

# HOTELS & RESTAURANTS INDIA

# fhrai magazine

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A MONTHLY ON HOSPITALITY TRADE  
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**FIRE SAFETY**  
training

**Disruption**  
with **FOOD**  
delivery Apps

**Trends in**  
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# APRIL 2019

COVER STORY

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## RAMPING UP REVENUES

Hoteliers share their mantra on innovative strategies to help maximise the Return on Investment (ROI) for their hotels. They also tell us what they are doing to help grow the summer revenues to increase bottomlines.

### Cover Picture

Jai Mahal Palace, Jaipur

Courtesy: Taj Hotels, Resorts and Palaces



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## FEATURES

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**Dilip Datwani**  
Hony. Secretary  
FHRAI

Dear fellow members,

**F**HRAI sent a representation to the Director General of Foreign Trade (DGFT) for waiver of Annual Average Exports maintenance for the EPCG licenses issued during financial years 2007-08 onwards for hotels under service sectors.

Most of the hotels who had taken EPCG Licenses during the years FY 2008/09, onwards till FY 2014, necessary "Export Obligation (EO)" has been met/fulfilled but unable to maintain the annual average conditions over and above EO due to severe business impact. The entire hospitality industry scenario witnessed a decline in sales on account of the global slowdown and recessionary trend which impacted the hotels across India from FY 2008 onwards. Hotels render "services" to international tourists and earn forex which is the only source to fulfill "EO", which purely depends on the International business scenario and foreign tourist inflow as hotels do not deal with physical exports of goods. Therefore, we as FHRAI on behalf of the hotel industry have requested DGFT to waive/withdraw the condition of maintenance of Annual Average Exports over and above the EO for Hotels and earlier provisions of "services" sector exemption to be restored.

Also responding to a communication of the ministry of tourism, FHRAI has submitted the inputs on the suggested amendments in hotel classification guidelines with respect to adoption of solar power by hotels.

Most medium to large hotels have already invested in various forms of renewable energy systems such as wind mills, solar hot water system, bio-methanation gas generator, and thermal heat recovery systems for hot water.

Hotels companies also incur large fixed costs such as payrolls, power, insurance, property taxes, interest and principal payments, rent and lease payments. This industry is cyclical in nature and depends on India's economic climate. For successful and quick implementation of adopting renewable energy technology in hotels, MOT needs to give incentives to hotels. Some of which could include: 50 per cent subsidy/incentives to be given to hotels for installing any form renewable energy. Special 80 per cent depreciation benefit to be given to hotels for installing any form of renewable energy. Small and mid-size hotels should be allowed to purchase green power from non-fossil parks such as solar farms and wind-mill farms; among other suggestions.

Some of the suggestions made by FHRAI for existing hotels/operating hotels in terms of hotel classification guidelines with respect to adoption of solar power include: If the hotel (onsite/offsite) has already adopted/installed any form of renewable energy, this should be considered as target achieved. They need to exclude the point that all existing hotels need to be mandated to install solar PV; among other suggestions. We will in due course, keep you updated with the relevant information on the same.

In our cover feature, hoteliers share strategies to determine the profitability ratio for hotels by ramping up revenues, especially in the summer season. Flip the pages on to find out more...

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



Most hotels have already invested in various forms of renewable energy systems



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## HRAWI INITIATES FIRE SAFETY TRAINING IN MUMBAI



**I**n a first, the Hotel and Restaurant Association of Western India (HRAWI) initiated a comprehensive session on fire marshals training for hotels and restaurants in the city. The training was organised at the Mumbai fire brigade headquarters in Byculla and was conducted by and under the aegis of the Mumbai Fire Chief & Director - Directorate of Maharashtra Fire Services - Dr Prabhat Rahangdale along with A V Parab, Divisional Fire Officer; D S Patil, Assistant Divisional Fire Officer; V N Sangle, Sr. Station Officer; D M

Patil, Sr. Station Officer and team. The programme imparted training on various aspects of Fire Fighting and educated participants on the many causes of fire and its hazards.

“  
Each participant, now a certified volunteer fire marshal will be in a better position to implement fire safety standards”

The venue was packed to capacity with 124 participants attending the programme from different hotels and restaurants across the city. At the end of the training participants were awarded a badge and certified as volunteer fire marshals. “The HRAWI thanks Dr Rahangdale and the entire team for curating an invaluable session on fire safety and for raising our knowledge on the subject. This is a much-needed training programme for hotels and restaurants everywhere in the country. The training has helped us tremendously and each participant, a

**HRAWI**





certified volunteer fire marshal is now in a better position to improve and implement the standards of fire safety and to safeguard their establishments in case of fire hazards," said **Gurbaxish Singh Kohli**,

President, HRAWI. The training programme covered all the basic and must know causes and effects of FIRE (Find, Inform, Rescue and Extinguish). The session included on-ground activities that demonstrated on how

to prevent fire, how to implement necessary emergency procedures, how to prevent the spread of fire, different types of fire extinguishers and how to use them correctly and effectively.

"Fire is not our enemy, it is nature and it is part of us. Our Fire Fighters put out fires inadvertently created by our own civilians, and in a way, we are fighting within ourselves. It need not be like this. It is our society and we all are a part of it, including me. We need volunteers in large numbers to aid the Fire Fighters' efforts especially when every second counts during a fire catastrophe. We plead to everyone to join us in creating a safe environment by learning about the basic dos and don'ts in case of a fire emergency and for this, one does not need to wear a uniform. We welcome everyone to seek knowledge from us. It is commendable that HRAWI has voluntarily come forth to train and equip its members with the necessary skills" said **Dr Rahangdale**.

## HRAEI COLLABORATES WITH FSSAI TO GROOM TRAINERS

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

As part of the initiative, the association organised a certification programme for Master Trainers with the support of Subject Matter Experts (SMEs) from FSSAI to counsel and guide representatives from hotels and restaurants through a series of conclaves held at various locations across the western region. The session was held at Fern Residency, Rajarhat, Kolkata, on March 22, 2019. The objective behind the HRAEI-FSSAI Certification Programme (FoSTAC) for Master Trainer is to familiarise



**Pranav Singh**  
President  
HRAEI

the hoteliers and restaurateurs with the finer nuances of food safety and hygiene and to effectively pass on the communication to the grassroots levels in the establishment in order to

uniformly implement the processes. FSSAI has made it mandatory for hotels and restaurants to have at least one person trained in food safety in order to check adulteration in food. Representatives from 40 hotels attended the training session.

**Pranav Singh**, President, HRAEI, took a key role in organising the event. Said Singh, "This initiative is a part of a programme to upgrade the level of food safety and hygiene in hotels and restaurants." "These Master Trainers [trained through FosTAC] in turn will then be in a position to train the appointed Food Safety Supervisors in their respective establishments," said. Singh. Representatives of several member hotels and restaurants along with some government officials learnt received hands-on training from the FSSAI staff and trainer.

## UPCOMING FOSTAC SESSIONS IN UTTARAKHAND



**H**RANI invites its members from Uttarakhand to enrol food handlers from their units for the upcoming FOSTAC session slated to be held at Classic Residency in Haridwar on April 17th 2019, and at Vasundhara Palace in Rishikesh on April 18th 2019.

The session will be conducted by **Vikas Gupta**, Professor, Amity University Noida. Gupta is an expert

faculty and has conducted various FOSTAC session with HRANI. He will be accompanied by **Pritha**



FOSTAC session to be held at Classic Residency in Haridwar on April 17 and at Vasundhara Palace in Rishikesh on April 18



**Tripathi**, Scientist (IV), (Training), FSSAI. As it has now been made mandatory by Food Safety and Standards Authority of India for all Food Business Operators (FBOs) that have Central or State Licence to have at least one trained and certified food handler for every 25 food handlers in all their premises, the FoSTaC certified Food Safety Supervisor will be a conduit between FSSAI and FBO. To register, log into HRANI's website.

## VASTRADAN IN GUINNESS BOOK OF WORLD RECORDS

**U**daipur royalty and HRANI's MC Member Lakshyaraj Singh Mewar bagged a Guinness Book Record for a campaign that collects clothes for the underprivileged and thereafter distributes them to the needy.

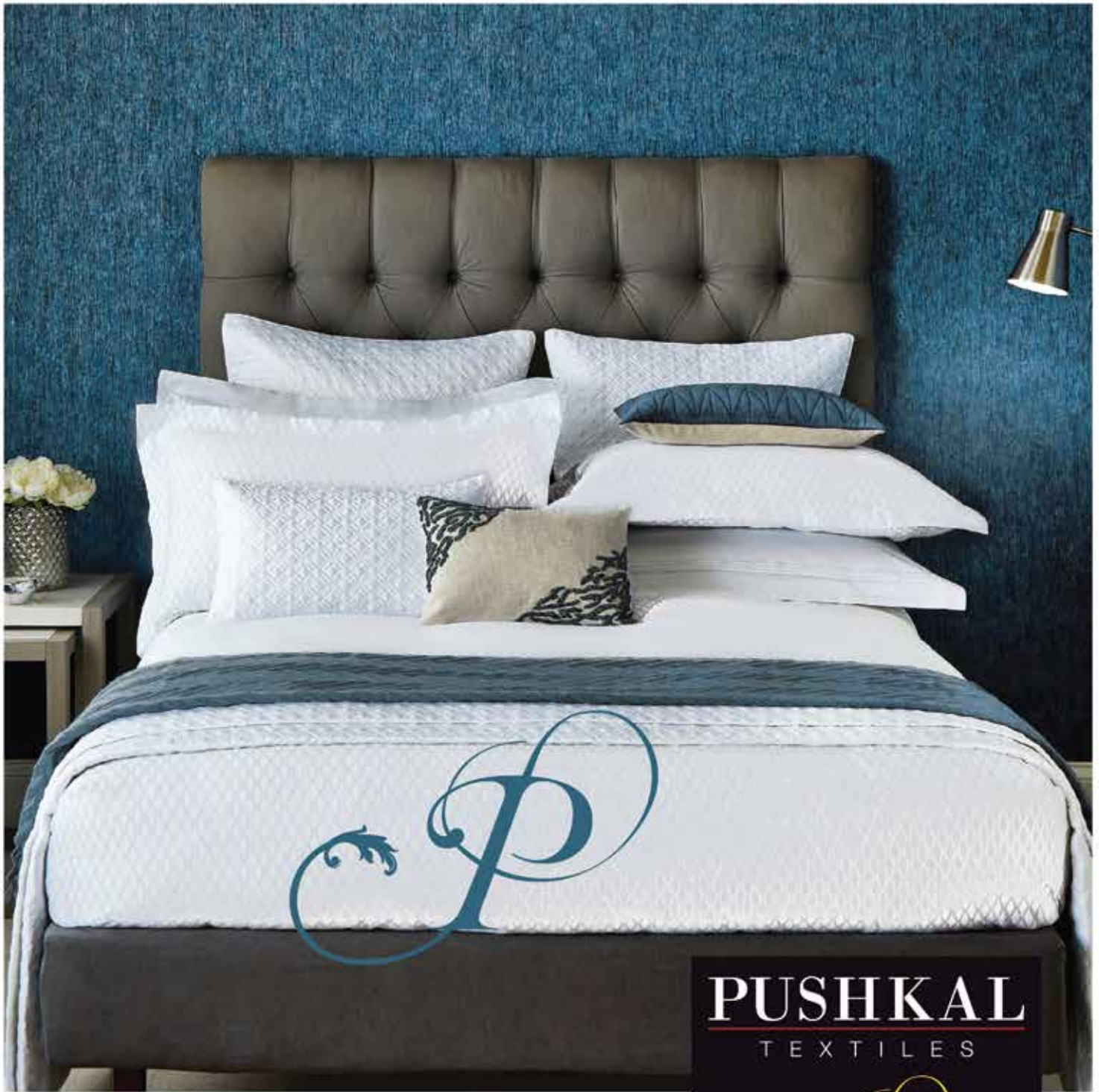
The campaign Vastradan has collected over 3,29,250 pieces of clothing material from over 76,000 donors. The campaign reached out to over 120 schools, 15 colleges and around 30 NGO's during the campaign period. Giving his statement for for the world record collection, **Lakshyaraj Singh**



**Mewar** said, "Not me, but the Vastradaan Campaign has won the record. I dedicate this award to the sheer beauty of a human heart, the spirit of brotherhood and the deep connection that Udaipur has for all its citizens."

He added, "I started the campaign as an innovative exercise in giving. I could have asked some organisations to fund the same, but I wanted the citizens, young boys and girls of this remarkable city to show what a large heart they have."

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# INDIA TOURISM MART from September 23-25, confirms FAITH

The India Tourism Mart (ITM) 2019 is being planned as a Business to Business (B2B) meetings event where Ministry of Tourism will be hosting 300 - 500 foreign tour operators from across the world.

Federation of Associations in Indian Tourism and Hospitality (FAITH) has finalised the dates for the 2nd edition of the India Tourism Mart (ITM). **Subhash Goyal**, Honorary Secretary, FAITH, said that the 2019 edition of trade show will be held from September 23-25, 2019 at The Ashoka, New Delhi. He also said that the association is expecting to shortlist around 500 international buyers in this year's ITM. In 2018, around 250 buyers attended the show. "The process of selection is very transparent, everything detail is available online. For this year's show, we will also have representatives of the Ministry of Tourism, who will be present in the selection process. This year, we will not allow buyers who came for the show last year," he



informed. "We have had meetings of the board members, where all the arrangements are being done in a transparent manner. We are also in the process of choosing an advertising and marketing promotion agency. We have already called for tenders and we will be soon finalising it," he further added. Goyal reiterated that the objective of India Tourism Mart is to promote inbound tourism.

## New Direct To Home (DTH) Rules by TRAI affect industry

The Telecom Regulatory Authority of India (TRAI) has come out with a new set of rules which has made TV channels rates of hotels and restaurants increase exorbitantly and impact business adversely.

The Telecom Regulatory Authority of India (TRAI) came out with a new set of rules w.e.f. 01.02.2019 which changes the plans, packages and pricing of TV Channels by all operators, which involves to pay for the channels viewed and no requirement for bouquets.

FHRAI has received information from members that the TV channels rate of hotels and restaurants has increased exorbitantly after the implementation of the new tariff

order of TRAI as compared to the earlier rate of TV Channels under the erstwhile regime.

Members are requested to send feedback or cost impact analysis under the new regime to [preeti.legal@fhrai.com](mailto:preeti.legal@fhrai.com) at the earliest so that FHRAI can discuss the issue with TRAI and can find out the solution for all the members. A cost impact analysis chart showing the difference under the new regime would be highly appreciated.



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# Disruption in business with Food delivery Apps

Regional presidents tell us how food delivery Apps are impacting business and what hotel restaurants in their regions are doing to compete with stand-alone restaurants.



**Gurbaxish Singh Kohli**  
President  
HRAWI

## MONOPOLISTIC ATMOSPHERE

Deep discounting, unreasonably high commissions, misuse of dominant position, predatory pricing are some of the issues which these Apps bring along. Restaurants cannot compete with online platforms due to heavy investments and overheads, besides the deep discounting they offer. They have gone further and created their own kitchens which is in direct contravention of the law as the aggregator cannot also be the owner. This is clear monopolisation and misuse of database to divert traffic

“This is clear monopolisation and misuse of database to divert traffic to any particular brand”

to any particular brand. The issue is that there is creation of a monopolistic atmosphere whereby participants are forced to follow their dictatorial discount policy and this affects the restaurants in the hotels due to business diversion to the preferred brand hence creating adverse conditions for both, to whom the business is diverted as well as from whom the business is diverted. This spells doom in the future for the participating restaurants.

## MULTIPLE CUISINES UNDER ONE ROOF

Launching of new partnerships with celebrity chefs is one advantage a hotel has, keeping in mind the captive clients the hotel would already have, besides, the quality of expertise and learning is far better in a star hotel as compared to a stand-alone restaurant. Another noticeable trend is that due to duty free import of liquor, hotels have an advantage of procurement pricing, which is way cheaper than what is available to the stand-alones. Of late, Star hotels have started reducing their liquor prices, thus attracting a large number of revelers who find it cheaper to drink in star hotels now. Another advantage is of availability of vast dining choices and cuisines under one roof, which is also a factor which hotels are using for attracting customers.



**Pranav Singh**  
President  
HRAEI

## FOOD PRICING DYNAMICS

Food delivery Apps are seen as a boon for small restaurants as they handle a large part of the takeaway orders of these small operators. Since the small operators benefit immensely from these delivery Apps they often play to the tunes of these companies.

They increase food prices as demanded by the App companies to accommodate the high commissions charged from the food delivery Apps. This certainly affects the business practice in the restaurant business as it has been found that the commissions charged by the food tech companies can go up to as much as 22 per cent of the order value.

Small restaurants in our association are somewhat affected by the growing anomaly, there hasn't been

any large-scale protest as yet. Some of the restaurants have tried to negotiate the terms with the tech companies, while others have organised their own delivery team to fight the competition.

## RESTAURANT AMBIENCE CALLS

However, the renowned stand-alone restaurants have hardly been affected by the competition because they keep attracting customers because of they provide the superior ambience and impeccable service.

Most of these restaurants have spruced up their interiors and have trained their staff

“Some restaurants have organised their own delivery team to fight the competition”

to offer the customers fine dining experience that can never be matched by food tech companies.

We encourage stand-alone restaurants to improve the service to compete with food tech companies.

Also, they are advised not to agree to any terms and conditions of the food delivery apps that damage the fair business practices.



**K. Syama Raju**  
President  
SIHRA

**CATERING TO THE GLOBAL PALATE**

The trend of stand-alone restaurant started about 10 years ago in metros like Bengaluru, Delhi and Mumbai. A number of them offered specialty cuisine and with emphasis on providing a great dining experience and they began to gain popularity.

Stand-alone restaurants usually focused on a particular kind of cuisine and with globalisation and people travelling more than ever before and learning about different cuisines, they could not have picked a better time.

Today the stand-alone restaurant is in competition with the restaurants in hotels. This has resulted in the hotels having had to re-invent the experience that their restaurants offer. The location of the hotel plays a part too.

If it is located in a place where there are stand-alone restaurants nearby, the guests would certainly have one or more of their meals at such restaurants.

**THE GST DIFFERENTIATOR**

Pricing also plays a large

role in determining if guests would eat all their meals at the hotels they are staying in or look for less expensive stand-alone restaurants that provide a good experience.

Hotels have an advantage of having larger budgets and therefore are able to procure high end items and equipment for their restaurants. On the flip side, standalone restaurants have a lower GST tariff unlike the hotels in the 5-star categories. Stand-alone restaurants definitely have posed a challenge to the hotels and the hotels will need to re-invent their restaurants and cuisine to meet the competition.

Food delivery companies like Zomato and Swiggy are now household names and it cannot be denied that they provide a service which has value today in our daily routine, where we are often hard pressed for time.

A number of hotel restaurants have tied up with these

“ Pricing also plays a large role in determining where guests eat their meals ”

companies for food delivery services in order to increase their business.

Today a customer would rather check online using his mobile phone and place an order to have food delivered to him in the comfort of his home or even in his office.



**Surendra Kumar Jaiswal**  
President  
HRANI

**WHOLESOME EXPERIENCE**

There's no doubt that standalone restaurants have their own charm that attracts guests, tourists, and locals, but hotels, on the other hand, offer a wholesome experience.

Conventionally, room tariffs drove revenues of five-star hotels, nowadays F&B's contribution has risen significantly. In a number of hotels, the F&B is managed by a restaurant that, while being part of the hotel is considered as a different unit altogether.

Both, stand-alone restaurants and hotel restaurants are evolving with the needs of the time. Hotels have most definitely stepped up their game and have started applying more innovative techniques to attract customers by offering distinct packages as per the market trends. With the rise of millennial culture, the entire

“ Restaurants in hotels have started curating special concessions for loyal customers ”

catering sector has adopted newer approaches towards promotion of F&B businesses.

Offering more than just delighting the taste buds, appealing to all senses has become a must for leaving a satisfied customer with an objective of assured revisits.

A shift in eating preferences can be noticed in the middle-class with increased disposable income as well. The inclination towards 'eating out' has amplified with online deals available either at the hotel/restaurant's official website or on payment merchants such as Paytm, these meals do not remain as expensive as they used to be.

**EXPERIENCE IS BITTER SWEET**

The advent of online food aggregators and their gradual impact has been bittersweet. There's no denying that people often order from places of their choice right to their room, this tendency is damaging for hotel restaurants and standalone restaurants equally.

To combat the adversities posed by food aggregators, restaurants in hotels themselves have started curating special concessions for loyal customers, combo packs, and other means of measuring up to the 'discount trend' that has been created by such aggregators.

Ultimately, the choice lies solely in the hands of the customer to either opt for a wholesome experience with highest guest service and amenities or to pick from a variety of restaurants available on their mobile phones and order it straight to their room.

## LAUNCH

## TAJ RISHIKESH RESORT &amp; SPA OPENS WITH 79 KEYS

The Indian Hotels Company has opened door for its Taj brand in Rishikesh with the opening of Taj Rishikesh Resort & Spa, Uttarakhand. This will be the company's third hotel in the state. **Puneet Chhatwal**, Managing Director and Chief Executive Officer, IHCL, said "We are honoured to partner with Mehra for Taj Rishikesh Resort & Spa, an exciting new addition to IHCL's expanding resort portfolio. With its idyllic setting and unrestricted views of the Himalayas, the resort is well positioned to tap into the growing potential of the wellness and spiritual tourism market. This is consistent with our commitment to offer global travellers new and unique experiences in hospitality."

The resort, 30 kilometres from Rishikesh, is spread over 12.5 acres of terraced gardens on the banks of the river Ganges in the shadow of the mighty Himalayas. Each of the spacious 79 rooms have panoramic views of the Ganges with its white sandy beach, and the majestic mountains. "Rishikesh is an extremely popular destination across the world. We are delighted to partner with The Indian Hotels Company Limited. We look forward to working with them to bring the legendary Taj brand to this unique location." said **Arjun Mehra**, Managing Director, Darrameks Hotels & Developers. Taj Rishikesh is a unique blend of contemporary and rustic in communion with nature. It is an architectural tribute to the Garhwal region in the Himalayas.



## BRAND

## TRIBE: ACCOR LAUNCHES ITS NEW LIFESTYLE BRAND

Accor has launched a new lifestyle brand in the mid-scale segment, called TRIBE. One hotel is open, another 10 are in the pipeline and over 50 are under negotiation worldwide.

Accor's new brand TRIBE was created in response to a simple fact: today, more than ever before, travellers seek a high-quality hotel experience at an affordable price. TRIBE aims to surprise travellers with an original, exciting and carefully curated offer that focuses on style rather than price. Tribe is reshaping the traditional hotel experience, enabling guests to live, work and play in contemporary interiors. TRIBE intends to meet the expectations and requirements of customers in a ground-breaking way. With a flexible and unique model, the new "TRIBE" concept targets an international clientele of regular travelers. Whether traveling for business or leisure purposes, the TRIBE community is just like today's men and women: independent, curious and adventurous.





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## RESTAURANT

## BAYROUTE'S FINE DINE OPENS IN JUHU, MUMBAI



Nestled pretty on the coast off the Arabian Sea, is Bayroute – the magical Middle-Eastern fine dine that opened in Juhu after its successful maiden Cuffe Parade and Powai. Its charming old-world exteriors don't prepare you for the modern, minimalistic space once you enter. **Arjun Raj Kher**, Brand Head – Bayroute said, "With great excitement, we bring Bayroute to Juhu, after long months of requests from our patrons who live in the suburbs. With the stunning location, coupled with our strong patronage here, we are sure that Bayroute will thrive in its new home. The ringing successes of our Cuffe Parade and Powai outlets have encouraged us to dream big and move forward with gusto. There's a huge dearth of authentic Middle Eastern fine dining options in the area and we can't wait for all gourmands to dive right in!"

The distinctly conceptualised space is designed to lend authenticity, warmth and a touch of elegance to the overall mood. The gorgeous centerpiece hanging lamps light up the place in a dreamy hue, transporting you to the bright Middle-Eastern days. The thoughtful and stylish circular seating is perfect for the community experience that dining is. The chic high-back chairs, enveloped in the most luxurious upholstery, parallel your most exquisite global luxury outing. The floors are adorned with classy tiles, straight from a style book, lending a sense of expanse to the dining area.

## EXPANSION

## CYGNETT INN GRAND JAIPUR LAUNCHES



Cygnett Inn Grand, Jaipur has now opened its doors for the guests. The hotel offers spacious rooms with all modern amenities and in-room service and offers all its guests 24 hour room service, wake-up call facility and around the clock bell desk. Each room has a mini-bar, tea and coffee maker and an LED TV with exhaustive channel list, so that one can unwind with content of his/her choice. The Inn offers a variety of offerings in terms of food and other services. Cygnett Pavilion, an all-day dining restaurant serves an impressive menu in breakfast, lunch and dinner with buffet. The restaurant is a gourmet delight offering guests with a global cuisine.

Cygnett Grand Inn also offers conferencing and banqueting services. The Inn promises to serve superior value and unforgettable experience for both corporate events and social celebrations. The Banquet room, Columbia is 1550sq.ft in size and can be set up in variety of styles such as Theatre setting, class –room setting, U-shape and Cluster setting suiting as per the needs of the occasion. From a gathering of intimate 20 guests to significant 150 guests, Cygnett Grand Inn is in all the capacities to offer an outstanding experience. Tailor made conference packages are also available that one can avail to in order to curate customised events.

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# R

# Ramping ↑ Up venues

Hoteliers share their mantra on innovative strategies to help maximise the Return on Investment (ROI) for their hotels. They also tell us what they are doing to help grow the summer revenues to increase bottomlines.

**Kanchan Nath**



Hari Sukumar

**Hari Sukumar**  
Vice President – Operations  
Jaypee Palace Hotel & Convention Centre, Agra Jaypee Palace Hotel, Agra

**HOLDING ONTO BUDGETED ADRs**

At Jaypee Palace Hotel and Convention center Agra we are committed to ensuring a positive growth in the GOP and ADR's.

We also to ensure that the ownership has adequate returns on investment into what the company puts into upkeep and renovations of the property. We have put in efforts to hold on to our budgeted ADR's

through OTA's and packages through our brand along with ensuring setting up of rate guidelines for MICE and social events at the hotel.

This helps us to regulate the price brackets and streamlining the process of reducing internal rate fluctuations.

**WASTE REDUCTION AND ENERGY CONSERVATION**

The sales team is focused on bringing in valuable business which is complemented by seamless service delivery at the unit level.

Waste reduction is key focus for the summer season, and we have taken steps to ensure this by having a 'No Bin' employee restaurant, if this initiative has to be driven down to be successful then it should start with the team down the line.

The energy conservation best practices are also being driven into top gear as we have introduced new state of the art chillers and energy efficient IBR boilers in our Plant rooms. Also, have started a best practice initiative of using organic waste compactor for converting our wet waste to manure for the large gardens and vegetation the Property boasts off. These initiatives will help us reduce our energy bills substantially.

“  
The energy conservation best practices are also being driven into top gear with new products installed”



**Ranjan Banerjee**  
 General Manager  
 Crowne Plaza Today New Delhi Okhla

**TAPPING THE FAMILY SEGMENT**

With advancing competition in the global market, the key to the return on investment is the guest experience that results in the repeat clientele and business repute. Understanding needs of the guests, curating wow experiences, offering innovative deals to break the clutter, choosing right marketing platforms to create value proposition, developing in house talents to up sell the hotel offerings and giving personalised attention reflects in the ROI for hotel owners.

Considering the fact that summer break is around the corner and families would be planning summer escapade plans, we are offering special packages with great rates on the bookings.

The idea is to tap the family segment and boost the sales. We are actively focusing on MICE, social and wedding segments as it is a crucial element for ROI. We are offering attractive rates on group room bookings and lucrative social packages to push sales.



**AUGMENTING HOTEL OFFERINGS**

In Food and Beverage segment, we are revamping the food & beverage menus to cater discerning palates of our evolved customers.

We are pro actively experimenting with new age food, innovative menus, seasonal menus and international cuisines. We are also keen to capitalize on summer breaks of kids by introducing activities such as 'Sunday Funday Brunches' and fireless cooking activities to capture the family segment.



**Ranjan Banerjee**



The key to ROI is guest experience, which results in repeat clientele and business repute for the hotel





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Ashish Vohra

**Ashish Vohra**  
 Founder and CEO  
 Justa Hotels and Resorts

**BRANDING WITH EVENTS**

We have consciously worked towards strengthening two verticals - brand awareness and a great programming calendar. With continuous marketing and PR efforts, we have tried at promoting the brand digitally and traditionally to spread awareness and generate leads.

Additionally, with frequent noteworthy events such as fashion shows, intimate gigs and curated events, we have been able to utilise each space at the hotel and generate revenue off the same.


**SUMMER BONANZA OFFER**

Nothing attracts customers like a generous offer. Everyone wants to plan a summer vacation with their family or special someone and our - 'Summer Bonanza Offer' has surely helped in booking more




“With noteworthy events we have been able to utilise each space at the hotel and generate revenue”

rooms prior to the official summer holiday months. With this special offer, one can get a complimentary their third night stay including the buffet breakfast at Justa Sajjangarh Resort & Spa, Udaipur.



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**Nivedita Avasthi**  
General Manager  
Crowne Plaza New Delhi Mayur Vihar Noida

The success mantra is 'Being Dynamic', recognising the ever-changing market and continuously keeping ahead in pace. Along with that discipline and consistency in the set processes.

**HAPPY TEAMS MAKE WINNING TEAMS**

Focusing on team engagement and satisfaction makes a direct impact on levels of service excellence and hospitality. This in turn secures guest loyalty and increased business. Guest feedback, in the form of satisfaction surveys and comments left on social media platforms, is an invaluable resource in identifying areas of strength and opportunities.

**DIRECT BOOKINGS ON BRAND WEBSITE**

Direct bookings are key to bringing in bookings with profits; they boost the lowest cost of acquisition and are better for a hotel's bottom line. We are striving to improve our margins by capturing more direct bookings whenever possible. Guests often check hotel's website too after actively looking for deals and better prices on OTAs. That's where we can leverage smartly designed hotel website to attract guests and make them book directly. Focusing on social media as a distribution channel Social media cannot be underestimated. It's no longer a place for simply expressing opinion – it's a distribution

channel waiting for you to leverage it. Consumers, especially younger ones, adapt to new technology more quickly and use social media for all aspects of their travel booking experience. From research through final booking, this is a great audience to get connect with social.

To ensure high profitability, we are introducing daycation packages, pool packages, gym and spa packages that could attract guests. Awareness is a key to profiting, if we are aware of who our guests are, we can cater to them and increase the chance that they'll return, and more guests like them will choose to stay with us. We make sure our deals are for a limited period and encourage the guests to avail them and refer someone. Concentrating on unique environment and offering value added packages will definitely differentiate us from our competitors. Also, we train our staff and invest in technology on a regular basis.



**Nivedita Avasthi**



Try to be dynamic, recognise the ever-changing market needs and try to continuously keep ahead in pace





Sharad Datta

**Sharad Datta**  
 General Manager  
 The Westin Mumbai Garden City

**COST EFFICIENT  
 SUSTAINABLE SOLUTIONS**

At the Westin Mumbai Garden City, we have reduced our energy consumption and worked out an alternative, thereby being ecologically sustainable and cost efficient, resulting in increase in ROI.

We have reduced our PNG consumption by developing an in-house economizer. This preheats the feed water to the boiler thus reducing the amount of PNG required to heat the water. Additionally, the hotel has a windfarm situated at Nandurbar which caters to the electrical demands of the hotel. Almost all of the energy demand is met through renewable energy. Due to the usage of wind energy, we have a substantial reduction in the CO2 emitted.



**PACKAGES AND REWARDS**

We are targeting different business segments and focussing on them individually. For transient, we have attractive room packages. Our Asia Pacific MICE offering of 'Triple Perks' rewards group bookings. Additionally, we are also optimising our digital channels –hotel website, social media channels and online travel channels to have incremental summer revenue. The summer months also have high wedding dates and we are targeting the local demography and providing incentive-based packages for all wedding planners to grow social revenues for the hotel.



We are providing incentive-based packages for all wedding planners to grow social revenues





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**Paramveer Singh**  
General Manager  
The Gateway Resort Damdama Lake, Gurugram

**CAPITALISE ON OCCUPANCIES**

The biggest ROI comes through capitalising on the occupancy and ensuring no room goes vacant. We understand that there is always a need to create lucrative offers that would ensure that guests see the value in the offers. A mix of outdoor experiences coupled with very particular food and beverage delights suited as per seasons is what we give importance to. We believe in getting the best out of the property for our guests and hence, most of our strategies are aligned according to the customer needs. Customer feedback is of utmost importance.

Summers are the most challenging season for the resort. However, due to the various season specific

We have great options for the children to keep them engaged by creating the most playful, enjoyable experiences from adventure sports facilities in the resort and beyond or golf with our mini-putting greens for elders.

We also do a number of F&B offerings pertaining to alcoholic and non-alcoholic beverages, summer food, active food etc. We also have belief in the rural flavours and have created regional home style dining experiences for our customers. Owing to the geography of our property, we naturally are inclined towards the *Haryanvi* cuisine that we serve duly to our guests. It is one of our newest culinary curations and



**Paramveer Singh**



offerings and delights presented by the hotel, our guests keep visiting the resort in all seasons. Weekends are always sold out here. Due to the summer vacation time, the conferencing is lesser than average; however, we have many groups and FITs.

**GAMES THAT GROW PROFIT**

One of the innovative things that we have done is by bringing back some games that are very easy to play in the beautiful mild evening countryside setting of the property. Our customers love this arrangement, it transits them into a nostalgic state and they truly appreciate that our resort has been able to give them the value for money.

“

Keeping a close watch on the occupancy and pricing is important to maximise on the overall revenues

”

have received great response. Keeping a close watch on the occupancy and pricing is equally important to maximise the overall revenues. Not to forget, through the above strategies, the resort has showed an ROI growth in double digits in current fiscal and we are poised to further this growth by almost doubles over the current year.



**Kanika Hasrat**

**Kanika Hasrat**  
General Manager  
Vivanta Dwarka

#### LEASING OUT HOTEL SPACE

Vivanta New Delhi , Dwarka has been a front runner in show casing Dwarka on the map for hospitality in NCR . Return of investment has been a key strategy for the hotel and the hotel has looked to monetise a number of non revenue generating spaces to get returns .

The hotel team has proactively looked at opportunities to lease out spaces and has now some offices and well-known companies housed in its premises. The team has also offered its common services like laundry on rent and processes the laundry of neighboring hotels on its premises to maximise returns.

Energy saving investments have been key at the hotel with investment in LED lighting , a heat pump , automatic tube cleaning system in chillers . In the coming year the hotel will invest in solar panels to help save energy in the long term.

#### GROWING THE MICE BUSINESS

The hotel has built its MICE handling capabilities and has hosted renowned conferences . A number of smart investments in infrastructure, equipment and aggressive awareness drive for the location has yielded results over the past years. This year the hotel

will continue to invest in training of its team and nurture relationships with key event planners and partners to grow this segment.

The hotel boasts of an outdoor Jacuzzi , a badminton and croquet court along with a 5-hole golf course and is a much-wanted destination for family to unwind and rejuvenate.

The hotel's award winning Jiva spa ; with its signature Jiva treatments is a must do on every visit . The hotel also offers bicycles with a treasure route to its young guests along with a kid's room where kids of all ages can enjoy indoor games and movies in their own space.

#### SUMMER COOL FOOD FESTIVAL

With all this in place the hotel is now developing an outdoor play area too with swings and slides and cooking classes especially for its younger guests this summer vacation.

A summer cool food festival at the all-day dining restaurant Creo along with innovative food and beverage offerings at the poolside should help the hotel in keeping its valuable guests engaged and continue to maintain and grow its summer business as well as revenue and profits.

“

The hotel team has proactively looked at opportunities to lease out spaces to augment revenues and profits ”

”



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Vineet Mishra

## Vineet Mishra General Manager JW Marriott Pune

### PROFITABLE SUSTAINABLE

Any service industry needs to keep applying different strategies to ensure a higher ROI year-on-year. The hospitality industry would be no different and would need to factor in issues that are of concern to anyone, be it environmental or otherwise. For example, the depleting levels of global power sources, keep even our hotel's operations on its toes, as we look towards optimising our usage, rather than over utilising energy. As a luxury property, this becomes even more critical as we would not, like to compromise on our guests' experience.

At JW Marriott Pune, we deeply value the level of service that we are associated with and therefore, we regularly put in place strategies for alternative power sources that can reduce our carbon footprint as well as ensure a better ROI for our hotel. This is most effectively seen by merely utilising less energy wherever possible.

Our core objective is to encourage an increasing number of guest visits to our property for a luxurious experience in true JW Marriott Pune style. Keeping this in mind, we have devised an aggressive and comprehensive strategy for all our Summer offerings. It includes leveraging our banquet space and on drawing in specific target groups over the weekends,

“

To increase revenue we are leveraging our banquet space and keeping weekends busy with guests

”

via our various on-going promotions, which are indeed very popular with locals and outstation visitors alike. Besides F&B, we are also keeping an eye out for conferences which tend to take place around this time of the year.

With the wedding season back on the anvil from April to June, we also aim to capitalise on our 'Shaadi by Marriott' concept which offers the best end-to-end wedding solutions available in the industry.

### COMPETITIVE STAYCATION PACKAGES

Additionally, to target families for weekend getaways, especially Mumbaikars, we are offering competitive staycation packages! We have special summer promotions for a few key corporates and as a strategy push for mixed occupancy and leverage on ADR for the summer months.

Another strategic element is in our optimisation of the APC across all restaurants, bars and banquets which will be achieved through some great value add-ons and smart inclusion of services. I expect restaurant occupancies to receive a boost by way of our innovative and of course, our quality offerings.

With consistent and brilliant delivery of the basics, and multiple wow experiences at all touch points, JW Marriott Pune, elevates the luxury quotient across the hotel to an even more bespoke level. With these various strategic endeavours, we are sure to see rewards through the increased satisfaction of our valued guests.

**Deepak Kumar Sharma**  
General Manager  
Marigold Sarovar Portico, Mashobra,  
Shimla

### DRIVING THE REVENUE

Seasonal Hotels are always having issues with the high and low demand, however there are many ways to drive in revenue. The management has to show the balancing act by not selling the product on low rates, and also not on very high rates. To really ramp up revenue efforts, sometimes you need to do things out of the box. So, selling your product to the right market, at the right time, to the right guest at a right price is the balancing act.

The internet and social media have dramatically changed the way people communicate. This platform



**Deepak Kumar  
Sharma**

is giving us a huge exposure at a very low cost, for this summer we are planning to work on this track, and we will be visible on all major social media sites, there will be blogs on hotel facilities and on our restaurant and bar. The motto is simple 'Maximum Reach'.

This year there will be an additional attraction of live cultural programme every evening at our restaurant terrace followed by some games.

We have designed two very attractive packages for weekdays and weekends which is available on our brand website, we will promote our spa with some discount on these packages. Our activity room with lots of indoor and outdoor games will be the main

“

The internet and social media platform is giving us a huge exposure at very low cost & maximising business ”

attraction for the kids. This year we have planned to promote adventure activity at Nearby Naldehra, which is a fast-growing picnic spot with beautiful golf course and lots of adventures activities.

The idea is to pull the crowd by offering them a very comfortable stay with a variety of activities, entertainment and tasty food, specially prepared by our talented staff.



## IHE 19 USHERS IN THE FUTURE OF HOSPITALITY AT THREE OPULENT CURTAIN RAISERS

*After the tremendous success of IHE18, India Expo Centre & Mart (IEML) hosted three magnificent curtain raisers to the second edition of India International Hospitality Expo (IHE19) @ Taj Lands Mumbai, 30th January 2019, The Gateway Hotel, Bengaluru, 6th February, 2019 & Le Meridien, Delhi, 14th March, 2019*



India International Hospitality Expo (to be held between 7-10 August' 2019 at India Expo Centre and Mart, Greater Noida) has been curated in tandem with the vision of becoming the greatest, grandest and biggest hospitality show in Asia. And in the first leg of effort to accomplish this, the dextrous team of India Expo Centre & Mart (IEML) hosted three curtain raisers to this grand show.

The grandeur of all these curtain raisers witnessed semblance with the success of the first edition of India International Hospitality Expo (held between 8-11 August' 2018) which witnessed over 200+ Exhibitors and 6000+ top decision makers from the hospitality industry.

Continuing the tradition, these curtain raisers of IHE19 were dynamic, high-powered and immensely successful wherein top hospitality changemakers and stalwarts graced the dais and shared their vision for the future of hospitality in the country.

At the Mumbai edition, Mr. Rakesh Kumar (Chairman, India Exposition Mart Limited) envisaged, "We're working with a vision to make IHE not just the largest show in India, but the whole of Asia. Our team is working hard to bring this vision to reality and we're getting a very positive response from the industry."

Carrying forward the gusto and enthusiasm at the Bengaluru edition, Nirmal Khandelwal (MD, FCML) stated, "IHE18 was organised last year in a mere span of 3 months and the final outcome of the show was such that the participants were left astounded. Following the same path, this year's show is going to be recognized world over as a show of international stature. It's time that we bring the world to visit Indian hospitality shows!"

Iterating similar sentiments, Mr. Hari Dadoo (Fair President, India International Hospitality Expo) at the Delhi curtain raiser commented, "I believe that this show has a massive potential to become a global phenomenon and that people will acknowledge that India has the strength to launch such opulence."

All these curtain raisers were literally a trailer for the mammoth success that IHE 2019 is set to achieve in August and this reverberated in the sentiments of each of the notable personalities present - from top hoteliers, CEOs, GMs, Executive Chefs, known architects and designers to one of the best hospitality suppliers.



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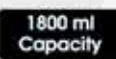
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# Best bargains for HOTELS

To increase the profit margins in a hotel, the focus on optimising procurement remains crucial. In this feature, hoteliers share latest trends with regard to purchase, GST, FSSAI and challenges being faced in the segment.



Joseph Pereira

**Joseph Pereira**  
Materials Manager  
The Westin Mumbai Garden City

## CHALLENGES IN PURCHASE

The biggest challenge is the retention of talent. There is massive growth in the hotel industry with many new openings thus resulting in scarcity of the right talent.

**Vendor Selection:** One of the key components of vendor selection should be their level of flexibility. Supplier's selection should not only be based on price, but also with their credibility and reliability.

**Nascent stages of E-tendering:** An internet-based process wherein the complete tendering process from advertising to receiving and submitting tender-related information are done online. This process of e-tendering and converting offline to online need to be adopted (which is currently at its Infant stage) as it will save a lot of time which in turn will enhance the productivity.

## TRENDS IN PURCHASE

Cloud-based technologies are expected to remove physical boundaries and create a centralised system thereby increasing the efficiency and productivity of the supply chain and procurement function. This procurement trend is expected to give rise to the popularity of Software-as-a-Service applications and encourage even the small businesses to reap the benefits of such services. Another procurement trend gaining traction is the increased pressure for businesses to involve in sustainability practices as a part of their CSR activity.

“

The process of e-tendering and converting offline to online needs to be adopted as it will save time

”



## THE GST IMPACTS

The purchase cost of most of the items being purchased has significantly reduced due to evasion of cascading effect of taxes. Direct imports and interstate transactions have also gained momentum as the credit of taxes which was not available earlier is now available under GST regime. The small dealers also got themselves registered under GST to get benefit of taxes on services which they were using to supply the goods and were not getting credit earlier. registered vendors only, which further gives assurance of quality food.



**Guna Balan**  
Assistant Manager, Purchase  
Novotel Chennai Chamiers Road

### TRENDS IN PURCHASE

Hotels and restaurants business is built on relationship with people. The relationship involves interactions that occur either face-to-face, telephone or using e-purchasing.

E-purchasing boosted information sharing and replaced traditional interaction. However, it will never become important than strategic association, communication, trust, mutual benefit and emotional intelligence capabilities. Relationship requires involvement; frequent communication with vendors and areas of improvement which creates trust strengthening it further.

When parties communicate and exchange information the best solution to problems can be discovered. Management and leadership are essential for a procurement manager in the trending of procurement. Procurement managers can make all the differences in making profit margins of any hotel.

### LOCAL AND GREEN PURCHASING

At Novotel Chennai Chamiers Road, we serve organic dishes every day in our buffet to create awareness amongst our guests. We ensure that we use locally produced good and take services from our local vendors, helping in the development of our local community.

### GST IMPACT

A new single tax will greatly simplify the myriad of taxes currently being enforced by different agencies at different stages of the manufacturing and distribution process.

At the same time, some sectors might be negatively affected by an increase in the taxation rate. However, market analysts do not see any significant impact on the margins of the consumer durable products.

### FSSAI REGULATIONS IMPACT

We are assigning standards to ensure safe food to consumers and at the same time see to that they do no impact the businesses. Now that the food safety standards (on food products) are more or less in place, our focus is going to be on compliance, monitoring, inspection and enforcement. The implementation time for other products has been extended by three or six months depending on the cases.



**Guna Balan**

“

Procurement managers can make all the difference in making profit margins for hotel revenues

”



KLN Reddy

### **KLN Reddy** Purchase Manager Novotel Hyderabad Airport

#### **CHALLENGES IN PURCHASING**

The year 2018 has been an interesting one, as we saw many changes in the approach towards procurement across industries. At the onset the new tax regime was internalised by our vendors.

And being in the hospitality industry, we have a vast range of vendors in terms of the financial turnover, thus it took them some time to adapt to these changes. On the other hand, we also saw a different approach towards negotiations a procurement decision. This year also saw some high volatility in crude oil pricing and dollar pricing which to a certain extent impacted on few items and procurement decisions.

#### **TRENDS IN PURCHASING**

The dawn of 2019 has definitely seen a stronger voice behind the narrative of reducing 'Plastic'. Also, some scalable road maps are being chalked out and key policy shifts are noticed to embrace this very essential sustainable practice. We at Accor have seen some key steps being initiated towards reduction of plastic in day-to-day operations. It is also heartening to see that the entire industry is echoing this narrative.

“

The best practice is to go local, for lesser procurement window, better quality control and robust pricing

”



#### **LOCAL AND GREEN PURCHASING**

In my opinion, it is the best practice to go local, for multiple reasons such as lesser procurement window, better quality control, robust pricing and moreover, it has a lesser carbon footprint. While we have started focusing on sourcing items such as microgreens, edible flowers, lamb carcass etc. locally. We have also gone a mile ahead and our kitchen and landscaping team has created a 'Herb Garden' at the hotel that supports to a large extent with broccoli, green chilies, spinach, papaya, curry leaves, fenugreek leaves, bananas and many more. As mentioned most of the local vendors for microgreens, edible flowers etc. are entrepreneurial agriculturalists who bring on the table an assured supply and consistency in the material.

#### **GST IMPACT ON PURCHASING**

GST (Goods and Service Tax) has definitely influenced our procurement decisions in a positive manner. There has also been a drastic shift in the negotiation process. This has shown a large extent of financial benefits for procurement for all departments.



**PURCHASE**

**Subhomoy De**  
General Manager  
Marasa Sarovar Premiere, Tirupati

**TRENDS IN PURCHASE**

As a hotel we go for annual contracting through tendering process which is a win-win situation for both the supplier and the hotel. This helps provides As a green purchasing, we can focus on certain local vegetables, and fruits. Still we couldn't zero upon an agriculturists who can supply throughout the season at a contracted rate. Thus, we have to depend on the city vendors.

**GST IMPACT ON PURCHASE**

Before GST we use to collect VAT at the rate of 14.5 per cent in all outlets and avail the input current. Presently, we are collecting 5per cent GST in the F&B outlets and we cannot avail the input credit. Thereby the material cost is impacted.

**FSSAI IMPACT ON PURCHASE DECISIONS**

Food Safety Standards Authority of India (FSSAI) has set of standard guidelines to ensure safe food, which as a hotel we also focus on the same.

Therefore, following the FSSAI guidelines we are double sure about the food safety and standards.



**Subhomoy De**



We are collecting 5 per cent GST in F&B outlets and we cannot avail the input credit





# Cooking with **CARGILL**

In an interview, **Piyush Patnaik**, Managing Director, Cargill India, talks about the various offerings of the oil brand.



**Piyush Patnaik**

## WHAT ARE THE TRENDS IN THE INDIA AS FAR AS USAGE OF COOKING OILS IS CONCERNED?

Today's consumers are moving towards a healthier lifestyle hence, they are always open to trying new products that complete their basic health needs. One key trend about the consumption pattern of cooking oil is the fact that now consumers are changing or rotating oils quite often as it gives the body the different essential fatty acids which it requires.

Consumers are more aware these days and lead an active life; hence the need of the hour is an oil which is healthy and should be fortified with important nutrients like vitamin A, D, and E that fulfills the basic health requirements of the consumer and keeps them active.

Recently, we have launched two new health focused oils - Gemini Rice Bran Oil and NatureFresh Acti Heart, which enables the consumers to consume food of their choice without worrying about cholesterol or calories counts. So far, we have observed a positive and good acceptance of health oil among the consumers and we definitely see this trend to progress further.



We have launched two new health focused oils - Gemini Rice Bran Oil and NatureFresh Acti Heart



## MANY PEOPLE ARE SCEPTICAL ABOUT FORTIFICATION OF OILS WITH VITAMINS, WHAT IS YOUR COMMENT ON THE SAME?

Fortification of edible oil is a positive, most transparent and hassle-free solution to complete the basic nutritional needs of your body. Edible oil and atta are two basic staples in our country which we consume at least once in a day, hence an oil which is vitamin A, D & E fortified, has Gamma Oryzanol and high on MUFA, keeps you active and healthy.

Along with this, it enables you to lead an active life. Fortification of edible oil is projected to achieve 99 per cent penetration of the Indian population due to the widespread use of cooking oil. At an individual level, fortified oil can help a person meet 25-30 per cent of the recommended dietary intake for vitamins A and D, according to FSSAI. FSSAI has notified 27 new regulations for food standards last year, including the presence of the logo "+F" mandated on each SKU of a fortified staple. The +F logo describes that the particular food is fortified with micronutrients as per the levels specified by FSSAI in the Food Safety and Standards (Fortification of Foods) Regulation, 2018.

## WHAT IS YOUR MARKETING STRATEGIES AND DISTRIBUTION SCALE FOR THE OIL BRANDS?

Over the last few years, the taste palate of Indian consumers has evolved a lot and as we know, in

every 100-200 km the food palate changes. Each region in India is very diverse from each other in terms of food, culture, and heritage. While the East and North prefer mustard oil, the West and South prefer sunflower oil. Our brands are also branched out in such a fashion. Our brand NatureFresh with mustard and soybean variant is popular in North and hence, the majority of the marketing or business decisions are focused on this market. Gemini, on the other hand, is a popular brand in the West and East region. Each brand plays a focused role in different segments, different states. India is still a growth story, and is the largest addition to edible oil consumption in the world. Consumers with increased disposable income are growing and so are their consumption pattern and purchases. Today, Tier II and III cities sales are parallel to the sales of Tier I cities. On the whole, rapid macroeconomic, demographic and lifestyle shifts in the country clearly point towards exponential growth in the packaged goods industry. These shifts, bolstered by policy and regulatory changes, have the strong potential of taking India as the top three largest consumer markets in the coming decade. We have also taken these shifts into consideration and have accordingly devised campaigns and marketing strategies to remain relevant amongst our target group.

### HOW ARE YOU FURTHER PLANNING TO GROW YOUR MARKET SHARE IN INDIA?

Our future plans devised basis the consumer requirements and consumption patterns to remain relevant to the time. Each region has its own regional specific necessities. We are planning to enter the wheat derivatives category with *sooji* and *dalia*. They will not be plain derivatives; they will be developed to meet the current nutrition needs of consumers. We expect with the recently launched NatureFresh Acti Heart and Gemini Rice Bran Oil and future expansion with wheat derivatives, we will achieve a sizeable growth in the next few years.

These are closely aligned with the long-term vision of our company which is focused to health and wellness category. Our efforts are streamlined in such a manner that we provide nutrition to consumers in a safe, responsible way along with our current and prospective product offerings. When it comes to our brands 2X in 2 years and 4X in five years is our growth mantra. In terms of the olive oil market, we aim to consolidate 35 per cent market share in next four years. We aim to be the most preferred consumer brand with presence in center of plate through staple food categories and edible oils.

## Simplifying the business with FUSIONRESTO

RanceLab FusionResto is a frontier in providing easy to use and superlative technologies in the restaurant business.

It is a well-constructed ready to use software managing all the essential requisites for restaurants such as POS, inventory management, food costing, financial account, loyalty programs, supply chain, payroll, analysis and promotions giving a comprehensive solution. **Navin Ladha**, CEO, RanceLab said, "It adapts to a restaurant's business process and benefits it by increasing staff

efficiency, brings down operations cost and helps you to stay ahead of your competition." Since 1996, FusionResto has been serving the food industry and increasing ways to bring growth to stand-alone as well as chain of restaurants. With over two decades of knowledge and experience on the operational and functional process has made, RanceLab, one of the leading IT solution provider in 40 countries including India, Middle East (GCC), South-east Asia and Africa. It is trusted IT partner of more than 35,000 successful brands. It is a fully equipped software that manages day-to-day operations seamlessly.



**Navin Ladha**

FusionResto includes easy to set up tables, custom menus, forced questions, menu modification, menu item prices, combo offers, split payments, void and cancellation reasons. It provides simplified menu engineering, analyzing and eliminating non-profitable items and balancing the menu items. With a simple touch on the screen it can order Kitchen Order Takings (KOT's) to multiple kitchen.



## SMARTER SPACES

◆ The Colossal tiles collection presented by Antica Ceramica comes with a trust of finest ceramics material and are artistically designed and customised to blend in sophisticated colours of brown, beige, grey and white with wider planks size that will surely make your interiors look spacious systemising the overall look of your space. Installing these tiles anatomy will let you use the available space in a smarter way. Available in 60x60 cm, 60x120, 20x120 in a variation of 15 shades and innumerable design options that the floor oozes sophistication.



## DRESS IT UP WITH SILVER



◆ Frazer and Haws presents magnificent collection of bowls handcrafted in sterling silver. These elegant bowls add a hint of style and indigenous accent to any space. Mix and match to create your own exclusive style as these bowls go well with all decorating styles. The bowls come in unique designs with intricate details. These handcrafted silver bowls by Frazer and Haws will add a new contemporary look to your space.

## MUNCH 'ON THE GO'



◆ Cornitos is introducing consumer friendly "On the Go" Nacho Crisps and Dip packs. It comes in an easy to peel off tray having separate compartments for the Round Nacho crisps and Salsa dip to make consumer experience better. 'On the Go pack' is available in two delectable flavours - Peri and Jalapeno. **Vikram Agarwal**, MD Greendot Health Foods said "The 'On the Go' range is a new and leading-edge launch from Cornitos catering the on the go needs."

## THE COOKING COMPANION

◆ Faber Steam Oven is incredibly flexible and provides the opportunity to combine cooking by steam and conventional cooking at the same time providing fantastic results. The Faber Steam Oven comes with a Sensor Touch Control: The signature design style with sensor touch control makes your life much simpler and easy to use. Touch controls give full precise control of all the oven's functions at the touch of a finger for Faber Oven. High quality of the stainless-steel cavity makes the cleaning an easier job, you can also check the inside spotless space from the large viewing window.







## STRIKING SURFACES

◆ 'Loom Crafts' has innovated the first of its kind exterior surfacing solutions—"Loom Clad", poised to revolutionise the building construction code. Loom Clad is basically an extruded aluminium weatherboard system offering a choice of different profiles for use in new construction or for re-cladding. It is suitable for residential or commercial works as exterior cladding for the entire structure or for feature areas in combination with other cladding products. Suitable for use in the interior as well as exterior applications, "Loom Clad", the collection of Aluminum Cladding by Loom Crafts features cladding or integrated into the door, screens, canopies ceilings, counter fronts etc. Ergonomically designed, Loom Clad can be customised and installed as per the distinct demands of clients. Available in a wide variety of textures and colours, Loom Clad can even be installed in a range of profiles and styles to completely change the look and feel of your outdoors. So, whether it's an existing building or a new construction Loom Clad is the ideal option.



## POLLUTION CHECK

◆ AQI India, an inception of Purelogic Labs India stands against the drastic change in climate that has now become a global concern. With a diverse team of professionals coming from different cultures, our motive is to eradicate pollution in our own little ways. Air pollution is one of the most alarming issues that we have been fighting against for almost a decade now. AQI India – The First Ever Pollution Control platform in India is bringing in a wave of change that aims at changing the world.



## YOGA BAR FIT

◆ Yoga Bars now forays into Muesli Plus, adding to its portfolio of snack bars, protein bars and breakfast bars. The Muesli Plus comes at an opportune time, as people look for healthier and easier alternatives for their most important meal of the day. Yoga Bars Muesli+, like all their other products are made from natural ingredients and packed with wholesome flavour. Yoga Bars Muesli+ comes in four delicious variants.



## INTEGRA BY VITRA

◆ Vitra, the bathroom solutions brand from Turkey envisions the bathroom as the embodiment of flawless design along with superior hygiene in a tranquil ambience. Vitra introduces its all new Integra series, designed by Vitra in-house design team, a trendy range that integrates smart and hygienic bathroom solutions with impeccable style and is designed to suit every size and mode of bathroom. Vitra's Integra is known for its sheer beauty and elegant wall-mounted square or round washbasins and bathtubs.

## DELEGATES INTERACT AT AOAC-INDIA CONFERENCE

The 6<sup>th</sup> AOAC-India's annual Conference Towards Collaborative Leadership to Ensure Food Safety took place at the Park Hotel in New Delhi. As a prominent food safety conference, it brought together nearly 300 analytical professionals—including top government food safety regulators, eminent scientists, academicians, industry partners, laboratory owners, researchers and students. Globally, food safety issues have caused crucial crises; and this two-day event will provide a unique opportunity to assess the emerging trends in this field and discuss strategies to overcome various problems for building our planet a safer place to live.

The opening session began with a keynote lecture by **Pawan Kumar Agarwal**, CEO, FSSAI, where he highlighted the not-for-profit partnership between FSSAI and AOAC-India and mentioned how government regulators and the private sector can join hand in hand for building a robust analytical ecosystem in the country. A MoU was signed between AOAC and FSSAI earlier for adopting official AOAC's methods for regulatory control purposes in India. Agarwal during the keynote address also proposed that FSSAI should collaborate with AOAC India Section for jointly organizing the Annual Conference involving more stakeholders. He further hoped to double the analysis of food products sold in country every year to improve the public perception related to food safety and security. Agarwal also applauded and appreciated how AOAC India Section played a pivotal role in the release of the book on Key



Analytical Tools in Food Analysis authored by Dr. Lalitha Gowda. He stated that this book would help the entire analytical community, and FSSAI shall procure 500 copies of this book to propagate in all the referral and notified laboratories in the country.

Other distinguished speakers were Dr S.K. Saxena, Director, EIC, Dr N. Bhaskar, Advisor, FSSAI, Dr Palmer A. Orlandi, Deputy Executive Director and Chief Science Officer, AOAC, Prof. Samuel Godefroy, Université Laval, Dr Kaushik Banerjee, Chairman, AOAC-India, DeAnn Benesh, AOAC's Past President, among others.

## THE IMPERIAL FOCUSES ON SUPER FOODS



Offering a tribute to women who take on multiple roles with poise and élan, The Imperial Culinary Club celebrated Women's Day with a strong need to address their nutritional needs, for holistic wellbeing. Chef Parul Pratap and Tea Sommelier Anamika Singh- Founder of Anandini Himalaya Tea, led their expertise to the club with a live culinary session on super food recipes and tea infusions, to nurture women from within while they cradle their families and work fronts.

Turmeric, Spinach, cumin, pomegranate, beetroot, walnuts and more. The smorgasbord of these super foods and spices is actually



hidden in a woman's kitchens. It's time to bring them in focus and be aware of all the important dietary needs for her healthier living, as she juggles with newer roles with ease. Featuring one of the most fascinating cook outs of Pumpkin Risotto and Basil Butter and Oats Apple Crumble, the session kept the audience in awe that how such delish and flavourful recipes can be made with simple and easily available or even traditional ingredients. It aimed to discover the relevance and the secret health

benefits of our very own spice box, herbs and vegetables with an interactive masterclass. The audience looked overwhelmed and were excited to take home these recipes from The Imperial Culinary Club's kitchen. Complementing Parul's culinary tribute to women was Anamika's all new tea blends.

**Vijay Wanchoo**, Senior Executive Vice President & General Manager, the Imperial, New Delhi commented "We are truly grateful to both these amazing women for lending their expertise in curating a fabulous Superfood menu and healthy tea blends, on the occasion of Women's Day at The Culinary Club."

# Magical weddings at **MAYFAIR** Lake Resort, Raipur

Soon to open, Mayfair Lake Resort, Raipur is the perfect destination for luxurious weddings.

Imagine a lush luxury wedding in a dream setting: an exquisite gazebo with beautiful motifs set on a verdant green lawn right beside an enchanting lake with palm trees on the fringes. Welcome to Mayfair Lake Resort which is going to be the brand-new property from Mayfair Hotels & Resorts with this very exquisite setting which makes for the perfect wedding venue.

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

Mayfair Lake Resort will have wonderful banqueting facilities including an open-air lawn space of 94,000 square feet with a fixed stage and a gate which would be perfect for hosting luxury weddings. Mayfair Ballroom will have 9000 square feet of indoor space which can be further divided into separate sections according to the requirement of the guests. Right in the middle of the resort, there will be a large open-air courtyard where entertaining functions and performances can be held for a luxury wedding for residential guests. All these event venue spaces can be efficiently incorporated into serving as wedding venue spaces. Facilities at Mayfair Lake Resort will include a bevy of fantastic dining destinations, a swimming pool with an exciting rain



Mayfair Lake Resort has an open-air lawn of 94,000 square feet, perfect for hosting luxury weddings



dance area near it, an outdoor kid's play area as well as an indoor kid's play room, a travel desk, a library, and a well-equipped fitness centre. There is the Mayfair spa with couple, therapy rooms, a unisex salon, offering plethora of wellness treatments.





# Sound sleep with **SPRINGLIFE**

In an interview, **Mohit Aggarwal**, MD, Shubh Springlife Mattresses, shares more about the brand's products.



**Mohit Aggarwal**

## **KINDLY TELL US THE USP OF YOUR BRAND.**

Springlife Mattresses offer products which are popular in the industry for their durability, comfort, price, and services. Our continuous focus on developing new products for the convenience of our clients has helped us to move forward in the industry. We have a wide range of products to offer, from mattresses, bed base, roll away beds, duvets, pillows, bed linen, toppers and protectors which has given the convenience of one-stop-shopping to our valued clients.

## **WHICH ARE YOUR LATEST PRODUCT OFFERINGS?**

We recently launched two models of our roll away beds. Model one is our foldable stainless-steel rollaway beds, with a spring foldable mattress. This is a smart product in terms of the ease of mobility, handling, usage and appearance. Model two is our standing roll away beds, with an eight inches spring mattress. It has a cushioned headboard, with sun mica fixed to the plyboard for elegant appearance. It is also very stable with the necessary support given to the frame.

Another new launch is our 'You Top Mattresses'. They are specially designed for 5-star category hotels. These range from ten inches height, with a feather touch soft mattress on one side, and hard mattress on the other side. This mattress not only avoids the

extra inventory of hard mattress and wooden boards but is also convenient for the housekeeping staff who only needs to flip the mattress to make the bedding as per the client's requirements.

## **WHAT ARE THE GLOBAL TRENDS IN TERMS OF MATTRESSES FOR HOTELS?**

In the hospitality industry, pocket spring mattresses of height eight inches and ten inches are the most common. Spring mattresses with a thick top padding of high-density foam in pillow top and euro top models are popular in the hospitality industry and are most comfortable. We also noticed that most of the hotels are keeping an inventory of hard mattresses and wooden plyboards to meet the requirements of clients who require a hard mattress. To save that extra cost and extra space for inventory, we have made a new product with a soft top on one side and hard mattress on the other side, which we call 'You Top Mattress'. The housekeeping staff only needs to flip the mattress from soft side to hard side and vice versa as per client requirement.

## **HOW HAS BUSINESS BEEN FOR YOU IN THE LAST YEAR? PLANS FOR GROWTH?**

Last year was very good as we were able to tie up with lot of prestigious institutions like Himachal Pradesh Tourism, Taj Hotels, Ramada, Four Points by Sheraton, Hilton, Fortune Hotels, to name a few. We are constantly in the planning stage, since there is plenty of scope in the mattress industry. We are currently focusing on expanding our supply not only across pan India, but to SAARC nations, African continent and Middle East regions. We have already launched new products in the past few years, which all have been successful in the industry and these will be our driving factors to our target markets.



We are constantly in the planning stage, since there is plenty of scope in the mattress industry to grow

# EDUCATION SPECIAL

The upcoming May 2019 issue will focus on Hotel Management Institutes

## AN ISSUE TO TREASURE BY ALL IN THE INDUSTRY

Ready reckoner to find good talent and future industry leaders

Views and insights of doyens of hospitality education



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# Experience driven

Anupriya Bishnoi



**Bobby Mukherji**

## HOW HAS THE ARCHITECTURE OF INDIAN HOTELS EVOLVED OVER TIME?

India has come a long way from the time only big brands like Holiday Inn and Le Méridien dominated the scene. Over the years, hotel design has evolved tremendously. Hotel companies now recognise the importance of storytelling in hospitality. Travellers, meanwhile, are seeking a uniform experience with a chain, across the world. As hoteliers, the biggest challenge our clients face is to build and sustain this experience. Experience-driven design is gaining phenomenal acceptance; hotel chains are now building properties across the globe on a singular philosophy with a series of experiences that are uniform at a core level but customised to build in the local experience. These experiences and engagements with space and people are now the norm. We usually study the location, local culture and clientele, and then formulate a brief. This approach has helped us design some of India's most successful hotels. We don't impose our personal style in these projects; our designs are pluralistic and apt for that location and brand.

“

Over the years, hotel design has evolved tremendously, experience-driven design is gaining acceptance

”

## WHAT ARE SOME OF THE UNIQUE EXPERIENCES YOU PROVIDE THROUGH A HOTEL YOU'VE DESIGNED?

The Lemon Tree Premier Hotel in Gurugram brings out the 'nostalgic and modern' feel, and is in reality an ode to the New York hotel scene. It is a far cry from the clichéd minimalism of the 90s. In fact, it is full of character with a display of vintage-style art and club-style leather sofas. The space is designed to be a social hub, and yet deploys clever layouts creating a space within a space. In addition to this, we have noticed that travellers are increasingly getting out of their rooms and coming into the common areas to interact with other guests. Hotels are now turning into vibrant communal spaces that spur conversations. Designed using neutral colours and textures against a backdrop of wood panelling, the hotel is now the destination for moguls of the financial district to enjoy a drink with friends and colleagues.

## WHAT INSPIRES YOU?

My inspiration is a quote by famous architect Jim Rohn, who said, "Whatever good things we build end up building us." I believe that the work we do not only ends up as a great project but also helps us advance with time, thus enhancing our work. Along with the beauty of the structure, it also fosters the foundation that must stand the test of time.



# DESIGNS

**Bobby Mukherji**, Founder, Bobby Mukherji & Associates (BM&A), talks about the intricate elements that help weave the perfect story for each hotel the firm designs.

## WHAT KIND OF CHALLENGES DO YOU FACE BEING IN INDIA? DO YOU THINK PROJECTS IN INDIA ARE TAD CHALLENGING COMPARED TO OTHER COUNTRIES?

We have been in the business for over two decades and have been working in the hospitality industry for more than 15 years. We always have a good time while making hotels! The positive aspects include creative freedom, and even though we might not always have big budgets, we are able to use them to procure cost-effective materials resulting in our projects looking far more opulent than what the cost would otherwise allow. The challenges are not much, except for government permissions and lack of good contractors, availability of good finishing materials at affordable prices, technical lighting, and factory-made furniture. Compared to our counterparts abroad, we give a lot of time to our projects during execution, to ensure that quality and design are not diluted.

## WHAT'S YOUR TAKE ON SUSTAINABILITY?

As a firm, we believe in designing projects that are in harmony with the environment. We do this by integrating design elements and materials that we can draw inspiration from. In doing so, we create not just a unique experience but also a form with a soul. Our most recent project, the St. Kitts private jet airport, is a brilliant example of how we

brought together elements of nature to create a stunning design that married the indigenous with the contemporary. It began with a thorough study of the site to understand the natural conditions and constraints to keep in mind when constructing, and therefore designing. It also involved a thorough understanding of local materials that could be incorporated into the design and then importing specific pieces which would look good. For example, the airport gets its authentic feel from two elements— all the furniture is made from natural materials and the plethora of plants such as palm, banana, oleander, sea grape, tall grass, etc., lend authenticity to the location. We also used energy-efficient lighting systems.

## IN TERMS OF DESIGN, HOW FAR HAS THE INDIAN HOSPITALITY INDUSTRY COME?

Hotels in India are better designed than their western counterparts – bigger lobbies, more restaurants and amenities. The design is not only to make the property more luxurious, detailed and opulent, but also functional. Design in Indian hospitality has gone through an upheaval since the time it got noticed. From the bling of the 1980s to the minimalism of the 1990s or the sleek steel look of the millennium and the chic style of the current decade, we have seen it all. It is now time to reframe the canvas and relook at the old moments for a contemporary review.



# appointments



**SHARAD K UPADHYAY**

General Manager  
Holiday Inn Mumbai International Airport

★ Holiday Inn Mumbai International Airport has appointed Sharad K Upadhyay as the General Manager. He comes with over 20 years of experience across a broad spectrum of hospitality functions and holds specialisation in hotel operations with an avid interest in food and beverage as well as in sales and marketing. In his new role, he will spearhead the business operations, overall implementation and business development at Holiday Inn Mumbai, ensuring its growth and expansion through innovative strategies. He brings with him an extensive array of proficiency and a deep understanding of operational knowledge especially in pre-opening set ups and managing the financial sustainability of hotels.



**AMIT RANA**

General Manager  
Crowne Plaza New Delhi Rohini

★ Amit Rana has been designated as General Manager of Crowne Plaza New Delhi Rohini. With an experience of more than two decades in the hospitality industry, Rana brings with him an expertise of managing luxury and business properties in India, Middle East and Australia. He has a rich experience in the areas of revenue management, new hotel openings and hotel operations along with implementation of strong sales and marketing strategies. During the course of his career, he has been associated with brands like InterContinental Hotels Group (IHG), Marriott and Hilton. Amit Rana began his career with IHG brand of hotels.



**STEPHEN D'SOUZA**

GM, Hotel Four Points by  
Sheraton, Vashi

★ Stephen D'souza has been working in the Hospitality business for more than 18 years and will lead Four Points by Sheraton. On his appointment, he said, "After collaborating with properties under major brands like The Oberoi Hotels, The Marriott Hotels, and The Intercontinental hotels, I have been blessed with profound vivacity for magnificence. My relenting passion for F&B operations has helped me bolster the opening of hotels over the years. I am constantly thinking on how we can get better at serving the best."



**ROHIT BAJPAI**

Hotel Manager  
Courtyard by Marriott, Siliguri

★ Rohit Bajpai has been appointed as the Hotel Manager of Courtyard by Marriott, Siliguri. In his current role, Bajpai will be overseeing all aspects of operational and strategic management of the 17th 'Courtyard by Marriott' branded property to open in South Asia. He has been a General Manager with international and domestic brands like Hilton, Radisson and Royal Orchid. Bajpai is a competent and result-driven hotelier with over 20 years of functional managerial experience and strong F&B knowledge.



**SUMIT SHAH**

General Manager, Sales and  
Marketing, Indana Hotels

★ Indana Hotels announces the appointment of Sumit Shah as the General Manager, Sales and Marketing. He brings with him a rich experience of more than 25 years in the hospitality industry. Shah will spearhead the sales and marketing of both the Jodhpur and Jaipur hotels based out of the corporate office in Mumbai. Prior to joining Indana Hotels, he was associated with Sarovar Hotels, Royal Gulf Tourism, The HHI, Fariyas Hotels, ITC Fortune Hotels and Lemon Tree Hotels, among others.





**DEEPPREET BINDRA**

Director of Operations  
Bengaluru Marriott Hotel Whitefield

★ Bengaluru Marriott Hotel Whitefield announced the appointment of Deeppreet Bindra as the Director of Operations. Bindra brings with him over 14 years of expertise in the service industry which will aid in boosting the hotel's proficient operations to even greater heights. In his new role, he will oversee hotel operations and aims to focus on creating experiences for both resident and non-resident guests. He served Bengaluru Marriott Hotel Whitefield as the Director of Sales and Marketing for more than two years and through his diverse management styles and guest service, he has showcased an ability to build strong and enduring relationships that have ensured referral business.



**SAHARSH VADHERA**

Director of Sales and Marketing  
Shangri-La Hotel, Bengaluru

★ Shangri-La Hotel, Bengaluru has appointed Saharsh Vadhera as director of sales and marketing. In his new role, Vadheras will head the hotel's sales, events, revenue management, reservations and marketing divisions. His key responsibilities will include overseeing all aspects of hotel sales and marketing strategies, optimising the hotel's revenue and market share. In his previous role as director of sales, Vadhera has been instrumental in making significant contributions to cross-functional teams. At Shangri-La Bengaluru, he will continue to train and manage the hotel's sales team in maximising revenue opportunities and further promoting the property. He began his hospitality career in 2008.



**VIDYASAGAR PANDEY**

Operations Manager  
Viola Beacon Resort, Lonavala

★ Vidyasagar Pandey has joined as Operations Manager at Viola Beacon Hotel Resort, Lonavala. Prior to this, he was associated with The Fern Hillside Resort, Bhimtal (Nainital). Pandey carries over 20 years of experience having worked with many hospitality groups in India. His earlier associations have been with Lords Hotels & Resorts and Sarovar Group of Hotels. He has also worked with Best Western Ranbanka - A Heritage Hotel - Jodhpur, Ambrosia - A Unique Food and Beverage Gallery, and Hotel Kailash Parbat - Lonavala. A hotel management graduate, Pandey carries a rich and diverse experience and has worked under different capacities.



**AMIT MATHURI**

Operations Manager  
The Fern Kesarval Hotel & Spa, Verna Plateau-Goa

★ Amit Mathuri has joined as Operations Manager at The Fern Kesarval Hotel & Spa, Verna Plateau-Goa. His expertise lies in maintaining service standards along with achieving customer satisfaction through his team. His strength lies in planning and organising hotel operations and ensuring standard operating procedures. Prior to this, he was working with The Fern, Goregaon-Mumbai. He has worked with various hotels like Royal Orchid-Chandigarh, The Chandigarh Ashok (ITDC)-Punjab, Kohinoor Continental-Mumbai. Mathuri is known for his high energy level, overall management skills and leadership. He will put across his best efforts as Operations Manager at The Fern Kesarval Hotel & Spa, Verna Plateau-Goa.



**CHEF SIDHARTH BHARDWAJ**

Executive Chef  
Sheraton Hyderabad Hotel Gachibowli

★ A dynamic epicurean, Sidharth is on a quest to explore quirky and unusual ingredients to offer guests an extraordinary dining experience. His forte lies in crafting innovative creations and infusing unique flavours in conventional dishes. Chef Sidharth has been associated with Marriott International since 2009. Prior to his recent positioning, he headed the culinary operations at JW Marriott Mussoorie Walnut Grove Resort and Spa in the capacity of an Executive Chef. He has worked his way from being a Kitchen Supervisor to achieving the position of Executive Sous Chef at the first JW Marriott resort in India. He has also been associated with Courtyard by Marriott in Ahmedabad and Chennai; and applies skills to maintain guest satisfaction.



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Nakul Anand, Executive Director, ITC Limited  
Neeraj Govil, Area VP – SA, Marriott International  
Patu Keswani, Chairman and MD, Lemon Tree Hotels  
Suhel Seth, Managing Partner, Counselage

Anil Chadha, VP - South, ITC Hotels and GM, ITC Grand Chola  
Jean-Michel Cassé, COO - India and SA, AccorHotels  
Prabhat Verma, EVP Operations - South India & International, IHCL  
Sunjae Sharma, VP Operations - India, Hyatt Hotels and Resorts  
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