a successful business requires different skills and expertise, RanceLab® FusionResto, ready-to-use software for restaurant business provides just that.



**Nilesh Shah**

From tracking sales to managing chain of outlets, building new customers and retaining existing ones, RanceLab® FusionResto has helped 1000s of restaurants in 30 countries to automate their processes resulting in an average 15 percent increase in sales, compared to the performance of other restaurants. Restaurants, on an average, achieved a 5 to 1 RoI within a year, says Nilesh Shah,

Co-founder, RanceLab® FusionResto. Shah elaborates, "FusionResto is a simple to use and cost effective solution without the need for prior computer experience. It is scalable from a single location to a chain and flexible enough to run from your PC to your iPad."

### ALL IN ONE

Its all-in-one, out of the box features takes care of point of sale, reservations, stock management, customer tracking, table and quick service order entry and routing to kitchen display system, home-delivery, payment handling, financial account, time and attendance and real-time analysis of data across multiple locations.

Aiming the futuristic aspect for restaurants and being at the par with current innovations in the sector is vital. To optimally process it, the company

will allocate more services through its products. Informs Shah: "RanceLab® FusionMobi is a collection of coolest mobile apps for restaurants. With FusionMobi, important information and essential features are always at your fingertips."

### SOME OFFERINGS

- **Mobile POS:** Speedy service with zero errors results into quick table turn
- **Kitchen Display:** Real-time digital KOT's, avoid printing nightmares in the kitchen
- **Mobile Wallet:** Convenient mode of digital secure payment
- **Mobile Reports:** Real-time reports on the move
- **E-menu:** View dishes before ordering, helps faster decision-making
- **Customer Loyalty:** Engages the customer, increases repeat sales



## Optimising HOTEL operations

FCS e-Solutions is a dynamic suite of multi-language, web-based applications, which optimises hotel operation needs.



**Shaji Kuriakose**

The solution is comprised of e-Connect, e-Housekeeping, e-Recovery, e-Engineering, e-Concierge and most recently, e-Laundry. It assists hotels with an array of operational functions, from real-time maintenance requirements and housekeeping management to guest issue and request tracking, all combined on a robust customer relationship management (CRM) platform. FCS m-Service is a suite of mobile apps that allows staff to service guests and connect with e-Solutions, thus maximising operational performance. The m-Service apps allow runners, room attendants, housekeeping supervisors, engineers to manage their daily duties on iOS and Android devices.

All applications seamlessly interface with the hotel industry's most popular property management systems (PMS) through FCS Gateway Solutions, Unicorn and Phoenix. Telling us what makes them better than competition, **Shaji Kuriakose**, Commer-

cial Director – India, Nepal & Bhutan, FCS Computer Systems said, "FCS differentiates itself from competitors by positioning itself as a full-serve global provider, with a comprehensive range of solutions. As a global company with an extensive local presence in all regions, FCS services clients in all major national and international chains. FCS India is trusted by over 200 hotels in India, Nepal and Bhutan to provide solutions and services to their properties."

He added, "With three levels of 24x7x365 support, FCS India is one of the leading solution providers in the country for Call Accounting/Voicemail and Guest Request/Complaint management solutions." FCS has been providing solutions and services to the hospitality industry globally for 30 plus years, and has built robust and trusted solutions around the diverse experiences that have been gathered in this period, and also by the valued customer feedback.





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# The Handloom VESTIGE

The Chanderi sari was, and still is, a symbol of superlative beauty and status. Designers **Poonam Bhagat** and **Rashi Kapoor** give a new twist to the cloth jewel of handloom heritage.

## Kanchan Nath

**S**killed workers still weave the magic of Chanderi silk in the ancient, historic town of Chanderi in Madhya Pradesh. The elegance of this matchless intricate art of embellishing silk and cotton fabric with zari weaving resides in harmony with the towering forts and palaces.

The designers tell us what inspires them to use exquisite hand-woven Chanderi silk cotton, pure silk and Chanderi cotton in their creations. Talking about her label Taika, **Poonam** says, "I like using natural fabrics that breathe and are eco friendly. Handloom therefore is my preferred choice. I like using Chanderi because it's light, gossamer, iridescent and ethereal."

Taking us down memory lane Rashi adds, homage to the fashion of Indian Royalty inspired by the British, reminiscent of Ascot and Lords, Polo matches and Rugby, of classical music soirees and sit-down dinners, of convertibles and liveried chauffeurs. Laces, Chiffons, Tissues, Benarasis, Silks, Organza's and Chanceries intricately embroidered and embellished."

Elaborating on where they source this material from Poonam says, "I've been using Chanderi ever since TAIKA was born in the January of 1991. At first I went to Gwalior and sourced the Chanderi from there, within a couple of months I contacted the weavers in Chanderi and have been getting my fabric from one particular source ever since. It's been 25 years now."



**Poonam Bhagat**

“

I like using natural fabrics that breathe and are eco-friendly. Handloom is my preferred choice. Chanderi is light, gossamer, indescent and ethereal

”



**Rashi Kapoor**



Ethnic Handloom is in remembrance of decadent fashion days, with an almost tangible whiff of Chanel on the white linen



Stating that her material is directly sourced from MP, Rashi says that she gets it from the Guna - Ashok Nagara area of MP.

Enlightening us on the trends in ethnic handloom usage across the country, Poonam says, "Till a decade ago, Chanderi and other handloom fabrics were used only for ethnic wear. Thanks to designers they have now taken on a new avatar and lend themselves beautifully to tops, tunics, skirts, palazzos and dresses as well. Chanderis look lovely when layered asymmetrically in Indo western silhouettes and they make for lovely diaphanous tops worn with inner camisoles. I particularly love combining the sheerness of the fabric with the opaque linens and Khadi. I have experimented extensively with Chanderis in all forms and shapes that are Indian, fusion and purely western. **Rashi** concludes, "Rich, yet easy to wear, and versatile in the suppleness and way they may be worn and teamed, for the women of today, ethnic handloom is in remembrance of decadent fashion days, with an almost tangible whiff of Chanel on white linen."





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# 510 chefs participate in IFCA CONVENTION

The 1<sup>st</sup> National Young Chefs Convention (NYCC), organised by Indian Federation of Culinary Associations (IFCA), at Radisson Blu Plaza, Delhi from August 29-30, 2016 was attended by leading chefs from India and overseas.

**Kanchan Nath**

NYCC was inaugurated by the guest of honour - Kenko SONE, Minister (Economic & Development), Embassy of Japan; Nakul Anand, Executive Director, ITC; K B Kachru, Chairman, Emeritus & Principal Advisor, South Asia, Carlson Rezidor Hotel Group Inc.; Master Chef Hirotooshi Ogawa, Director / Secretary General, All Japan Sushi Association (AJSA) by a lamp lighting ceremony.



“Cuisine has pivotal role in tourism... India's incredible cuisine has the potential to be the single largest catalyst in its tourism growth story”

## CUISINE PIVOTAL IN PROMOTING TOURISM

In his keynote address, **Nakul Anand**, Executive Director, ITC says, “Today, more and more Indian chefs are winning admiration, competing and collaborating on global shores through their culinary prowess. It is also a great pride for India to be in global prominence, on accord of the culinary wisdom that we have to offer. Cuisine can play a pivotal role in promoting tourism. We have only scratched the surface of vast opportunities that lie within the ambit of culinary tourism. The secret lies in reflecting and tapping into the innate strength of

our culinary diversity that exists within our historical and geographical border.” He added, “Food is a complex multiple of history and geography. That is our key sustainable differentiator, countries may have the geographies, but very few countries would have the history and the civilisation that is 5000 years old. India’s incredible cuisine has the potential to be the single largest catalyst in India’s tourism growth story. Some believe that India is a country of derived styles, tastes and presentation and much of its food





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### SELF DEVELOPMENT KEY TO SUCCESS

**Chef Manjit Singh Gill**, President, IFCA, says, "We have to identify new opportunities and encourage new talent, thus helping the industry to grow from stride to stride. We are constantly striving to aspire the countries youth to take up being a chef as a profession."

He adds, "There are no shortcuts to being a good chef. One has to start at the bottom of the line; it is only with experience and practical knowledge, that one works ones way up to becoming a top chef. They need to do all this, without losing focus on about creation, throughout life. It is only practice, practice and practice that makes perfect. Self development is the key to success."

came from elsewhere. I personally stand with food historians and chefs, who have painstakingly broken this myth to become recognised as a fountainhead of tastes and flavours."

### COOKING UP BUSINESS

**K B Kachru**, Chairman, Emeritus & Principal Advisor, South Asia, Carlson Rezidor Hotel Group, says, "Skill development is a big dream that the government is pursuing, I think we all need to take full advantage of this. By honing your own skills you can really change the industry, and enhance F&B offerings. Along with your skills I will strongly advise that you should start the cooking business, many of you have the potential to become entrepreneurs, along with honing your skills what you need to learn through some of your own colleagues in the industry is how can you can cross that level and be very successful entrepreneurs."

Other dignitaries included Chef John Sloane, Vice President, World Association of Chefs Societies (WACS); Chef Thomas A Gugler, Continental Director – Africa & Middle East, WACS; representing IFCA were Chef Manjit Singh Gill, President IFCA; Dr Chef Soundararajan Palanippan, General Secretary, IFCA; Chef Vijay Bhaskaran, Vice President, IFCA and Chef Sabyasachi Gorai, President, Young Chefs Association of India.

Speaking on the occasion, Dr Chef Soundararajan, Secretary General, IFCA thanked the participants and partners and said that he was overwhelmed by response received for convention. This National Young Chefs Convention is the largest ever gathering of young chefs anywhere in the world. More than 500 young chefs from across India are participating in this two-day convention," he informed.

“ I will strongly advise that you should start the cooking business, many of you have the potential to become entrepreneurs ”



“  
It is only practice,  
practice and practice  
that makes perfect.  
Self development is  
the key to success  
”

**Kenko Sone**, Minister (Economic & Development) Embassy of Japan, who was present on the occasion, spoke on the growing footprint of Japanese restaurants across the globe. Citing a survey, Sone said that there are an estimated 89,000 Japanese restaurants outside Japan and it is growing year on year. Respect for nature is the hallmark of Japanese food, which is one of the UNESCO intangible heritages. The two-day event has been organized in partnership with Japan External Trade Organisation (JETRO).

IFCA also hosted a National Sushi Championship as part of the National Young Chefs Convention 2016.

**Chef John Sloane**, a renowned name in industry spoke on one of the most intriguing challenges facing our society today. He delved into the subject of food production and its scarcity hitting many parts of the world.

His thoughts on how food should be procured and used by the chefs worldwide put a great emphasis on wastage of food across kitchens in the world. By pressing this issue on young minds, he made them aware of optimum usage of food items and how its shortage can render many people hungry which will have a great impact on the works and services of the culinary industry.



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# Carving BUSINESS sense

To carve, create and innovate any project or renovation, suitable design and nuances of operational costs with other deciding factors need to be understood.



**Ritu Bhatia Kler**

“Renovating is a business decision. Design updation is necessary as part of operating costs”

There are many reasons or situations why a hotelier should renovate their existing property. We advise that the following guidelines can be kept in mind to decide when is it the right time to renovate, and incur the cost:

- Encompassing change that is decision driven due to changing times / trends or wear and tear / technology change
- Refurbishing a brand or position change
- Enabling favour for a guest or the operating team
- Reinventing due to competition

Now that you have decided to renovate, put together your key players to take part in the decision. Head of Department / Brand operator / Architect (if structural changes) / Interior Designer / Chef and your Chief Engineer. In any area to renovate, your Chief Engineer plays an important role.

Some home work and brainstorming is required with the key consultants:

- Elucidating the reason to renovate
- Brainstorming on how impact will be created
- Elements of design and technology
- Prepare a design brief with clarity
- Discuss with the Chief Engineer on the services support and changes required (this is important

in complete renovation where lighting/ air-conditioning and plumbing may be impacted)

- Time plan – work backwards on dates with enough time for design and execution
- If it is change of a brand of the hotel or an area such as an F&B outlet, keep in mind collaterals such as new name, signage, menu cards etc.
- Plan the Budget!

## CASE STUDY

In 2010, the Metropolitan Hotel rebranded itself as The Met through a major renovation of its interiors over a period of two years. Functional and operational aspects were also looked into with the briefing of the hotel staff and consideration of new technology for guest convenience and operational smoothness. The owner had taken a call to have a complete renovation of the full hotel with refurbishment to the Spa.

The design and drawings were planned in advance so that execution in a running hotel could be done on time in two parts in the summer months of Delhi, thereby opening in October season.

## DESIGN VS COST

Renovating is a business decision. Design updation is necessary as part of operating costs. The customer is well travelled and also looking at newness to the places they choose – be it a business hotel, leisure for holiday, restaurant for that special occasion, etc.

A market study can also help to advise that by adding more meeting rooms vs guest rooms or having some service apartments instead of only guest rooms will give a better marketability. A well designed project, keeping in mind all functional and operational aspects also determines your revenue returns. It is therefore important to involve the H.O.D and key operators of your hotel. Design in itself is beauty, but combine it with the various factors mentioned above and it would be good business sense!

*(The author is Ritu Bhatia Kler, MD, Total Integrated Design (India). The views expressed above are the authors' personal views)*





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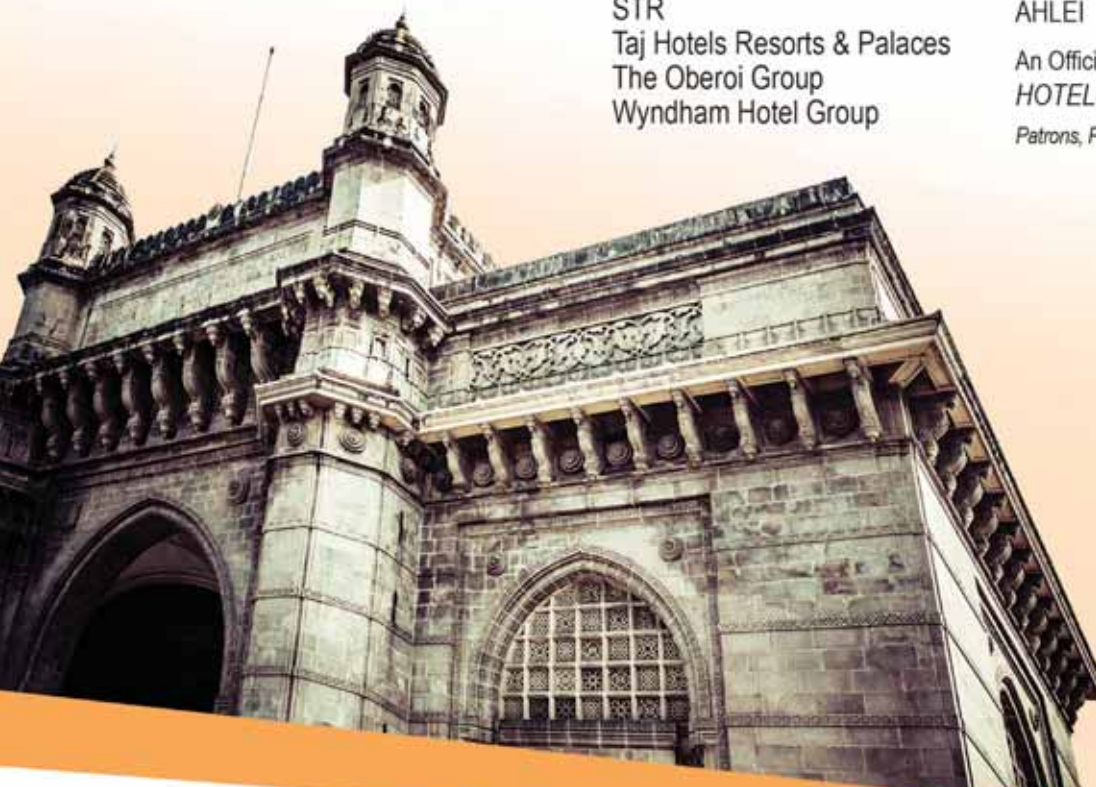
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# Maya Adds Stars to

India Hospitality Awards is a platform to recognise the achievers in the hospitality industry. India Hospitality Awards West & South held in August at Novotel Pune Nagar Road was a formal black-tie event graced by the who's who of the hospitality industry.



(L-R): Nitin Shankar Nagrale, Bandish Mehta, Prashant Sudam Jagtap, Saudamini Naik and Sanjeet



The winners of India Hospitality Awards West & South 2016 with their trophies at Novotel Pune Nagar Road on August 4, 2016

# Hospitality Industry

The India Hospitality Awards ceremony for West & South India was held on August 4, 2016 at Novotel Pune Nagar Road, Pune. The ceremony was graced by **Prashant Sudam Jagtap**, Honourable Mayor, Pune Municipal Corporation, Government of Maharashtra.

Talking about the travel and hospitality industry of the country Jagtap, says, "India is one of those countries that possesses a lot of unexplored potential as far as travelling and hospitality industry is concerned. Talking about Pune, this city is blessed with good infrastruc-

ture and exotic heritage places and that's why, I think tourists should visit this city like the way they visit other metropolitan cities. Having said that, I hope the number of travellers visiting the city increases year on year. People travel a lot abroad and I think India too has its own peculiar hospitality. I would urge people to come to our country to experience its unique hospitality."

He further says, "I would like to request you all that when countries like Dubai, Singapore can garner so much business from tourism and hospitality, similar kind of business can also be generated in our country."

**SanJeet**, Mentor, India Hospitality Awards, said, "In this fiercely competitive industry, acknowledgment with a prestigious award distinguishes the industry members as the very best. It demonstrates the confidence that the industry has placed on them. India Hospitality Awards is developed to identify, highlight and reward excellence on a regional level throughout the hospitality sector. These awards signify the growth of the industry which has developed immensely in the last few years. We are proud to have been instrumental in recognising excellence and will continue with our endeavours."





**FACE OF THE FUTURE-** Nitin Shankar Nagrale



**BEST GENERAL MANAGER-** Faiz Alam Ansari



**MOST ENTERPRISING GENERAL MANAGER-** Bandish Mehta



**BEST WEDDING HOTEL-** JW Marriott Mumbai Sahar



**BEST LUXURY HOTEL-** The Westin Hyderabad Mindspace



**BEST CITY HOTEL-** Shangri-La Hotel Bengaluru



**BEST MID MARKET HOTEL-** Mercure Lavasa



**BEST LUXURY WEDDING DESTINATION RESORT-** Radisson Blu Resort & Spa, Alibaugh Mindspace



**BEST ALL DAY DINING RESTAURANT-** Square, Novotel Pune Nagar Road



**BEST LUXURY BUSINESS HOTEL-** Express Inn Hotel Nashik



**BEST CORPORATE HOTEL-** Park Hyatt Chennai



**BEST DEBUT WEDDING & MICE HOTEL-** Crowne Plaza Pune



**BEST F&B PRODUCT-** Cremica Foods



**BEST BUSINESS HOTEL-** Hyatt Regency Mumbai



**EMERGING TECHNOLOGY SOLUTION PROVIDER-** CRS Technologies





**BEST MICE HOTEL**- Crowne Plaza Kochi



**BEST ENTERPRISE DISTRIBUTION TECHNOLOGY PARTNER**- Reznex



**BEST EXTENDED STAY HOTEL**- Grand Mercure Bangalore



**BEST CLEANING EQUIPMENT**- Karcher Cleaning Systems



**BEST METROPOLITAN HOTEL**- Holiday Inn Cochin



**BEST MID-MARKET CITY HOTEL**- Hyatt Place Pune Hinjewadi



**BEST MID-MARKET HOTEL BRAND**- Keys Hotels



**BEST ANCILLARY SERVICES**- Maini Materials Movement



**BEST REGIONAL SPECIALITY RESTAURANT**- Nandhana Palace, Bangalore



**BEST UNIFORM COMPANY - HOSPITALITY**- Uniforms Unlimited



**BEST DEBUT CITY HOTEL**- Mercure Hyderabad KCP



**BEST MEETINGS & CONFERENCE VENUE**- Hyderabad International Convention Centre



**EXCELLENCE IN CUSTOMER SERVICE**- Courtyard by Marriott Pune Chakan



**BEST TABLEWARE BRAND**- Wilmax England



**BEVERAGE PARTNER**- Aspri Spirits



## ELANPRO BAKESHOP DC SERIES

◆ Emphasising on providing innovative solution to the bakery industry, Elanpro, announced the launch of ELANPRO BAKESHOP DC SERIES (EDC), a confectionery showcase range characterised by sinuous forms and high performance. ELANPRO BAKESHOP DC SERIES (EDC) is available in five models- Curved glass, Flat glass, 270 degree display (four side display), Counter top display (available in hot, cold and ambient display options) and Grab and Go Cooler- an open deck design. It blends high technology and aesthetic appeal leading a customer's eye directly to the exhibited products. The cabinet optimally stores confectionery products in cold, hot and ambient temperature with a particular focus on temperature suitability and ease of use. The range introduces a new led lighting system that offers low consumption and a great product's display enhancement. The models also feature perfect refrigeration performance, greater capacity doors.

## 3D CHIMNEY BY FABER

◆ Faber introduces world's first 3D Chimney with T2S2 technology with three-way suction. Its unique filters on the sides of the hood extract any smoke that escapes the bottom vent. This technology ensures kitchen free from smoke and grease making it appear neat and hygienic. Available in black and SS options, 3D hoods become adapted to latest designs and finishes from Europe. Many studies point out that air in Indian kitchens is more polluted than the air outside the house. The chimney not only removes the harmful smoke and fumes which damage the health but also ensures that the furniture and the appliances in the kitchen remain in pristine condition.



## 3D WALLCOVERINGS BY MARSHALLS

◆ Marshalls, has launched 'Matrix', a fresh new collection with a mix of modern geometric designs and a modern take on traditional wallcoverings designs. This geometric designs showcased on the wallcoverings are used to create an enduring modernistic elegant space. The embossing is done in such a way that it creates a 3 D impression of designs which will demand attention to wall and its detailing. This collection is a set of wallcoverings that helps in creating an enduring modern classical and elegant space that gives a neo-classical look to your house.

# CREMICA'S SALAD DRESSINGS

◆ Get your fitness fix in with a range of salad dressings by Cremica. Healthier salad just becomes more delicious with Cremica's range of dressings. A great salad deserves a great dressing and Cremica's Salad dressing promises the best of the taste and looks to crave for a healthy salad. Add Cremica's Italian Salad Dressing to a boring, leafy salad for a burst of authentic Italian herbs and flavours! For a healthy post workout snack top your favourite salad with Cremica's Russian Salad Dressing. Cremica's Ceasar Salad Dressing, when added to a bland salad is sure to turn it into a zesty dinner meal.



# POHA FROM ASBAH

◆ ASBAH, a brand owned by DCP India (P) Ltd launches its finest quality "Poha" (Rice Flakes) brittle, crispy, easy to digest and full of nutrients to start the day. Asbah "Poha" is easily available at retail counters and Hyper- Markets like V-Mart, Vishal Mega Mart, Home Store and Modern Bazaar. The product is also available on e-commerce sites like Amazon, Big Basket, Sangam Direct and Shop Filo. Retailers can directly buy it on B2B portal like "JustBuyLive". It is hygienically packed in 500gms pouch. "At Asbah, we believe that there's no substitute for quality. That's why we are continuously upgrading our technology and processes," commented **Gaurav Jain**, Director - DCP India.



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## RELISH THE NEW **WILDFIRE**

The Crowne Plaza Today Gurgaon relaunched 'Wildfire' the only Brazilian Churrascario in India. 'Wildfire' introduces special offers for lunches and a uniquely crafted authentic Italian menu. The cuisine features the natural beauty of local and seasonal ingredients in an appropriate and sumptuous manner." The food marks our endeavour to promote relations between the two cultures and countries, while also providing our guests a platform to gain new insight and knowledge into Brazilian cuisine, culture and heritage. The menu has been carefully crafted keeping in mind the discerning and varied tastes of our clientele, to provide a more expedited experience for guests. We have taken into consideration customer feedback and patterns and tweaked the existing menu by adding an array of unique, handcrafted dishes. We aim to delight guests with gastronomic specialties," said **Nalin Mandiratta**, General Manager, Crowne Plaza Today Gurgaon.



## LOVE CHOCOLATE? GO TO **CALLEBAUT**

The Barry Callebaut Group, the world's leading manufacturer of high quality chocolate and cocoa products, opened the door to its new, relocated Callebaut CHOCOLATE ACADEMY center and sales office in Mumbai, India. It is one of 19 training centers managed by the company's gourmet division, around the world, and one of four in the Asia Pacific, with other centers being located in Singapore, Shanghai (China) and Tokyo (Japan). The new facility will provide chefs, culinary professionals

and artisans across India the chance to train and experiment with the most comprehensive and diverse selection of high-quality global gourmet chocolate products." We want to provide locals and visitors with the best chocolate making experience. We look forward to serving them even better in this state-of-the-art CHOCOLATE ACADEMY center and sales office," said **Dhruv Bhatia**, Barry Callebaut's Managing Director, India.



## DEEPAK CHOPRA HEALING CENTER IN PUDUCHERRY



Deepak Chopra has opened his first Healing Center in India, the Chopra Healing Center in collaboration with Dune Wellness Group in their Puducherry beach resort, Dune Eco Village and Spa. **Deepak Chopra, MD**, Chopra Healing Centre, says, "The collaboration with the Dune Wellness Group for the 'Deepak Chopra Healing Center' in Puducherry, will be the flagship center for bringing to India all scientifically validated mind body programmes. Puducherry has a long history with spirituality and healing and we should carry on this work there. The healing center is already offering a vast range of Ayurvedic cure including the famous 'Perfect Health Programme' of seven and 14 days."

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## LE CREUSET HOSTS A GASTRONOMICAL AFFAIR

Le Creuset, world's leading cookware brand famous for its cast-iron products, hosted a live gastronomical session with renowned celebrity Chef Ranveer Brar, who curated recipes that were beautifully prepared in Le Creuset cookware at Select Citywalk, New Delhi.

Speaking on the event, **Chef Ranveer Brar** said, "Le Creuset is an international leader in luxury cookware and I am absolutely pleased to be associated with this reputed brand. Cooking with Le Creuset cookware is an experience in its own and it's a great opportunity to be able to share that with people who share the same interest."

**Ankur Damani**, Country Head - India and SAARC, Le Creuset said "We are thrilled to have associated with Chef Ranveer Brar. Le Creuset is most particular about quality and innovation that is why we feel that the talented Chef Ranveer Brar is perfect to demonstrate the difference that comes in cooking with Le Creuset cookware and to help the audience make it a part of their lifestyle."



## 'SHERATON GRAND BANGALORE' TURNS 1

Sheraton Grand Bangalore Hotel at Brigade Gateway proudly announced its 1st Anniversary of being crowned as 'Grand'. It was the first Sheraton to be crowned as Grand in South-East Asia, and is the only Sheraton Grand in India. As a part of the Sheraton 2020 vision, Sheraton Grand Bangalore Hotel has adapted elements of the "Effortless Travel" initiative. This new brand positioning has been introduced to allow guests to make the most of their stay through the three major travel solution elements PackPoint Packing, One Hour Gem and Paired Menu. **Saurabh Bakshi**, General Manager of Sheraton Grand Bangalore Hotel mused, "It's a great day for the entire Sheraton Grand Bangalore team. The hotel has evolved tremendously since we've been crowned "Grand", especially in terms of client satisfaction by providing the guests with an effortless travel experience. The new elements at Sheraton Grand Bangalore promote growth and lure more high-end travelers to the hotel."



## THE PARK HOTELS REDEFINE IN-ROOM DINING

The Park Hotels unveiled "The Park Picnic". Drawing inspiration from childhood memories of 'relaxed meals served tiffin style', the Chefs gave the in-room dining a whole new meaning. **Vijay Dewan**, Managing Director, The Park Hotels said, "Amongst the various touch points in the hotel, In-Room dining is the most dated and boring of all. At every interaction we want our guest to be fully engaged with us when they stay at our hotels. The entire innovation has been designed by our executive chefs across hotels." The Park Picnic is available at seven properties across New Delhi, Kolkata, Chennai, Hyderabad, Navi Mumbai, Visakhapatnam and Bengaluru from 01st August, 2016.

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# appointments



**HENRY GRAY**

**Vice President, Operations – Hotels and Resorts, Six Senses Hotels Resorts Spas**

★ Six Senses Hotels Resorts Spas has appointed Henry Gray as Vice President, Operations – Hotels and Resorts. He was the group's Area Director for Thailand from 2007 to 2009, responsible for the resorts in Phuket, Hua Hin, Yao Noi and Samui. A graduate of Henley College in the UK and with over 30 years of international management experience in the hospitality world, he started his journey as the Resident Manager of Marina Cay Resort, in the British Virgin Islands.



**SRIJAN VADHERA**

**General Manager  
Fairmont Jaipur**

★ Srijan Vadhera, brings with him more than 18 years of experience holding executive positions in the hospitality industry in various reputed hotel chains, specialising all aspects of hotel operations, with an avid interest for Sales and Marketing. He is a new-age leader with a futuristic approach to management. His passion for the industry complementing his well-versed knowledge and dynamic leadership with people skills advocates teamwork, affiliation, financial and operational success of an organisation. He made a humble beginning as an industrial trainee at the Taj Mahal Hotel.



**MAHESH CHAND RAJWAR**

**General Manager  
Lords Resorts, Silvassa**

★ Lords Hotels & Resorts has recently appointed Mahesh Chand Rajwar as the GM of its property in Silvassa. Prior to taking up the position with Lords Hotels & Resorts, Rajwar was the GM for Country Inn and Suites, a property of Carlson Rezidor Hotels Group. He brings to Lords over 12 years of experience. That include stints with Taj, Trident and Club Mahindra. As the GM of Lords Resorts, Silvassa, he will be primarily responsible for driving revenue growth. In addition to the managerial and operational responsibilities, he will also play an active role in streamlining the resort's marketing activities.



**RAHUL KANUNGO**

**General Manager  
Pride Hotel Nagpur**

★ Pride Hotel Group has appointed Rahul Kanungo as the General Manager for the Pride Hotel, Nagpur. He will be responsible for running the historic hotel and overall day-to-day operations, sales and generating revenue for the hotel through room bookings, meetings and conventions and other social events. Kanungo is a seasoned hotelier having deep rooted experience in Hotel Operations, Financial Management, Customer Relationship Management, Resource Management, People Management and Project Management in the hospitality industry. He has worked with the Taj Group of Hotels for more than 13 years in various capacities.



**SHUBHAM CHANDRA**

**Hotel Manager  
Grand Hyatt Mumbai**

★ Grand Hyatt Mumbai is pleased to announce the appointment of Shubham Chandra as Hotel Manager for the multi-dimensional lifestyle complex in the heart of Mumbai. He has over 18 years of experience in operations, business development, sales and marketing with reputed names in the hospitality industry. He brings a wide portfolio of experience to the role as he has worked in all the important Indian markets and possesses an in-depth understanding of the hospitality world. He has been with the various Hyatt properties in Mumbai and Delhi since the year 2001. Also, he has to his credit key roles in setting up the sales offices for various Hyatt Hotels in Bangalore, Delhi and Mumbai.





**JACQUALINE TARA HERRON**

**Director 'The Imperial Spa and Salon'  
The Imperial New Delhi**

★ Jacqualine Tara Herron, a seasoned wellness professional with over two decades of experience, re-joined The Imperial as Director-The Imperial Spa, Salon, Health & Racquet Club and is all set to take on new challenges of the luxury wellness in the hospitality industry. In this position, she will spearhead and lead the operational, strategic and financial performance of the award-winning 16,000 square-foot of spa and salon consisting of a state-of-the-art Health & Racquet Club and The Yoga studio, along with the Swimming Pool.



**RAJAN MALHOTRA**

**Director of Sales and Marketing  
Shangri-La Hotel, Bengaluru**

★ Shangri-La Hotel, Bengaluru has appointed Rajan Malhotra as Director of Sales and Marketing. In his new role, he will head the hotel's Sales, Events, Revenue Management, Reservations, Marketing and Corporate Communications divisions. His key responsibilities will include overseeing all aspects of hotel sales and marketing strategies, including revenue forecasting and developing business plans, in addition to the recruitment. Rajan brings with him 14 years of rich experience. His last assignment was with Starwood Hotels & Resorts Worldwide at Le Meridien, Jaipur.



**NISAR AHMED**

**Corporate Chef  
MAYFAIR Hotels & Resorts  
Bhubaneswar**

★ Nisar Ahmed had been associated with varied national and international brands, ITC hotels India, Taj Sats, Compass International Middle East, Ramee group of hotels UAE and Fortune hotels since the last 24 years. His experience ranges from 5 STAR LUXURY Segment (ITC SONAR, ITC MAURYA), high profile international sports events (Doha Asian Games, West Asian Games) Qatar, World Class Air catering (Taj Sats Mumbai), worked as Executive Chef with Ramee group Dubai. In his new role it will be his responsibility to give a new direction to cuisine development.

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**Rupesh Kumar Singh**

Hotel Kanha Shyam is a unit of Shyam Group, a testament to unparalleled grandeur in Allahabad (UP). The hotel's entrance and the lobby are grand and impressive. The lobby's royal interior is as crystal clear as the chandelier hanging overhead. Hotel Kanha Shyam offers a choice of well appointed, spacious and luxurious rooms as well as all the modern amenities and comforts. All rooms are equipped with direct dial telephone, central air conditioning, hot/cold water, Wi-Fi, hotel mode LCD TV, an executive writing desk with chair, hair dryer, tea/coffee makers.



**Rupesh Kumar Singh**, Hotel General Manager, Hotel Kanha Shyam, explained that 24 coffee shop – The Patio, Jannat – an international Indian restaurant and celebrity bar offers a wide varieties of liquor and wines and is proud to offer fine delicacies designed by their experienced chefs to cater to every palate. Hotel Kanha Shyam is an ideal place to accommodate any size and style of gatherings, like business meetings, conferences, weddings or

private parties. The fully equipped conference hall includes a large screen projector and Wi-Fi facility. A wedding at Hotel Kanha Shyam ensures beautiful designs and concept for each ceremony, selective choices for indoor and outdoor banquet arrangements, luxurious accommodation for guests and expert catering team that thrives on making every detail of the event-extravagant, elegant and lively.

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*J Allen Smith\*, President & CEO, Four Seasons Hotels & Resorts*  
*Kapil Chopra, President, The Oberoi Group*

*Mark Hoplamazian, President & CEO, Hyatt Hotels Corporation*  
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