

HOTELS & RESTAURANTS INDIA

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MARCH 2016

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A MONTHLY ON HOSPITALITY TRADE
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Dear fellow members,

The Union Budget 2016 has not acknowledged the hospitality industry. There is nothing directly impacting the hospitality industry that has been proposed in the budget.

The Prime Minister, in his initial speeches, had mentioned tourism as one of the four pillars in the mandate of the new BJP government. Finance Minister Arun Jaitley, in his budget speech, talked about nine new pillars. There is mention of agriculture, social, infrastructure, rural development, ease of doing business, skill development and other pillars but nothing was mentioned with regard to tourism or the hospitality industry. Nothing from the pre-budget memorandum submitted by FHRAI has been taken into account.

In fact, even the issue of infrastructure status for the industry where they were to bring down the threshold limit to ₹25 crore has not been granted under the infrastructure pillar that he mentioned.

Though hospitality and tourism are slated to be the largest employment generator not only in India but also globally, it is disappointing that the government has not given it due importance in the union budget. The government's initiatives to strengthen domestic connectivity as well as international accessibility might have a slight trigger impact on increasing tourist numbers.

Tourism was mentioned only in the spirit of promoting national integration. The government introduced *Ek Bharat Shrestha Bharat* programme which will be launched to link states and districts in an annual programme that connects people through exchanges in areas of language, trade, culture, travel and tourism. This has been proposed to create a closer engagement between states and districts in a structured

manner. We, as FHRAI, epitomise the views and suggestions of our four regional organisations, HRAWI, HRANI, HRAEI and SIHRA, and will continue to do so.

It seems that the industry with the highest rate of taxes is not warranted even a mention in the budget. This is another opportunity lost by our country for creating large inflows of foreign tourists, who will willingly spend their holidays and money in the neighboring countries.

FTAs during the month of January 2016 were 8.44 lakh as compared to FTAs of 7.91 lakh during the month of January 2015 and 7.58 lakh in January 2014. There has been a growth of 6.8 per cent in January 2016 over January 2015.

The ministry of tourism has extended the e-Tourist Visa (e-TV) facility to 37 more countries, bringing the total count of countries under the scheme to 150. Over 7.50 lakh visas have been issued under the scheme ever since it has been launched. On an average 3,500 e-Tourist Visas are being granted daily to foreign nationals. Senior members of our regional associations talk about the ground realities of visa issues in their opinion article.

In our cover stories restaurateurs tell us the finer nuances of running a good restaurant business and we learn more from purchase managers and suppliers who work in tandem to develop process and product.

With warm regards,

*Bharat Malkani
President, FHRAI*



Bharat Malkani
President, FHRAI

“ It seems that the industry with the highest rate of taxes is not warranted even a mention in the budget. This is another opportunity lost by our country for creating large inflows of foreign tourists ”



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MARCH 2016

RESTAURANTS

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RESTAURANTS AS BUSINESS: INNOVATING TO SURVIVE

Restaurateurs tell us the finer nuances of running a good restaurant business: of the challenges, state liquor policies and marketing strategies.

COVER DESIGN

Raashi Ajmani Girdhar



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We try to find out the challenges of obtaining the e-visa as faced by tourists visiting India.

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FEATURES

INTERVIEW 56 ADDRESSING MUSICAL PERFORMANCE LICENSING WOES

Pradeep Shetty, Chairman Legal Matters Sub Committee, FHRAI & HRAWI talks about the Issues regarding copyright of licences for musical performances which have been plaguing the hotel industry for a long time now.

PURCHASE MANAGERS 66 THE POWER OF PURCHASE: PROCURING THE BEST

Purchase managers and finance heads tell us about the influencers, trends and challenges and what they will be on the lookout for during Aahar 2016.

GUEST COLUMN 78 MARCH THIS MARCH FOR FOOD SAFETY

Dr V Pasupathy, food scientist, tells us the latest at FSSAI and in food safety



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Vivek Nair
Hony. Secretary
FHRAI



The Mega Tourism Investor's Summit planned by MOT will provide to private investment and stakeholders within India and abroad a chance to seize the immense opportunity of investment in the tourism sector in India



Dear fellow members,

The Ministry of Tourism (MOT) launched a 'Swachh Parayatan Mobile App' to flag issues related to cleanliness in and around tourist sites. To start with, 25 Adarsh Smarak Monuments protected by the Archaeological Survey of India (ASI) have been identified for inclusion in the app. The application will be scaled up to include more monuments as the campaign expands.

This will be a means for the general public to communicate their complaints about any unclean area/garbage piles in and around tourist destinations.

This mobile app is available on the Google Search Engine as **Swachh Paryatan**. Initially it is available on android phones and very soon it will be available on Apple and Microsoft also. This mobile app shall be monitored by the Project Monitoring Unit of the Swachh Bharat Mission in the Ministry of Tourism.

This mobile app enables a citizen to take photographs of the garbage at a monument and upload it along with his/her remarks. I recommend that all of you download this app and help make your international and domestic guests more vigilant.

This will be a direct means of communicating their concerns about cleanliness or other issues at the spot to the government and hopefully they will be redressed. All that is needed to be done is click a picture and send a SMS. This will also help you to be a fuller party to the *Swachh Bharat Abhiyan*..

The Ministry of Tourism is contemplating organising a Mega Tourism Investor's

Summit around July/August this year for promoting investments in the tourism sector. The summit will witness participation of all important states coming with their incentives and packages. The summit will provide to private investment and stakeholders within India and abroad a chance to seize the immense opportunity of investment in the tourism sector in India.

The Ministry of Tourism recently launched the '24x7 Toll Free Tourist Infoline in 12 International Languages including Hindi and English', available on the existing Toll Free Number **1800111363** or on a short code **1363**. This project is being implemented through TATA BSS.

The languages handled by the contact centres include 10 international languages besides English and Hindi, namely: Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish. The focus of the infoline will be on IEC, that is, Information, Education and Communication for the tourists and on a Helpdesk as well as the safety and security of the tourists.

It remains essential to not only try to provide safety, but also improve the image of India as a safe destination abroad. As hoteliers, we, from our end, must try and ensure a safe hospitality experience to all our guests.

With warm regards,
Vivek Nair
Honorary Secretary, FHRAI



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Glimpses from HRANI conclave

The HRANI Conclave took place on 27 February 2016 at Le Meridien, New Delhi. Here are snapshots from the meeting.





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Attracting tourists to Maldives

The Ministry of Tourism organised a meeting with **Moosa Zameer**, Tourism Minister of Maldives on 25 February 2016 at Hotel Ashok, New Delhi. Some snapshots of the event.





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MAHARASHTRA GOVT ABOLISHES POLICE LICENCES FOR HOTELS



Bharat Malkani
President
HRAWI

The Hotel and Restaurant Association of Western India (HRAWI) has welcomed the state government's recent directive to scrap all police licences required to run hospitality businesses. A police circular to the effect states that now hotels, permit rooms and swimming pools within city limits will no longer require a police license to operate a hotel establishment. With this decision, the industry is showing renewed enthusiasm and is hoping for the state to take progressive steps towards ease of doing business in the coming financial year. "In a single stroke, the chief minister brought down this colonial rule.

It goes to show that the government not only has acknowledged our woes but also has committed to eliminating them. The move also goes to reaffirm that the state is clearly looking at promoting tourism. Most importantly, it is an indicator of optimism and we feel positive that the following financial year would bring in a better time for hoteliers," says **Bharat Malkani**, President, HRAWI.

While the government has taken a step towards plugging a hole in the system, hospitality is an industry that is tangled in a web of bureaucratic red tape.



Kamlesh Barot
Past-President
HRAWI

There are over 121 licences that a hotel establishment needs to obtain and keep renewing each year to start

“
With police licences and permissions being taken out of the way, some of our concerns have been addressed

”
a new business or keep operations running. "This move clearly is progress and an important step. We are thankful to the CM for making this possible. We had been making several representations to the state at various levels indicating how many of the prevalent laws were in fact either obsolete or in some cases plain regressive. With the case of police licences and permissions being taken out of the way, some of our concerns have been addressed. We are hopeful that in the near future single window licence clearance will become operational. In most countries, the hospitality sector, besides being one of the key revenue generators also is a driver for business and tourism growth," concludes **Kamlesh Barot**, past-President, HRAWI.

HRAWI

SIHRA

KERALA TRAVEL MART 2016

The ninth edition of the Kerala Travel Mart will be held from 28-30 September 2016 at Samudrika Convention Centre, W. Island, Kochi. The inaugural ceremony will be on 27 September

2016 at Le Meridien Convention Centre, Kochi. The managing committee, consisting of leading hoteliers from the state recently met to discuss matters relating to this forthcoming event.



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KERALA BLOG EXPRESS ENTERS SEASON 3



Tourism Minister Sri AP Anil Kumar flagging off the Blog Express 3.0



Tourism Minister Sri AP Anil Kumar taking a selfie

Bloggers from Brazil to Belgium and Spain to South Africa took part in the Kerala Blog Express Season 3. **A P Anil Kumar**, Kerala Tourism Minister, flagged off this year's edition at the Mascot Hotel, which witnessed the participation of 30 leading bloggers from 25 countries.

Launched in 2014, the Kerala Blog Express is a two-week long road trip that targets the most influential bloggers in the global travelling community, who will share their experiences with readers, recommend destinations and also act as travel agents.

"After two hugely successful editions, the response to the third season of Kerala Blog Express has been remarkable," said Anil Kumar. "I hope that this year will

be even more successful and will further help in promoting tourism," he had said before the event.

The Kerala Blog Express 1.0 was a great success due to its accurate planning and well designed execution. It created a significant buzz worldwide about Kerala as a tourist destination. The second season, with added attractions, reaped benefits of the impact that the first edition created and sustained the momentum in the tourism sector.

This year the participant registrations hit a new high with more than 1,000 bloggers from 66 countries registering for the event. The selection of participants is made by travelling enthusiasts themselves online by voting for their

favourite bloggers. Those who get the highest votes are chosen. The 30 participants of Season 3 were selected on the basis of factors such as nationality, number of votes they received, social media reach and quality of the blog.

The participants this year include Carla Boechat and Patricia Schussel Gomes from Brazil, Rebecca Coutant and Brittany Kulick (United States), Els Mahieu (Belgium), Javier De La Cruz Valdemoro (Spain), Verushka Ramasami (South Africa), Matthias Derhake (Germany), Céline Simon (France), Brittany Hemming (Canada) and Aleksandra Swistow (Poland).

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said **K.R. Jyothilal**, Kerala Tourism Secretary. "Kerala, one of the top 10 biodiversity hotspots in the world is a land of Ayurveda, yoga, martial arts. We suggest to every traveller to come to our land for Ayurvedic treatment that will rejuvenate mind and soul," he added.

"The bloggers through this trip will get to know Kerala products

like Kathakali, Sadya, and village experience," said Kerala Tourism Director TV Anupama while introducing the bloggers at the flagging-off ceremony.

The bloggers shared their joy and excitement on being the part of the Blog Express. Nidhi Thakur from Himachal Pradesh, the only Indian blogger said that she is very eager to

explore Kerala, familiar only through movies with the picturisation of songs with dances.

Mirela Surgie, from Romania said that Kerala is known for its ashrams in her country. "Seventy-five percent of my travel blog readers are women. Travelling helps women to live their dreams and enjoy themselves, which I am doing now," she said.

ADDRESSING NOTICES FROM PPL AND IPRS TO HOTELS & RESTAURANTS

Sudesh Poddar, President, HRAEI, recently apprised its members that most of the hotels and restaurants are getting letters and legal notices from bodies like Phonographic Performance Limited (PPL), Indian Performing Right Society.

Many of the hotel and restaurant members are getting letters and legal notice for claim from bodies like PPL, IPRS and Winflex Communications. According to the members the police are asking for copies PPL and IPRS licence copy for renewal of police license. After deliberation and due considerations the committee decided that a good solicitor firm should be consulted for their advice and opinion. Poddar decided that a delegation from HRAEI would go and meet the Commissioner of Police Kolkata to discuss the matter.

IPRS has no authority in law any longer to collect royalties, amongst other reasons because with respect to the class of works it represents, namely lyrics and music, there is an express prohibition under the latest amendment to the Copyright Act, 1957 which states that nobody other than a copyright society can grant licences with respect to music and lyrics found in recorded music or films [Proviso to Section 33(1)].



Sudesh Poddar
President, HRAEI

“
Copyright Act, 1957 states nobody other than a copyright society can grant licences with respect to music and lyrics found in recorded music or films
”

PPL may have authority to grant licences only if it is able to prove that it has indeed become owner of recorded music by virtue of assignments from the original owners. Such assignments are required to be in writing under

Section 19 of the Copyright Act, 1957. Thus, PPL should be able to disclose such assignments if indeed it has any. Being satisfied with respect to PPL's authority becomes important in light of the fact that it used to be a registered society up to 2014 when it voluntarily chose to withdraw its application for registration.

Thus, any authorisation it had from its former members in its then existing capacity as a registered society no longer holds good.

Moreover, on 11th September, 2015 the Supreme Court dismissed the Special Leave Petition in IPRS v. Union of India, filed by IPRS in the hope of getting the order passed against them by the Bombay HC—permitting the Government to undertake a long due investigation into IPRS' affairs—overturned.

In October 2015, the Enforcement Directorate (ED)—the law enforcement agency in India that deals with economic offences, attached the assets of the Indian Performing Rights Society (IPRS) on allegations of money laundering. There were allegations that the money collected as royalties for musicians and artists was not being distributed to them and that there was misappropriation of this money.

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Keep in touch!





150+ delegates attend HRANI conclave in Delhi

Members and delegates got together to mull over industry related issues, interact with the government and network at the HRANI conclave held on 27 February, 2016 at Le Meridien, New Delhi. Here is a brief synopsis from the inaugural discussions.

Kanchan Nath

RATIONALISATION OF TAXES, NEED OF THE HOUR

The HRANI conclave addressed issues of hoteliers and restaurateurs of Delhi and put across suggestions to the Delhi Tourism Minister, who was present at the event. Talking about the conclave, **Luv Malhotra, President, HRANI**, said, "This conclave is primarily Delhi state centric conclave, which relates to issues specific to hotels and restaurants in Delhi. There are three primary issues which we are addressing with the tourism minister at an open forum. The luxury tax levied is a major issue. The exorbitant charges on environment tax which we have to pay as restaurateurs and hoteliers for which discussions are on in court is another. And ease of doing business is the third issue, where I do give credit to the Delhi government, which has taken a proactive approach." Malhotra again stressed the importance of a Single Window Clearance (SWC) and simplicity in process.

He stated that at present the industry required 40 odd licences, certifications and clearances to function whereas only five licences are required in countries like China and Malaysia.

RESTING HOPES ON THE DELHI BUDGET

Addressing the tax related concerns of hoteliers at the HRANI conclave, **Kapil Mishra, Delhi Tourism Minister**, said, "We are working on rationalising the taxes and this budget will bring good news for the industry."

DELHI FESTIVAL TO BE HELD IN NOVEMBER

Talking of giving impetus to the capital city of Delhi, Mishra

“We are working on rationalising the taxes and this budget will bring good news for the industry”

disclosed a slew of initiatives to come. He said, "Government is working on a major Delhi Festival, a 15-day long cultural event in Delhi to be held in the month of November on the lines of Dubai Festival. We have completely changed our event organising policy and are also planning 10 smart streets which will be made into tourist hubs in the city. We are revamping all monuments. This year a massive and aggressive Delhi branding will be launched." He also reassured the gathering that he is keen to have regular meeting with the association in order to fast track procedures and work effectively."

IS DELHI LOSING OUT TO NCR AND NEIGHBOURING STATES IN HOSPITALITY?

The competitiveness of Delhi when compared to NCR regions like Gurgaon, Noida, Greater Noida, Faridabad and Ghaziabad comes down to negligible.

Talking about the same, Malhotra said, "Approximately 24 million

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tourists come to Delhi, the rest are going to neighbouring states of Haryana and Uttar Pradesh, Punjab has picked up as well. Delhi is becoming so expensive and is also becoming like a transit state, maximum individuals are staying for just one or two days. Hotels in Delhi are not getting much business. Now especially prospective clients are going across the state where they no longer have any toll tax. Business growth seems to be moving to the periphery as most of the policies are working for them. For example in Gurgaon, entrepreneurs have the opportunity to make budget hotels at cheaper costs than in Delhi.

Many tour operators say that from the backend point of view it makes it much easier for them to sell the properties in Gurgaon, Faridabad, Noida rather than Delhi, because the costing does not work out for them. One key reason for that remains Luxury Tax. When luxury tax is so high, tourists start moving across state lines, they spend their money there and the incremental revenue comes from those states and not Delhi. Tourism development in Delhi holds lots of opportunities, with collaborative efforts Delhi could emerge as a choice destination for tourism in the country"

Delhi is the only state levying a 15 tax on declared rate which pushes up the effective tax rate on hotel accommodation in Delhi, and is the maximum among all our neighbouring states and puts a liability on hotels to collect and deposit tax on the highest declared tariff, irrespective of any discount or concession that may have been passed on to the guest.

Talking about hospitality he said, "In 2014, the industry has employed 23 billion individuals. It is expected to employ 29 million people by 2025. We need to employ 10 million people every year for the next 25 years. Delhi gets 2.3 million international tourists and only gets 22 million domestic, price sensitive tourists. Hotels are the backbone of

the tourism segment but we are yet to get an industry status. You cannot have tourism without hotels, so why are so many taxes levied on the hotels and why are we seeing taxation being so high?"

In conclusion he requested the Delhi government to look at the progressive tourism policy of UP for hotels as outlined by **Surindra K Jaiswal**, President, Uttar Pradesh Hotel & Restaurant Association (UPHRA) and Managing Committee Member of HRANI

“Hotels in Delhi are not getting much business. Growth seems to be moving to the periphery as most of the policies are working for them”

S.M. Shervani, Hony. Secretary FAITH, EC Member FHRAI, said, "We all are gathered here to discuss how we can partner to make Delhi the gateway, so that it can compete with all the capitals of the world. Delhi has seen an influx of hotel rooms and guest houses, even as we in the restaurant and hotel industry are struggling with ARRs and Occupancy percentages. Our only plea to the government is that we should not be looked as a tax earning industry. We should be looked at as someone who gives employment to the city of Delhi. If compared to every other industry, for every ₹10 lakh invested in tourism industry we give employment to 78 people."

K. B. Kachru, Chairman, South Asia, Carlson & Rezidor Hotel Group, keynote speaker at the conclave, talking about Delhi, said, "Gateway cities, particularly places like Delhi and Mumbai create first impressions when the tourist comes to the country. The city is built in layers and each layer has history about it. For

domestic tourism, people from tier-II and tier-III cities still visit Delhi."

He added, "In Delhi, we need complete dedication for the tourism business. We need PPP in governing and ensuring implementation of whatever is decided. Delhi's presence in the virtual world is essential; we need to have one stop shop for information. Roads have to be right, security and safety has to be right. Landscape has to be right. All verticals need to come together to make Delhi a global city."

UP TAKES THE LEAD IN PROGRESSIVE POLICIES

Talking about the anomaly in taxation in Delhi, and the forward looking policies of the state of UP, Jaiswal, said, "There is 15 per cent taxation on rack rate, so if I am staying at a hotel with tariff for ₹5,000, I end up paying, ₹7,500 because of the tax. On the other hand UP is giving 5 per cent luxury tax that too on rack rate. There is a ceiling on rising bar licence fee. The licence fee cannot be increased more than 10 per cent. We have a composite licence where one can obtain the licence and open five outlets through that. There is 40 per cent reduction on composite license in bar licence fee. UP has taken a lead in this segment."

He added, "There are high incentives offered to those who wish to build new hotels in UP. Ex: Agriculture plot; previously the land had to be converted to an industrial plot and huge conversion and development charges were levied."

He said, "The government has exempted the hotels from all the charges and the map is sanctioned in 90 days. If the sanction is not notified in 90 days then it is assumed that the map has been sanctioned and the hotel can easily be built. There is also a capital subsidy up to ₹7.5 crore along with exemption in entertainment tax, luxury tax and VAT exemption is for five years."



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STATE

THE DESERT COMES ALIVE IN JAISALMER

The Jaisalmer Desert Festival returned with a melange of eclectic renditions and soulful melodies in a resplendent celebration of awe-inspiring Rajasthani art and culture. Romantic, remote and unspoiled, the festival, held in February every year, was set in the backdrop of the majestic city's forts, the Gadisar Lake and the beautiful dunes of the Thar Desert.

The festival, spread over three days, is always a colourful extravaganza of the art, music and culture of Rajasthan with a strong message of revival of local arts and folk music together with women's empowerment. True to its legacy, this year too the Jaisalmer Desert Festival coincided with the *Magh Pournima* (full moon day of the Hindu month of *Magh* that essentially falls in February), as it was held from the 20-22 February, 2016.

OPENING

COURTYARD BY MARRIOTT RAIPUR NOW OPEN

Located in the capital city of Chhattisgarh, Courtyard by Marriott Raipur is the 14th property for the brand in India and the second in the state, joining Courtyard by Marriott Bilaspur. The Courtyard by Marriott Raipur has the largest guest suite in the city, at 699 square feet. Each of the 96 rooms and 12 suites feature high-speed wireless Internet, LED TVs, a well-appointed work area with comfort lighting and ergonomic chairs, an iPod docking station and a coffee machine. The suites offer visual alarms and notification devices for the door and phones. The property has a relaxing spa with two well-appointed therapy rooms to provide soothing spa treatments—affording guests much needed relaxation after a long day.



The hotel is an ideal venue for corporate and social events. **Neeraj Govil**, Market Vice-President South Asia, Marriott International, said, "The business community in South Asia, specifically in India, is growing at an unprecedented rate and this community is looking at lodging options that combine comfort and value. Central India in particular is evolving at a rapid pace and we want to be a part of this growth story. Raipur is an upcoming business and MICE destination, making it a key player in the region."



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MOBILE

INTERCONTINENTAL HOTELS & RESORTS LAUNCHES PLANET TREKKERS APP



InterContinental Hotels Group (IHG) has announced the launch of the Planet Trekkers mobile app from InterContinental Hotels & Resorts, designed for children to learn about and explore their travel destination. The app, aimed at 6-12 year olds has been created in partnership with National Geographic Kids.

The app is based on a treasure hunt style game and challenges children to discover indigenous wildlife, take part in local adventures and taste local dishes to get them excited about their holiday. It allows children to learn about exciting adventures

within four categories—Natural Discoveries, Active Pursuits, Local Culture and New Flavours.

Simon Scoot, Vice President, Global Brands, InterContinental Hotels & Resorts said, "The InterContinental brand is dedicated to providing enriching and authentic experiences to guests, however small, and the launch of the new Planet Trekkers app in partnership with National Geographic Kids, helps us to do this. At IHG we continuously gather insights from our guests, which enables us to research and develop new ways of engaging with them."



TECHNOLOGY

REZNEXT LAUNCHES CUSTOM-BUILT RATE SHOPPER SOLUTION

RezNext has announced the launch of its rate shopper solution designed to meet the industry needs on pricing intelligence. Available through RezNext's enterprise platform RezRate, the rate shopper product has been tailored to meet the needs of hoteliers to view competitor pricing at a granular level while comparing it with their own rates.

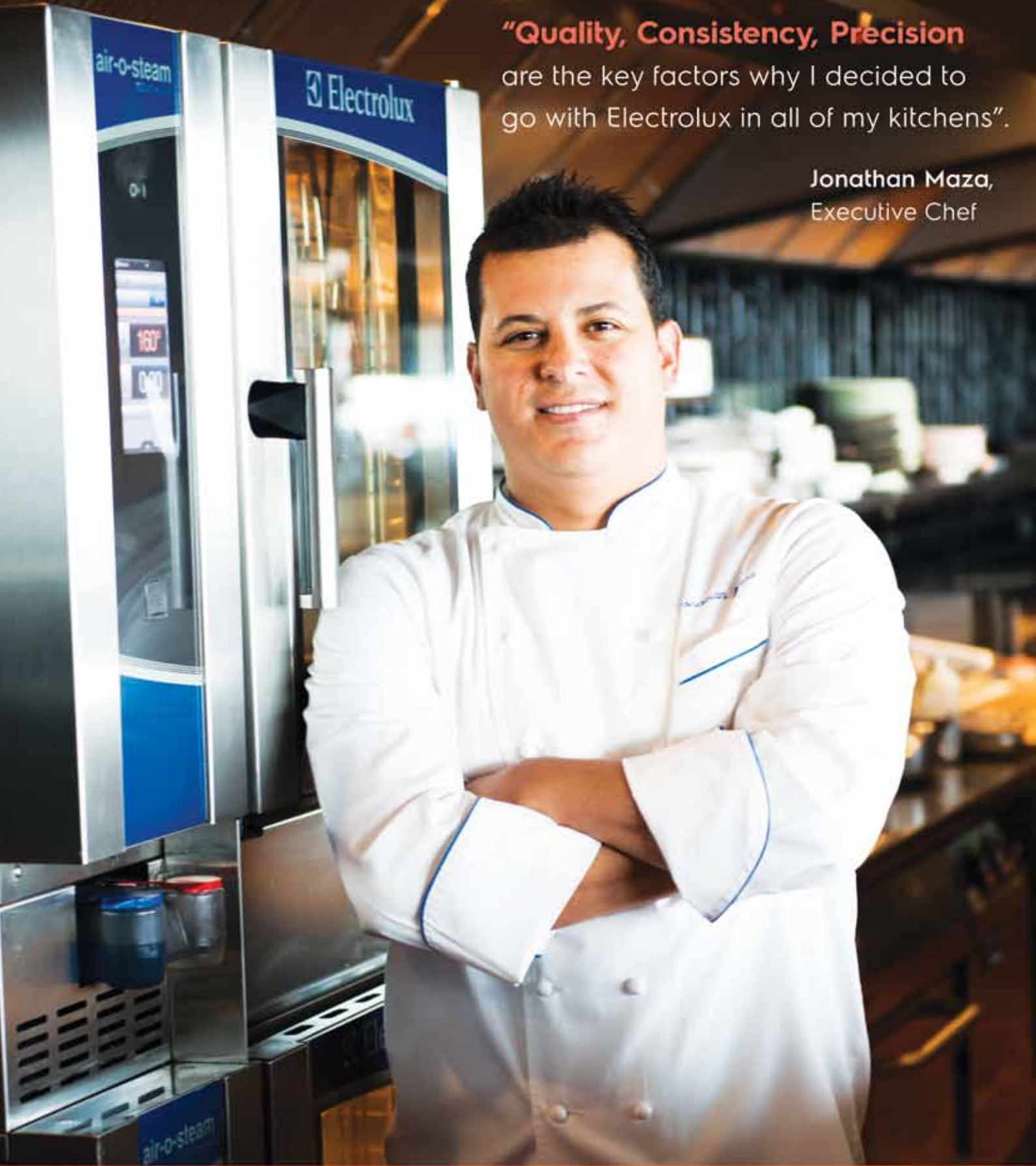
According to **Mike Kistner**, Chief Executive Officer, RezNext Global Solutions, "Hoteliers need to take decisions on their pricing based on their own distribution performance as well as their competitors'. Mid-market hotels are challenged with limited resources and cannot dedicate them completely to such manual tasks. We believe this bespoke solution, now available at no additional cost to hoteliers, will help bridge the gap in real-time information on market pricing."



Another important feature of RezRate is its ability to provide a price comparison of an offering against an exact similar product from competition.

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RAILWAYS

IRCTC TIES UP WITH OYO ROOMS

The Indian Railway Catering and Tourism Corporation (IRCTC) has tied up with OYO Rooms to offer standardised accommodation and a convenient booking platform to rail travellers. OYO Rooms will power the IRCTC hotel booking page, offering their inventory and promise of standardised amenities to rail passengers. **Dr. A.K.Manocha**, CMD, IRCTC, said, "We are committed to drive efficiencies and enhance our service through innovation. OYO Rooms has propelled the hotel market in India towards new horizons and pioneered the standardisation of affordable hotel rooms. This partnership contributes another chapter to the successful narrative of Make in India initiatives and how tech-enabled solutions will power the next wave of innovation. We have made the necessary technology integrations and will be actively communicating about this newly available option through e-mailers and information on e-tickets so that our travellers can explore and utilise these services."

Abhinav Sinha, COO, OYO Rooms said, "We are honoured and delighted to power the hotels-booking engine of IRCTC and serve Indian railway passengers. With this tie-up, IRCTC customers will have ready access to OYO's inventory of



predictable, standardised and affordable hotel accommodations across 170 cities in India.

As India's widest and largest network, we feel confident of catering to the passengers' needs and look forward to making this alliance a great success." He added, "OYO Rooms was conceived with a vision to change the way travellers view out-of-home stay. Our aim is to deliver home-like comfort at affordable prices so that wherever you may be travelling to, you would want to stay at an OYO booked through IRCTC-OYO network. The first step towards fulfilling this mandate was to expand our footprint to provide the comfort of a wide network. We are now focussing on enhancing guest experience and making our processes more robust through technology." IRCTC-OYO Rooms will offer about 45,000 hotel rooms in over 170 cities.

STATE

ODISHA TOURISM ROADSHOW HELD AT MUMBAI

Odisha Tourism is holding roadshows in different cities to attract domestic tourists from various parts of the country. It has already organised various roadshows last year and this year they are organising 10 roadshows.

One has been organised in Mumbai. The Department of Tourism (DoT), Government of Odisha, in its bid to attract domestic tourists from an important source state and commercial capital of India—Mumbai—organised a show there recently. The objective is to promote the state and its variety of tourism products in the western part of India.

A progressive and investment friendly Tourism Policy has been in operation since April 2013. As per the policy a State Level Single Window Committee has been created for speedy implementation of the projects and several incentives have been announced for the tourism stakeholders as part of promotional initiatives. In August 2015, the Light & Sound Show (SEL) was started at Dhauli and other sites.





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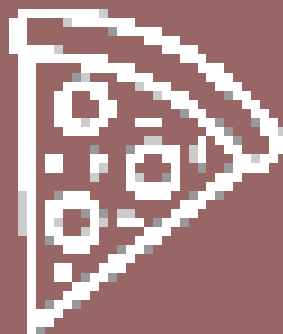
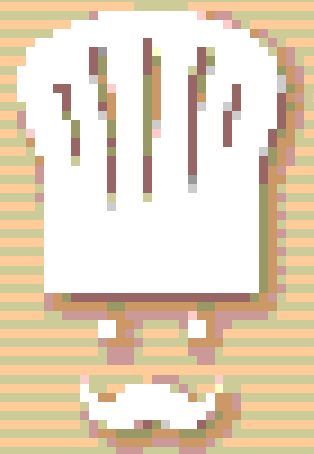
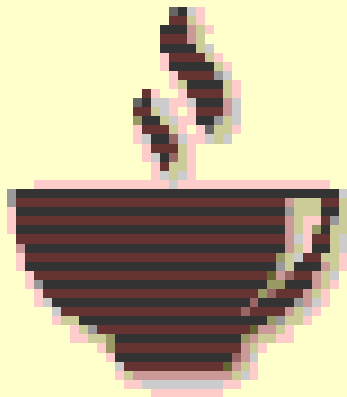
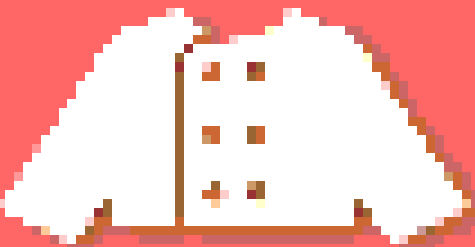
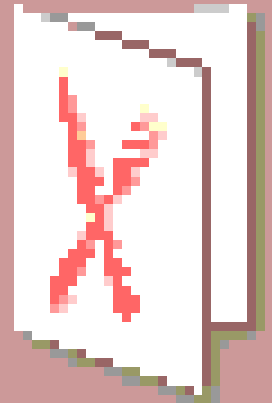
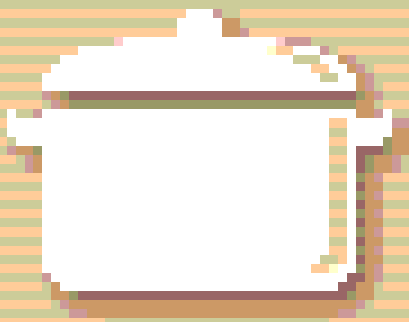
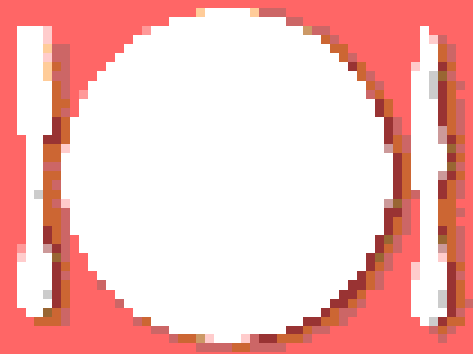
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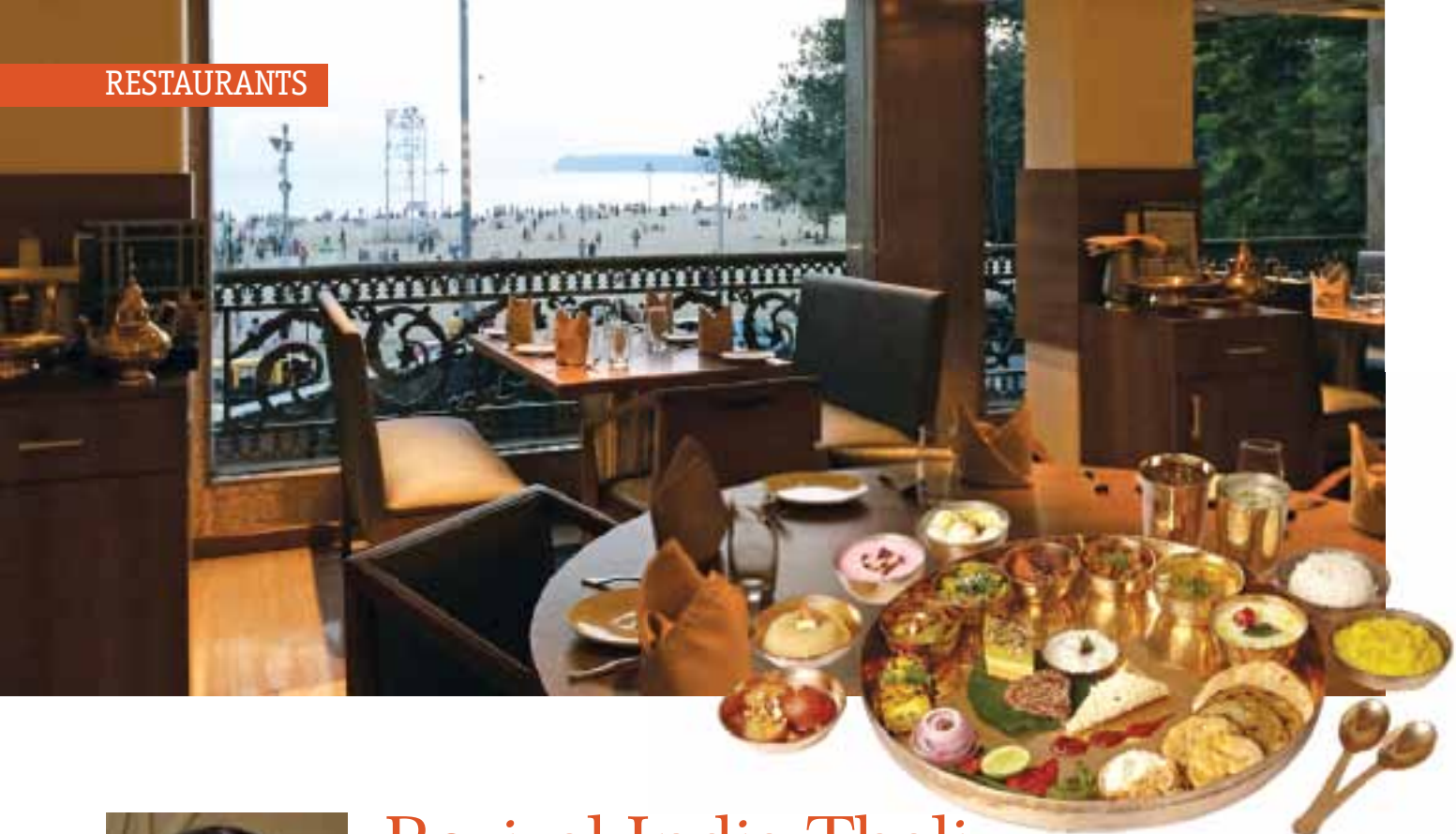


Restaurants: **INNOVATING** to survive

Food has always been an important aspect of a country's culture and ethos. Restaurateurs tell us the finer nuances of running a good restaurant business—of the challenges, state liquor policies and marketing strategies.

Kanchan Nath

India is seeing changes, with the emergence of cosmopolitan palate preferences and with burgeoning middle class incomes and busy schedules ensuring that eating-out has now become part of popular culture. As increasing numbers of consumers want to dine out or take prepared food home, the number of food-service operations has skyrocketed today. But there's still room in the market for yet another food-service business. Though the future looks bright for the food-service industry overall, there are no guarantees in this business. Even the most successful operators will tell you this isn't a 'get rich quick' industry. New restaurants pop-up all the time just to shut after some time. Running a restaurant, though seemingly glamorous, is no easy business. There are many aspects to a restaurant business. A successful restaurant needs to serve perfect food but there are so many other factors that contribute to the success of a venture. The customer is the king and it's important for restaurants to be constantly innovative and creative.



Shail Barot

Revival India Thali

Shail Barot
Director- Vie Hospitality
Mumbai

USP OF RESTAURANT

When we opened our first outlet in Crawford Market in 1947, we were one of the first restaurants in Mumbai to offer a 'Premium Thali' experience to our customers. But later the Gujarati Thali was considered to be a 'dining hall' where you fill your stomach on a budget, without getting an ambience or decent service standards. We rewrote this in 1985 with our erstwhile brand by providing a fine dining ambience. In 2010 we broke the traditional regional Gujarati/Rajasthani Thali concept with a delectable selection of healthy and nutritious food items from different parts of India.

We make a lot of effort to create concepts and trends that create a USP giving us the first mover advantage, for competition to copy-paste also. Our hydrosol, organic, Ayurvedic, allergy proof, safe and healthy choice of raw material are our USPs.

'EASE OF BUSINESS' IN RESTAURANT BUSINESSES

Restaurants look for 'Ease of Business' in terms of a 'Single Window Clearance' for upcoming and existing establishments.

MANTRA FOR GOOD RESTAURANT BUSINESS

It is very difficult to retain customers. The combination of an unlimited Thali, North Indian food, alcohol and a terrace lounge sets us apart.

CHALLENGES AND MORE

A persistent challenge is manpower. There has been a huge upsurge in the number of Indians moving to Middle Eastern countries.

With the rise in the prices of raw materials, salaries and energy bills, the margins have fallen considerably over the past couple of months. The cost of real estate has risen.

With a plethora of taxes being charged, we have seen the bills rise by almost 20-27 per cent.

MARKETING MANTRA

We usually set aside 3-4 per cent of sales per month as a marketing budget. With the advent of technology, we've seen a number of users shifting from print to digital mediums. Our focus too has shifted.

More than helping, Zomato kind of apps are more useful in damaging a restaurant's image online. We are working to de-list our restaurants from Zomato.

LIQUOR LAWS

We are the only state in India that still follows the permit system, where alcohol is served only as medicine! These strategies make liquor laws anti-restaurant in Maharashtra. The restriction of serving alcohol in demarcated areas within a restaurant with approvals and cross-approvals from Excise, Police and BMC make it a herculean task.

“The restaurant industry is the favourite soft target for the tax department. With a plethora of taxes being charged, we have seen the bills rise by almost 20-27% in the recent past”

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Rodeo

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Delhi

USP OF RESTAURANT

We are a Tex-Mex/Mexican themed restaurant. The décor shows the theme the Wild West (cowboys, saloon bars and so on) and that brings out our uniqueness. We have a bar in the restaurant and instead of regular bar stools we have uniquely designed horse saddles for customers to sit on and enjoy their favourite beverage.

'EASE OF BUSINESS' IN RESTAURANT BUSINESSES

It should be easier to open up a restaurant. Single Window Clearance is what we want. As of right now there are many bottlenecks when one tries to open shop. The tax component is very high and as a result, customers have to fork up a lot more for their meal. This pinches the customer and they may choose not to eat out because of that. The drinking age should be reduced from 25 to 21 years as per most international cities. They should allow restaurants and bars to extend their hours of operation.

MANTRA FOR GOOD RESTAURANT BUSINESS

Focus on your USP. Focus on food. We have been in business for the last 23 years is because we have focused on our food which is the main product. Innovation is the key. We have introduced many items as a result of various food festivals.



LICENCE WOES

Almost 47-50 licenses are required to run a restaurant

CHALLENGES AND MORE

Immense competition. Dealing with government authority's attitude and medieval thinking. Constant innovation is required. If one doesn't innovate, the competition will.

MARKETING MANTRA

At the moment 25 per cent is reserved for digital marketing. The best mode of advertisement would have to be digital. The reach has grown tremendously over the years and it is cost effective as well when compared to print and television.

Today Zomato is often used by customers to assist them in the decision making process of 'Where to eat'. They assist restaurateurs to display information about the restaurant such as cuisine, hours of operation, kind of music, best selling items and so on.

LIQUOR LAWS

We are allowed to serve liquor in Delhi. However the tax component is very high once again and the minimum age of 25 in today's time is high plus operation timings are limited till 1 am.

“
The drinking age should be reduced from 25 to 21 years as per most international cities. They should allow restaurants and bars to extend their hours of operation”



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quick service. Should the customer require, he can be in and out of the restaurant within about 35 minutes.

MANTRA FOR GOOD RESTAURANT BUSINESS

Indeed many restaurants are opening and many are shutting down. This is not only in India but worldwide phenomena. I think a bit of homework before starting pays handsomely. Know the clientele that you are targeting and their capacity to spend. Then, obviously the quality of the cuisine that you are offering must



be of the highest order. Not only that, that standard must be maintained day in and day out.

MARKETING MANTRA

We have in fact zero marketing budgets. I am a strong believer that the best advertisement for a restaurant is by word of mouth.

LIQUOR LAWS

The West Bengal Government definitely seems pro-liquor. They are currently granting licences fairly liberally.

LICENCE WOES

About 12 licences are required to open and operate a restaurant in West Bengal.

CHALLENGES

It is becoming more and more difficult to get trained personnel for the restaurants.

Peter Cat Restaurant

Nitin S Kothari
Sole Proprietor
Peter Cat Restaurant
Kolkata

USP OF RESTAURANT

Peter Cat Restaurant is a fast moving “Slow Food” Restaurant. People nowadays are always in a hurry and do not necessarily have sufficient time on their hands to have a long leisurely meal. Hence, the mushrooming of, all over the world, fast food restaurants, where you grab a burger, pizza or a sandwich. Our restaurant is placed somewhere in between, in the sense that we have a full à la carte menu, Indian, Mughlai and Continental cuisine. The emphasis is on not only high quality food but very



Nitin S Kothari

“ Know the clientele that you are targeting and their capacity to spend ”

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Sasi Jacob

Sasi Jacob
Vice President
Muthoot SkyChef

USP OF RESTAURANT

Villa Maya—a fabled kitchen, as the name says, is a mansion of illusion and here time and space come together to recapture the noble heritage of the Travancore kingdom. The graceful blend is apparent in our discreet hospitality, elegant interiors, gorgeous alfresco dining and gourmet food around the world. This lovingly restored Arumana Ammaveedu related to the visionary kings of Travancore is undeniably the USP of Villa Maya along with its minimal but great art and antique collection.

'EASE OF BUSINESS' IN RESTAURANT BUSINESSES

Restaurant or food service business requires a long process of licencing and meeting very complicated regulations to open and operate. The state excise policies too are very different and it doesn't always support the creation of a world class facility. The rules and regulations should be more transparent without compromising on health and safety standards. A single window online registration will prevent any delays.

MANTRA FOR A GOOD RESTAURANT BUSINESS.

Our strategy is to 'ask, adapt and achieve' in creating an epicurean experience for our guests. We constantly ask for feedback from patrons, team members and business partners. We firmly believe that we are into the art of creating delightful experiences.

CHALLENGES

- Hiring and training staff.
- Short supply of International gourmet ingredients to cater to discerning global travellers.
- Excise policies and licencing.
- Government taxes, duties and other charges levied on dining.
- Taxes and charges levied on imported equipment and ingredients.

MARKETING MANTRA

Our major marketing strategies are reserved for digital marketing through social media pages and website. Smart marketing is required to attract customers. We are also listed amongst the best in leading travel portals based on guest reviews. We market ourselves through radio.

LIQUOR LAWS

The revised or new excise policy of the state did nothing good to our sector and it almost prohibited the sale and service of alcoholic beverages in almost all public places leaving alone few five star classified hotels. This is a setback for a state dependent on the tourism sector forearnings and foreign exchange.

We believe that a relaxed policy would result in a healthy life style with good wine education and responsible consumption of alcohol paired with matching food.



We constantly ask for candid feedback from our patrons, team members and business partners and we value these feedbacks as our life blood

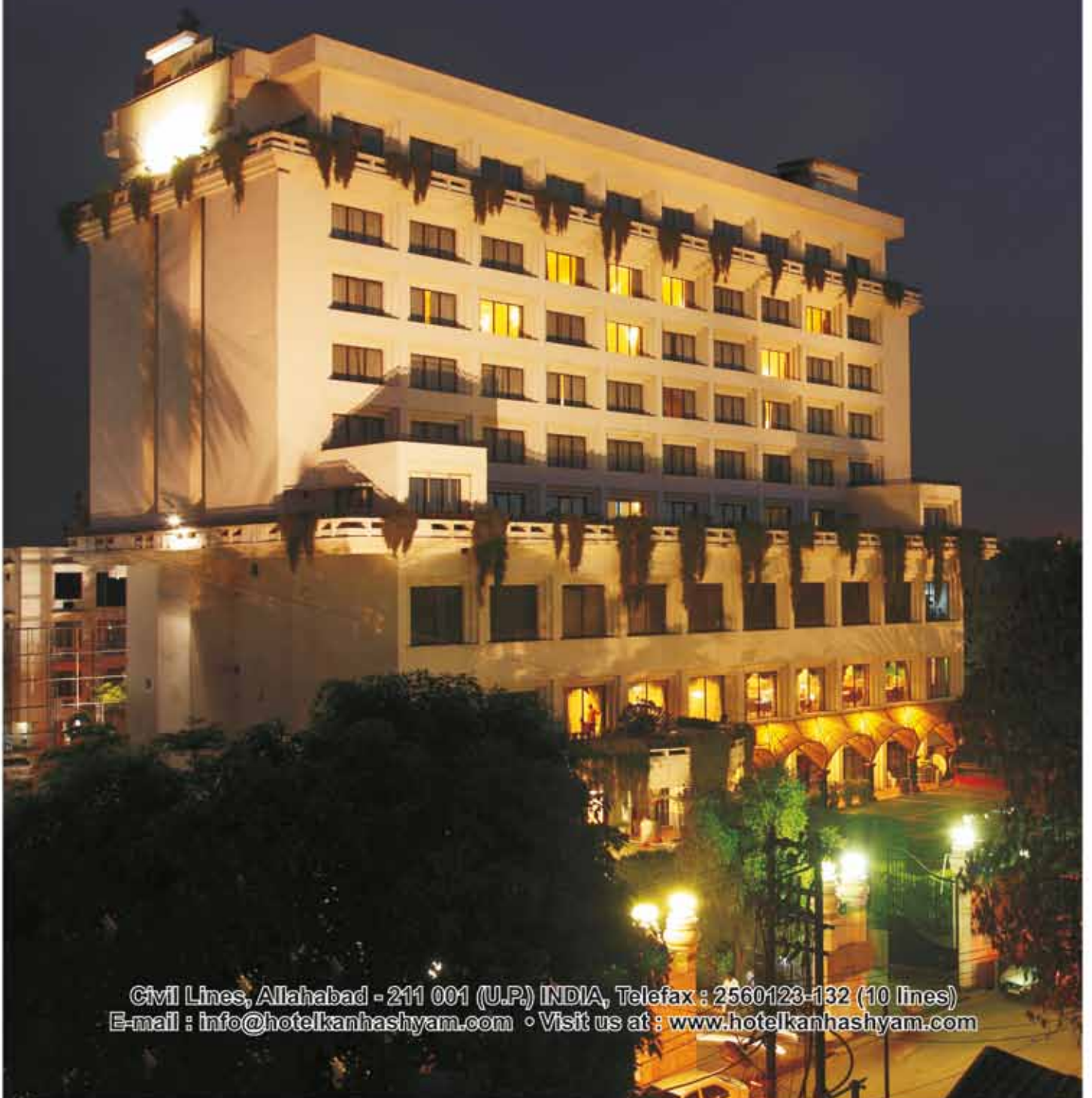




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Mohammed Khan

High Ultra Lounge

Mohammed Khan

Director of Food & Beverage, High Ultra Lounge,
Sheraton Grand Bangalore Hotel at Brigade Gateway, Bangalore

USP OF RESTAURANT

High Ultra Lounge is a modern Pan-Asian bar and restaurant that offers beverages and classic food with a modern twist. At 421 ft it is on the rooftop of the World Trade Center and is South India's tallest lounge bar.

'EASE OF BUSINESS' IN RESTAURANT BUSINESSES

The following points work as catalysts:

- Good and consistent supply of imported products; especially perishable products through authentic bodies.
- Simple licence rules which enable easy procurement and maintenance.
- Transparency in business regulations
- A standard taxation procedure which is variable in a considerable rate
- Updated curriculum maintained by colleges

LICENCE WOES

We need around 35 licences which include one time and yearly renewals to operate a restaurant.

CHALLENGES AND MORE

- Team: keeping people loyal, healthy, motivated, disciplined, treating customers right, working together, and sober
- Getting feedback, knowing what the experience is like for the patron, figuring out what works and what doesn't
- Premises: keeping it clean and in good repair,

and not flooding, burning down, or being overrun with vermin

- Dealing with laws, regulations, inspections on everything
- Very tight profit margins mean you have to economise on everything
- Keeping control on inventory, accounting, wages, tax payments and so on.

MARKETING MANTRA

High Ultra Lounge uses various platforms, both online and offline, to reach its target audience. While the marketing plan does vary with respect to the ongoing campaign, 85 per cent of the marketing budget is allocated towards digital marketing. Because the brand mostly communicates and connects to the young, we realised that engagement online would be more apt

LIQUOR LAWS

Keeping in mind the government's endeavour to take the liquor industry to 'large scale entity', it is of utmost importance to support the cause. However, the supplies against demand of foreign liquor can be given importance as most of the times the brands are not available because the supply is not sufficient and not 'just in time' which results in dissatisfaction amongst customers hence impacts the revenue.

Also, the registration procedure for liquor is a time consuming process which is not friendly for the restaurant business model.

“The supplies against demand of foreign liquor can be given importance as most of the times the brands are not available because supply is not sufficient”



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Thakur Bhuvan Singh

Deez Biryani

Thakur Bhuvan Singh

Director & Co-owner

Deez Biryani Group & Filmy Café & Bar, Delhi

USP OF RESTAURANT

Handi Biryani is our USP. We are the inventors of Handi Biryani. The USP of our product is that it is a complete meal, packaged in handis which stay hot and fresh for three hours. We have six handi sizes which serve one to 60 people. We serve five unique regional biryani recipes. Our handis are patented. These features make us stand out in the market and we have retained our goodwill so far.

why we have managed to hold on to the market till date.

CHALLENGES AND MORE

Opening a restaurant seems to be an easy task but it's not! There are many hurdles such as rising real estate lease rates, poor availability and high attrition rates for trained manpower and high taxation.

MARKETING MANTRA

Currently over 25 per cent of our marketing budget is allocated to digital, which is rising every quarter. We are more focussed on getting volumes from our inhouse website and are in the process of launching our own iOS and Android app soon. Apps like Zomato/ Dine Out do help us in getting business but not on a larger scale as there a massive deal only works with the customer database.

LIQUOR LAWS

Most of the licencing norms including liquor norms are outdated and need to be in sync with the modern digitalisation of the industry. Delhi however is still far better than other states.

“Challenges include rising real estate lease rates, poor availability, high attrition rate for trained manpower and high taxation.”

'EASE OF BUSINESS' IN RESTAURANT BUSINESSES

There are many but for us, they are:

1. Single Window clearance of licenses
2. Lesser taxation

MANTRA FOR A GOOD RESTAURANT BUSINESS

These days the F&B sector is flourishing and growing like anything. To be in the market and sustaining yourself has become the most difficult part as most have the same cuisine and theme. Our mantra is definitely about providing product uniqueness, quality and taste of food and express service. That's





Simar Bedi



Bronies

Simar Bedi
Owner
Bronies

USP OF RESTAURANT

At Bronies, our USP is 'sizzlers'. At our gastropub, we want to make sizzlers 'cool again'. From hot stone soups, to sizzling starters and even sizzling mains, cold sizzler salads and sizzling cocktails with a twist, there's fun in food and a nostalgia attached to the food menu.

CHALLENGES OF THE BUSINESS

Minimising expenses is a big challenge—the constant effort to ensure food quality doesn't dip but food cost

stays reasonable. We work on a food cost below 30 per cent. Restaurant space is getting very crowded with so many opening.

LIQUOR LAWS

The outlook towards alcohol is negative, with large licence fee, tough processes and an unsupportive attitude. Globally, alcohol is sold on street corners and the difference in people and attitudes is what makes an operation safe and clean, not the presence or absence of alcohol.

“The outlook towards alcohol is negative, with large licence fee, tough processes and an unsupportive attitude. Globally, alcohol is sold on street corners”

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Dharmesh Karmokar

Jeon, Hotel Sea Princess

Dharmesh Karmokar
Food & Beverage Director
Jeon, Hotel Sea Princess and Aureole

USP OF RESTAURANT

Jeon is a refreshing space build especially for the comfort of the hotel guests and the good old loyal customers of the hotel. In today's restaurant market space very few are driving their brands towards the good old clientele. Sea Princess hotel believes in catering to the segment which everyone is not running after, we stand apart by sticking to the traditionalist who like the formal dining experience in a 5-star hotel. Our USP has been that while the menu evolved we ensured our roots stayed firmly grounded.

EASE OF DOING BUSINESS

Business is not easy. We, at Sea Princess, work hard to look after our loyal guests. It's a lot of hard work

who happily play their games and relish our food and ambience. Keep it simple.

LICENCE WOES

The basic licenses required are health licence, FSSAI, Eating House, grade 1, Excise licence and the Fire Department NOC. These are the very basic licenses required besides the other licences to operate a licence.

CHALLENGES AND MORE

Finding a good location is the main challenge, and then it is retaining staff. While we are blessed with the Juhu beach and the seaside, retaining staff is a challenge. We work hard by regularly training our boys to maintain our high standards.



to maintain our high standards which makes it easy to do business. We stick to our basic and age old tradition and savour the warmth of our guests.

MANTRA FOR GOOD RESTAURANT BUSINESS

Our mantra is to be simple. We don't complicate things at Jeon and our simplicity has been appreciated by all. In fact, our guests tell us 'Thank God Jeon has only evolved and not changed'. It's a real treat to watch our regulars who have been visiting us for the last 28 years. We must be doing something right to see a houseful on weekends and Jeon is buzzing for lunches with all the kitty parties

MARKETING MANTRA

Digital is the future and we see that share increasing every quarter. In the digital world one is directly in touch with the consumer and it is very interactive and very real. Half of our current advertising budget goes in the digital kitty. We believe in social media a lot more than other forms of marketing.

LIQUOR LAWS

Maharashtra is blessed with the easiest laws for liquor, we are thankful to the state government. It takes just 30 days to get a liquor licence. All one has to do is simply follow their directives.

“Our mantra is keep it simple. We don't complicate things at Jeon and our simplicity has been appreciated by all”

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Vexing VISAS

The eTV was recently extended from 113 countries to 150. We try to find out from the different regions as to what are the ground realities of obtaining this visa at present. What kind of problems with regard to this are the visitors facing? What else can be done to further improve the process?



Luv Malhotra
Vice President
FHRAI

In the Northern region the designated airports for entry on e-Tourist Visa are Amritsar, Delhi, Lucknow, Varanasi and Jaipur. Under the eTV scheme, a tourist can apply for a visa by uploading passport and photograph and paying visa fee online. To put it simply, e-tourist visa was to become the new lingo in the world of travel, and was expected to give a big boost specifically to the business of travel in India.

The scheme definitely helped to project a positive image of India across the world. A lot of progressive governments across the world are following the digital route but there are several issues that applicants are facing

in terms of accessing the website for application, payment and information adding to the non-viability of the scheme inspite of its immense potential. *The Economic Survey 2015-16* suggests several measures to boost tourism including the extension of the e-Tourist Visa window to 180 days instead of the current 30 days before tour and the need of a multiple entry e-Tourist Visa instead of the existing single entry to make the scheme more effective. Further, the government's inability to revive the Incredible India campaign—which has been

“
There are issues in terms of accessing the website for application and payments
”

offline for over a year—is another reason for the lack of awareness of the scheme. It is high time that (eTV) must be better marketed and advertised much more to improve the process.



Dilip C Datwani
Senior Vice President
HRAWI

Many tourists are finding it difficult to comprehend the objective of the scheme as India's official tourism website does not clearly define the same. The objective of scheme for travellers visiting India is applicable to those who visit for 'recreation, sightseeing, casual visit to meet friends or relatives, short term duration medical treatment or casual business visit'. What qualifies as short duration medical treatment or casual business visit, remain undefined.

In addition to the above, technical difficulties that the travellers to India face are with uploading photos or making payments. While making an attempt to pay, the payment gateway is not at all user-friendly which defeats the purpose of the scheme, this many travellers have blogged.

The success of the eVisa has suffered due to lack of awareness, as it has not been advertised the way it should have been done. The choice of countries initially allowed to avail eVisa been not extended to countries which traditionally had not been major source countries for tourists to India. eVisas can

only be applied for online, and a large number of the eligible 150 countries have limited access to the Internet. In countries like Kenya, Cambodia and Indonesia for instance, a very limited percentage of the population use the internet.

Less than 2 per cent of the total arrivals of travellers have availed the facility of eVisa. Finally, India has limited trade relations with the initial majority of the 150 countries it had granted the eVisa scheme to, a factor

“
Less than 2 per cent of the total arrivals of travellers have availed the facility of eVisa
”

that also restricts interest in tourism. The government could focus on extending the eVisa scheme to countries of economic significance. The prime minister's recent decision to grant eVisas to visitors from countries like China and some others. is a welcome move in enhancing the usage of the eVisa facility and in turn increasing the number of tourists' arrival to India. Also, the number of airports implementing the eVisa arrivals are very few. They have to introduce the same to a lot more airports for the scheme to succeed. For instance, our western region has the facility only in Mumbai, Ahmedabad and Goa. So, in conclusion, a lot is yet to be done to make the eVisa a success.

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Sudesh Poddar
Hony Treasurer
FHRAI

Keeping up with a promise made by the Finance Minister Arun Jaitley in his 2015-16 Budget speech, the home ministry has made provisions to cover 150 countries under its new e-visa scheme. Sixteen airports have been designated for providing e-tourist visa service. Over 7.5 lakh visas have been issued since the e-tourist visa scheme was launched. This translates to an average of 3,500 e-tourist visas on a daily basis to foreign nationals.

Among the airports offering eTV only two are in eastern India (Gaya and Kolkata). Ever since the scheme was launched there's been a surge of foreign tourists in India. Between January-October 2015, a total of 258,182 tourists arrived on e-Tourist Visa compared to 21,995 in the same period in 2014, registering a growth of 1073.8 per cent, virtually spelling a goldmine for the country's tourism industry.

As expected, in terms of arrivals

in October 2015, the maximum share was grabbed by New Delhi airport with 50.93 per cent of all tourists landing there, followed by Mumbai airport (20.54 per cent). Among the eastern Indian airports, Kolkata's Netaji Subhash International airport handled 2.23 per cent of arrivals and Gaya airport had a mere 0.08 per cent foreign tourist arrival. Quite surprisingly, Ahmedabad (0.99 per cent) and Jaipur (0.28) also received minimal tourist arrivals.

“
Apparently, the payment gateway operates better on smartphones instead of PCs
”

These trends indicate that airports of the eTV list should be selected based on hard data on Foreign Tourist Arrivals. Since Jaipur, Ahmedabad and Tiruchirapalli are so close to big metros that foreign tourists may not arrive at these airports directly.

On the contrary, if at least three more airports in eastern India—say Guwahati, Port Blair and Bhubaneswar—are covered with eTV, more foreign tourists can avail of the scheme. Since Guwahati is the gateway to North

East India—a veritable tourists' paradise—this can be an immense benefit to the tourism and hospitality sector of the country. Also because this region is close to South East Asia many foreign tourists can make a detour to the region while travelling to Thailand, Malaysia or Singapore. Port Blair, gateway to the emerald islands of Andaman and Nicobar—also deserves the honour, in order to draw more foreign tourists.

So far the eTV is working fine, except for a few hiccups with the government's payment portal (indianvisaonline.gov.in). The payment gateway operates better on smartphones instead of PCs and notebooks. Foreign tourists who face the problem also do not get adequate help from the support centre to solve the payment problem. This unnecessarily delays the eTV process. However, this is a minor blip in the process and can surely be solved with some effort at the backend.

Some foreigners I have come across had a painless airport entry at Kolkata airport. There are three kiosks to handle passengers quite smoothly here. According to the tourists, it doesn't even take 20 minute to get through the immigration process. With the inclusion of more airports in the eTV list and making the electronic processing of payment easier, the scheme will surely usher in more foreign tourists to India.

“
Travellers should be educated to have confirmed return flight ticket to avoid overstay
”

At present sizeable number of eVisas are issued in southern airports like Chennai, Bengaluru, Kochi, Thiruvananthapuram and Hyderabad. To increase the number of visitors applying for such visas, the government should take the following initiatives to solve the problems. The period for applying for the visa should be increased and should have the double visa to enable them to visit India again after visiting the neighbouring country. They should be educated to

have a confirmed return flight ticket to avoid overstay. As Government of India is encouraging group tourism like pilgrim, medical and MICE tourism, the introduction of eVisa for groups will help their family members to accompany them without any problem. To facilitate more visitors to take advantage of this facility, there should be aggressive promotion to be done by the Indian consulates, Government of India tourist offices abroad and accredited air carriers flying to India.



K Syama Raju
Vice President, FHRAI

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Attracting the **foreign patient**

People from many advanced countries, including the United States and Europe, see a benefit in travelling to developing third world countries, like India, Thailand, Philippines, South Africa, and others while combining medical treatments with an inexpensive vacation. This trend is now known as medical tourism.

The primary reasons as to why medical tourism would flourish in India include much more lower medical costs for various ailments such as bone marrow transplant, bypass surgery, knee surgery and liver transplant as compared to western countries.

Wellness tourism encompasses a broad range of service categories from *ashrams* to wellness cruises. Some common wellness destinations/activities include healthy hotels and resorts, spas, Ayurvedic clinics, *ashrams*, spiritual retreats, thermal baths, yoga retreats, wellness cruises, complementary and alternative medicine (CAM),

cosmetic surgery clinics, dental clinics and hospitals.

Medical tourism in India is a multi-billion dollar provider industry attracting millions of foreigners and domestic persons to visit the incredible heritage of country and enjoy the medicinal blessings of traditional Vedas and Upanishads. India is full of well trained, qualified and experienced professionals and doctors. India's doctors are most competent for making India a very money-spinning destination for the people who want to undergo treatment for their medical problems and who are frustrated by the long waiting list of medical diagnostic centres of their own country.

India ranks second for medical tourism in the world.

Though it spends less than 1.2 per cent of its GDP on medical services but

With the government having decided to give a boost to this tourism and take it forward with the help of the National Medical and Wellness Tourism Board, it is time to turn India into an incredible destination for medical and wellness tourism.

makes extra efforts to provide extra care and services to the foreign tourist while dealing with them. Medical treatment in India is cost effective as it charges

“
The key 'selling points' of the medical tourism industry are its 'cost effectiveness' and its combination with the attractions of tourism
”

20 per cent less than any other foreign country for providing health facilities.

Although, there are similarities and synergies between medical tourism and wellness tourism, they are in fact different though sometimes with overlapping niche markets with distinct motivating factors.

For example, a medical tourism patient will typically travel to cure an illness or treat a particular condition. Wellness

Amitabh Devendra



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tourism, as the name suggests, is wellness oriented with an emphasis on health promotion and disease prevention.

In India, the Apollo group alone has so far treated 95,000 international patients, many of whom are of Indian origin. Apollo has been a forerunner in medical tourism in India and attracts patients from Southeast Asia, Africa and the Middle



There are several reasons for the increase in medical travel. First, the demographics of the developed nations are causing a significant increase in demand for health care



East. The group has tied up with hospitals in Mauritius, Tanzania, Bangladesh and Yemen besides running a hospital in Sri Lanka, and managing a hospital in Dubai. Another corporate group running a chain of hospitals, Escorts, claims it has doubled its number of overseas patients—from 675 in 2000 to nearly 1,200 this year.

However, the current market for medical tourism in India is mainly limited to patients from the Middle East and South Asian economies. Some claim that the industry would flourish even without Western medical tourists. Afro-Asian people spend as much as \$20 billion a year on health care outside their countries. Most of this money would be spent in Europe and America, but it is hoped that this would now be increasingly directed to developing countries

with advanced facilities.

PROMOTION OF MEDICAL TOURISM

The key 'selling points' of the medical tourism industry are its 'cost effectiveness' and its combination with the attractions of tourism. The tourism industry also uses the ploy of selling the 'exotica' of the countries involved as well as the packaging of health care with traditional therapies and treatment methods.

Price advantage is, of course, a major selling point. The slogan, thus is, 'First World treatment at Third World prices'. The cost differential across the board is huge: only a 10th and sometimes even a 16th of the cost in the West.

The price advantage is however offset today for patients from the developed countries by concerns regarding standards, insurance coverage and other infrastructure. This is where the

tourism and medical industries are trying to pool resources.

The medical tourism market is estimated to be valued at \$ 4 billion. Tourists come to India for economic reasons and market attractiveness. Maharashtra, Tamil Nadu and Delhi are top destinations for foreign visitors. Infrastructure and better health-related investments will decide the future.

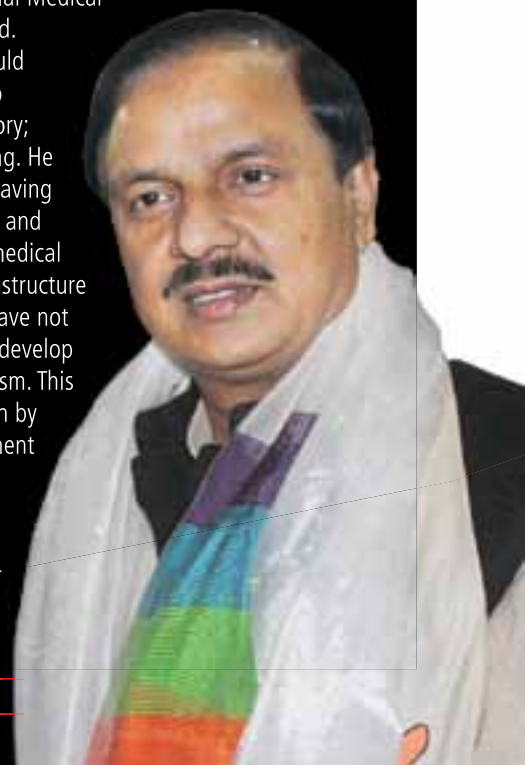
The government needs to step in and provide basic infrastructure services which will improve basic access to high quality centres. Barriers for visiting India for medical purposes have to be reduced.

Quality standards have to be raised to meet Western providers. This tourism has to be marketed in Western countries. definite grow in the country.

(The views expressed are the personal views of the author Amitabh Devendra)

Dr. Mahesh Sharma, Minister of State for Tourism and Culture with Independent Charge and Minister of State for Civil Aviation and Chairman of the Board stated that the Government of India had decided to give a boost to this sector and take it forward with the help of the National Medical and Wellness Tourism Board. Three Sub-Committees would be constituted to look into the issues such as Regulatory; Accreditation and Marketing. He reiterated that in spite of having globally acclaimed medical and wellness systems, best of medical professionals, medical infrastructure and service providers we have not been able to promote and develop this niche segment of tourism. This segment is especially driven by private sector and government will act as a 'facilitator'.

Dr. Mahesh Sharma





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



Pradeep Shetty

ADDRESSING MUSICAL PERFORMANCE LICENSING WOES

Issues regarding copyright licences for musical performances have been plaguing the hotel industry for a long time now. It's now become a routine to expect plethora of confusion and notices at the fag end of every year or when festivities ring in. In this day and age, with wide range of music available across different genres along with number of agencies administering rights of the copyright owners, there are host of questions, queries and confusion that call for clarity. **Pradeep Shetty**, Member of FHRAI Executive Committee & Chairman Legal Matters Committee, FHRAI & HRAWI, answers some of the frequently asked questions

SO IS IT REALLY NECESSARY TO OBTAIN A LICENCE FOR ANY KIND OF MUSIC IN HOTELS/ RESTAURANTS?

Absolutely, there is a legal requirement to obtain license for any musical performance - live or recorded, in hotel/ restaurant premises. Every hotel that utilises copyrighted music has to obtain license pay royalty. However, having said that, not every music/sound recording requires licence. There are rights free music available. All classical music is free of royalty 60 years after the death of the author.

IT IS COMMONLY BELIEVED BY MANY THAT PLAYING OF MUSIC FROM LEGALLY PURCHASED CDS OR ONLINE MUSIC DOES NOT REQUIRE LICENCE.

CDs and online music duly purchased are for personal consumption only and not com-mercial use.

IN HOTELS/RESTAURANTS, BROADLY THERE IS LIVE MUSIC OR RECORDED MUSIC BEING PLAYED.

WHAT IS THE CURRENT POSITION AS REGARDS LICENCE FOR THIS?

FHRAI and its Regional Chapters have clarified through advisories that licence is required to be obtained for both the forms of performance mentioned above. Typically for live performance, we have to obtain licence from IPRS and for recorded music from PPL. However, IPRS presently has no authorisation in law to collect royalty due to deregistration and non-compliance of the rules under Copyright Act. As for PPL, the dispute raised by FHRAI is subjudice and we are awaiting the High Court order. Meanwhile, members may pay the societies without prejudice to their rights to seek refund.

THERE ARE MANY OTHER AGENCIES WHO ARE SEEKING FOR ROYALTIES APART FROM IPRS AND PPL.

IPRS and PPL are copyright societies incorporated under the Copyright Act and due registration of the Copyright Board. These societies are formed for the benefit of users like hotels and are one window to obtain licence from various owners of

Copyright in literary, musical works and sound recording. However, there are some record labels who are not members of these societies and choose to administer their rights independently. This is allowed and valid under law.

SO HOW DOES ONE DEAL WITH MULTIPLE AGENCIES?

Yes this is one of serious issues that have emanated recently. For example Yashraj has been demanding royalty separately through an agency. Members must know that payment in such cases, if they wish to play/utilise their music, must be made directly to Yashraj and licence should also be obtained from them directly. However, members can avoid obtaining their license by merely not utilising/playing their music at all. Members should request for their list/repertoire and ensure that those songs are not utilised/played. As for the agencies, members must verify if a particular agency approaching them has the requisite power/authority to demand licence fees on behalf of a copyright owner.

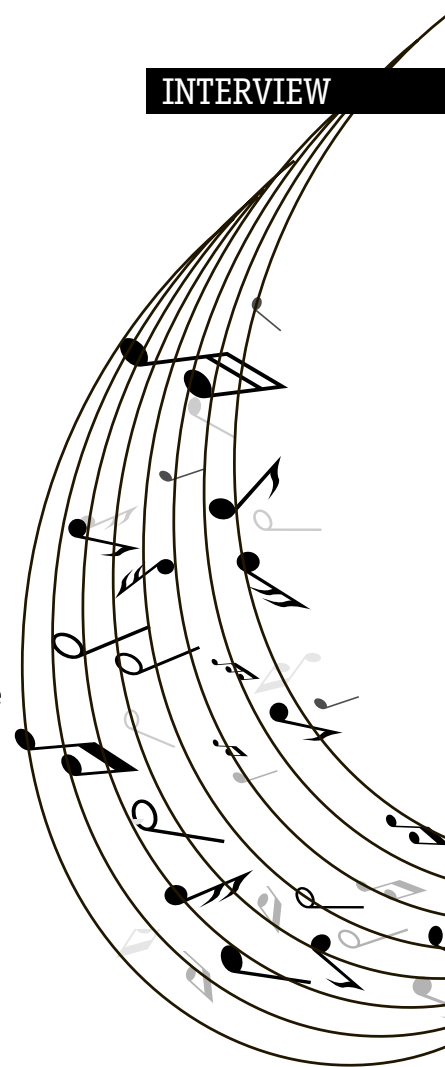
CAN YOU CLARIFY ON THE RECENT DEVELOPMENTS/FHRAI ADVISORY IN

REGARD TO COPYRIGHT SOCIETIES?

As mentioned earlier, IPRS /PPL have been operating as statutory societies since a very long time. However, both these societies are no longer registered and are claiming to be the owners. There are many such other technical issues which are serious in nature. FHRAI has taken up these issues with both these societies, in addition to making representation to the HRD Ministry.

WHAT STEPS IS FHRAI TAKING TO REDRESS THE PERTINENT ISSUES DISCUSSED HERE?

Multiplicity of agencies demanding copyright charges, quantum of charge/royalty and amenable tariff fixation process in consultation with the Industry are the immediate issues of concern. FHRAI has already taken up these issues with the HRD Ministry for resolution. FHRAI is also involved in courts wherever unreasonable and improper demands are being made from members. As a long term vision plan, FHRAI and its regional associations have agreed to produce their own music across genres so as to create a library of royalty free music for its members.





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Journey through time: Legendary Indian chefs



Subir Bhowmick

I have been working with most of the culinary masters for more than three decades. My culinary journey started with the legendary Chef 'MASCI'—the man behind the legend who joined the Taj at the age of 16 as a chicken cleaner. His legacy of 54 years has been an inspiration for upcoming chefs.

I was always fortunate to be associated with the great master chefs around the globe as well as in India during my tenure in the hospitality industry.

The legendary master chefs I have come across had always a passion for creating something 'new', something 'large' and something which would 'make a world of a difference'. They had a vision which they used to

place in a practical context. The choice of every dish involved knowledge, time and research. I have always observed they never let the physical perfection slide as it is linked to the quality of the food and, justifiably, they were proud of their creations.

The menus they compiled were always beautifully balanced. The fact that they also delivered high quality on such a scale



Chef Imtiaz Qureshi

“The legendary master chefs had always a passion for creating something 'new', something 'large' and something which would 'make a world of a difference'”





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India is a land of tradition where recipes are handed down from generation to generation. Indian cuisine is unusual in its flexibility. The diversity of food in our country makes Indian cuisine a gastronomic adventure. As food is always associated with people and places, the rising young chefs have now brought a new twist in the cuisines.

The Indian palate is undergoing a soft gentle upmarket change. It is essential for us to recognise that the modern age Indian Chefs are filled with entrepreneurial passion but we also need to respect the fact that the Master Chefs about whom I write have given their entire life not just to the kitchen but to the brands they were associated with. Loyalty, consistency and the sheer

We salute the Master Chefs for their contribution in upholding the flame of Indian hospitality and of cuisines. I get tears of joy as even in 2016 we are world ready, we are up there with the best of the best and its only possible because of these unsung heroes in whites.

MASTER CHEF IMTIAZ QURESHI

The Shahenshah of *Dum Pukth* cooking is single-handedly responsible for reviving the 200 years old tradition of *Dum Pukth* cooking, i.e., 'Awadhi slow cooking'.

Chef Qureshi is the only chef who was appeared on *Newsweek's* cover. At the age of 71, Qureshi is improving his unique cuisine. He is the person who started the Dum Pukth and Bukhara restaurants at the ITC Maurya Sheraton in Delhi where he is the Corporate Chef for Indian cuisine. He uses his big palms to measure all the spices and has a natural instinct for ingredients, well developed by years of experience. For Qureshi, recipes are like languages which he adopts to suit his tongue. He spent years in perfecting the recipes. His romance with Muhglai food started at the age of nine. Any dish, prepared with love and respect *dil se, dimag se, mehnat se* will be a successful dish.

The renowned artist, the late M.F. Husain, whose love for food matched his passion for paint, called Qureshi the king of *kababs*. Qureshi was Lucknow's champion wrestler and was known as Imtiaz Pehelwan.

Master Chef Imtiaz Qureshi repackaged the old style of slow cooking foods in their own juices over woodfire ovens and named this '*Dum pukht* Cuisine'. *Time* magazine had put him on its cover page when *Dum Pukht* style of cooking with master Qureshi became a rage in the 1980's. This year Chef Imtiaz Qureshi was honored and awarded *Padma Shri* title for his innovations and creations in cooking style.

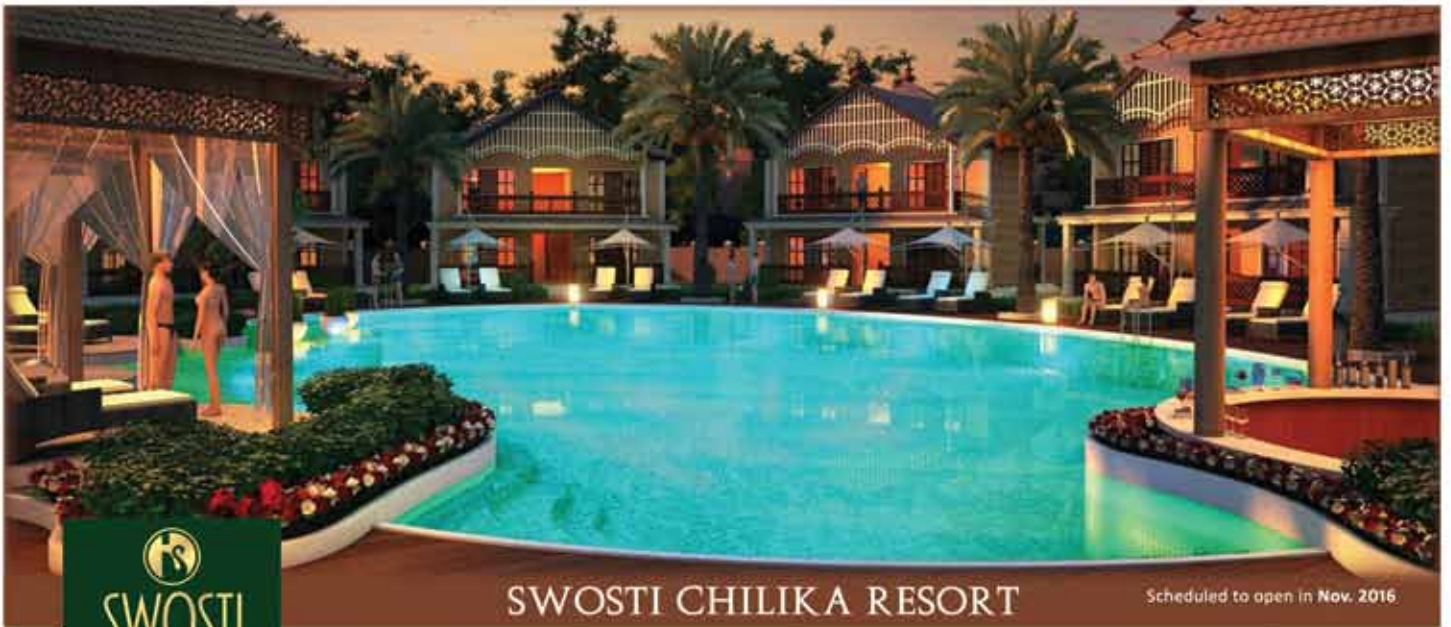


was based largely on their years of experience. The importance of attention to detail and especially focussing on a customer's need was on the top of their minds. Taste and balance were the real issues. They believed that food on the customer's plate would always be the most important thing and gave the customers the pleasure of eating. They acquired knowledge and experience of the world's cuisine because of their travel and exposure abroad, beyond their kitchen.

determination of the chefs made all Indian Hotels' kitchens ready for the world.

“The renowned artist, the late M.F. Husain, whose love for food matched his passion for paint, called Qureshi the king of kababs”

”



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CHEF MIGUEL ARCANJO MASCARENHAS

The legendary chef Miguel Arcanjo Mascarenhas had achieved greatness and his legacy is one of inspiration. "Cooking is a fine art", as he says. Every dish he created was a gourmet dish. Working under foreign master chefs, Masci learnt cooking the hard way of the perfectionists. He joined the Taj Mahal hotel at the age of 16 as a chicken cleaner in 1919 and worked for 50 years.

Masci always delighted the customer by providing the right thing at the right time. He always respected the value of people's opinion. Chef Masci focused on his chefs by supporting and developing them.

The man from the land of spices was a genius who mastered the art of Western menus.

He orchestrated splendid banquets for emperors and kings, princesses and celebrities from all over the world, bequeathing a rich legacy of epicurean excellence. Improvisation was his forte. The late

JRD



“The man from the land of spices was a genius who mastered the art of Western menus. Masci orchestrated splendid banquets for emperors and kings, princesses and celebrities from all over the world”

Tata noticed that he was not to retire because of his achievement in creating cuisine that matched global gourmet standards.

GOAN BYTES WITH CHEF URBANO REGO

Rego was born and bred in the Taj tradition and was called the world's greatest Goan Chef by well known food columnist Vir Sanghvi, a colossus who has been closely identified with the cuisine of his native Goa for 45 years and still supervising Goan food offering in the four Taj properties in Goa.

In 1974, at the fort Aguada in Goa, Chef Rego was posted there in order to learn Goan home cooked dishes and Goan Hindu Saraswat home cooked secrets.

He had visited Canacona on the extreme southern border of Goa and friends' houses. Chef Rego was not satisfied with imitating the local cuisine but wanted to lighten the spice to give an

international touch when he cooked for an all international audience. Balchao naan and chicken Jimi mire are his signature dishes and are favourite of Ratan Tata and Salman Khan.

Chef Rego was sent on a European *yatra* in collaboration with Goa State Tourism to spread the flavour of Goan cuisine. As he says, his greatest moment was cooking with Chef Hemant Oberoi for world leaders and captains of industry at the World Economic Forum in Davos 2008.

Chef Rego established a robust tradition of preparing Goan cuisine with an international touch. His constant innovation in the kitchen led to his signature dishes and inventing new classics.

Chef Rego's son, budding Chef Boris, was gunned down and tragically killed at a young age 23 while helping hotel guests escape from the Mumbai Taj kitchen during the 26/11 terrorist attack in 2008.

Though we have listed only a few, there are many other legendary chefs who deserve to be in our list and are part of the growth story of Indian cuisine.

(The views expressed in this article are of the author **Subir Bhowmick**, Executive Committee Member, FHRAI. He is a veteran of the hospitality industry with 40 plus years of experience).



Chef Manjit S Gill



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31ST AAHAR INTERNATIONAL FOOD & HOSPITALITY FAIR 2016

Aahar 2016, the largest B2B fair in the food and hospitality sector in India as well as South Asia, is being held from 15-19 March, 2016.



J Guna Sekaran

“For the first time we have also introduced the start-up stalls, these are for the new and young entrepreneurs”

This year, once more the fair will cover two separate but concurrent exhibitions—‘Hospitality India’ covering hotel and restaurant equipment and supplies and ‘Food India’ covering foods, processed foods, food processing and beverages.

J Guna Sekaran, General Manager and Chief Vigilance Officer, ITPO, says, “The participation this year has grown a lot compared to last year—the halls covered were only numbers 6 to 18. This year we have also included halls No. 2, 4, 5, 27, 28. Also more open area has also been included. In a nutshell, we have increased almost around 10,000 square metres of gross area compared to previous years. The increase is almost of 30 per cent.”

About the new initiatives undertaken, he said, “For the first time we have also introduced the start-up stalls, these are for the new and young entrepreneurs. To encourage these youngsters, the participants are being offered 50 per cent discount to boost start-up and stand-up India.” He added, “Special emphasis will be given to *Swachh Bharat Abhiyan*—

Clean India Campaign—we have added to the same by increasing the manpower on maintenance.”

He says, “Another new thing is that this time we have introduced an online media partner, VIVA HORECAT.V who will be setting up a live studio here. They will be covering the live interview of eminent visitors and exhibitors.”

“In this manner we will have the live coverage of Aahar through online media. They will also be organising the virtual trade fair, once the event is over. Also a twitter as well as a facebook handle has been created for social media,” he added.

He added, “For the first time we have a mobile application and a separate invitation going from the CMD to the chief executives of hotel chains and food establishments inviting them to Aahar, 2016. They just need to give a time and all their visits to Aahar will be organised by ITPO, without any hindrances. We are issuing more than 2,000 passes for these elite CEOs.”

He concluded, “We will also

encourage the students in a group of food and hospitality institutes to come and visit Aahar, because they are our future entrepreneurs and we are facilitating their visit to Aahar.”

The Indian hospitality industry is considered a major attraction for FDI. The sector of India is growing at an extremely fast pace and clocking CAGR of 14 per cent. The existing gap between demand and supply of hospitality services is expected to widen further as the Indian economy grows.

India’s food and grocery market is the sixth largest in the world. The Indian food sector is a high-growth sector with immense potential for value addition. It’s expected to touch US \$ 482 billion by 2020.

The Indian food processing industry accounts for 32 per cent of the country’s total food market and 14 per cent of the manufacturing GDP. CII estimates that the food processing sectors have the potential to attract \$33 billion investment in the next 10 years.

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The power of purchase

PROCURING THE BEST

With the changing laws, purchase managers and suppliers have become more collaborative in their role to fulfill the requirements of a hotel. As partners in business they work in tandem to develop process and product. The pressure has also built up on the local market to raise the bar. Purchase managers and finance heads tell us about the influencers, trends, challenges and what they will be on the lookout for in Aahar 2016.



Sanjay Verghese



AAHAR 2016

I always keep myself open to the market forces and retrieve what I need for the hotel, when the hotel needs it. Aahar is the ideal platform for me to meet new vendors and explore new products related to the hospitality industry; needless to say it also connects me with the fraternity and vendors known to me over the period of two decades who otherwise are always busy with business in their respective fields.

Sanjay Verghese

Director Materials, The Imperial New Delhi

INFLUENCERS FOR PURCHASE

The simple answer: The three basic 'R's—right product, right price and right time. However, to expand on it the decision depends on case-by-case depending on the item type. The choice of product is only made after it's approved by the actual user; however the supplier selection guideline is very clear, first preference is always the source or the manufacturer, then the dealer or distributor and the last preference is the retailer.

CHALLENGES & MORE

The major challenges for high quality kitchen ingredients for international cuisines is the present state of flux in the FSSAI regulations. However, hopefully

this is getting settled slowly with education and exposure from both sides, that is, the consumers and the law makers.

TECHNOLOGY & PURCHASE

Technology has definitely empowered purchasing teams for achieving greater efficiency and a much more cost effective negotiation process as it brings the information available in the virtual realm instantly, enabling the user to compare, and finalise the best product at the right price. Especially the information technology with its Bar Codes/Apps/RFID and customised softwares has definitely improved the lot of the purchasing fraternity.

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Basil C Massey



Basil C Massey

Director - Procurement
Duet India Hotels



AAHAR 2016

The focus will be on 'Make In India' and we will expect innovation from new players over imported products. As we are switching over to LED lights to save lights I would like to meet the associates in the LED manufacturing industry—those who have the capability to dispose off the mercury waste while producing LED lights.

INFLUENCERS FOR PURCHASE

A multinational brand comes with its standards and so it is compulsory to buy materials to meet the brand requirement. An unorganised budget, project time lines and timely payments also play a very important role and influence the purchase decision.

CHOICE OF PRODUCTS

A purchase manager has to keep in mind that he/she has to meet the brand standards and also the cost of the products. And also the delivery schedule while choosing the associate who supplies the products.

CHOICE OF SUPPLIERS

A business relationship always works in this competitive world; there are alternate products available in market. Today buyers are smart and can sense if there is any reliability and credibility issue. Brand image is important to run a successful business.

TRENDS IN PURCHASE

Green Procurement is playing a vital role in the current procurement scenario. All procurement professionals are insisting on green products, optimum resource utilisation and promoting the NGOs who are manufacturing different products as social responsibility.

CHALLENGES & MORE

Finding the right means to ensure compliance with contracts is also a key challenge. There are insufficient system capabilities to support contract management. There is a strong focus on operations, neglecting tactical and strategic activities.

TECHNOLOGY & PURCHASE

Change brings innovation and promotion/demand is generated by procurement. Strategic procurement e-commerce for best prices, outsourcing and season-ing sourcing—advanced technology has created dependency on technology.

Anish Dewani

Materials Manager
Crowne Plaza Today Gurgaon

INFLUENCERS OF PURCHASE

The major factors which influence our decisions are product durability/quality, brand and competitive pricing. Purchasing is all about buying the right quality product at the right price and time. Contribution in energy saving and reduction of carbon emissions is another key factor which influences our decisions while purchasing engineering equipment and other items.

TRENDS IN PURCHASE

There is a focus on identifying/sourcing products that have an immediate impact on guests. We are exploring our sponsorship agreements with major liquor vendors in terms of digital marketing, micro sites, wine dinners and so on.

CHALLENGES IN PURCHASE

The challenge faced is finding the up-front capital to invest in energy saving technologies and justifying the increased cost required to better enable cost



Anish Dewani

reduction. Also, availability of a dedicated team to run quality sourcing—requirements are often not accurately captured and money is wasted on unnecessarily high-specification products and services.

TECHNOLOGY AND PURCHASE

The technology that supports procurement has moved at a rapid pace with spend analytics, eSourcing, supplier and contract management, savings tracking and budget management, and so on. The impact of these collective technologies with market intelligence and data will drive greater procurement effectiveness and improved processes.

AAHAR 2016

For elevating our guest experience we would be definitely looking at products which have an immediate impact on the guest scores. We will also be looking at vendors dealing in banquet equipments and furniture.



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Sameer Nair

Sameer Nair

Purchase Manager
JW Marriott Mumbai Sahar

INFLUENCERS FOR PURCHASE

The main factor that affects our purchase decisions is the purchase committee. This is a centralised committee which contacts experts for the recommendations for their respective departmental purchases. The focus is on purchasing the economical products without compromising on the quality. The reputation of the suppliers is an important aspect influencing such decisions. The supplier's ability to meet the demand at the right time is crucial. Each department has their own set of preferences which helps the purchase department in making these decisions. For instance, when we are purchasing any food product, we make it a point to consult with the chef in-charge.

TRENDS IN PURCHASE

One of the current trends in the purchase of hotels is collective procurement across Marriott properties (pan India and on city property collaborations). This not only helps in maintaining the standard of products, but also ensures the development of supplier's loyalty. (pan India and cluster city wise)

CHALLENGES AND MORE

The difficulty faced during the procurement process is the inability of the supplier to meet the demand. The fluctuations in the supply and the demand have a major impact. This is because of the change in



current trends that results in the change of demand over a period of time.

TECHNOLOGY AND PURCHASE

Technological development has brought in a huge series of changes in the industry. The purchase department is now well equipped and has made the whole process a lot simpler. Maintaining records is simple and helps in data sourcing which is just a click away. Data collection is no longer as hectic as maintaining huge amounts of paperwork and files.



AAHAR 2016

Our lookout for Aahar 2016 will mainly comprise of alternatives for our current international products. This will ensure economical products without compromising on the quality. It will help cut down the prices. Our focus will also be on the local sources available. For instance, we will focus on organic products which is trending in the market these days.



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Robert Williams



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Purchase Manager
Park Plaza, Bengaluru

INFLUENCERS FOR PURCHASE

The products that we, as purchase managers, decide on buying form the base for the hotel's products and services, be it infrastructure or food and beverage. Hence we have to be very careful that we select the right supplier who provides us with exactly what our internal customer requires.

At Park Plaza Bengaluru, we've put in place a system called QCD—Quality, Cost, and Delivery. Those are our priority list, in that order, when we talk to a supplier for a product. Our top priority is the product quality, followed by affordability or the product cost and of equal importance is timely delivery.

Once a year, at the beginning of the financial year, we call for tenders to identify the right vendors through QCD who then become our suppliers for the whole financial year. It is a lengthy process that takes a few weeks but it has worked extremely well for us so far and rarely have we had to change a supplier in the middle of the year.

TRENDS IN PURCHASE

Purchasing in hotels in recent times has changed to a completely technology driven approach and sourcing through e-commerce is the current trend.

Another extremely dominant trend when it comes to sourcing for hotels in 2016 is the concept of 'Going Green'. There has been a tremendous shift over the last 10 years in the hospitality industry's approach towards green initiatives and recycled materials and reusable products are encouraged and sourced. For example, of late a lot of hotels, including ours, have got rid of plastic water bottles for banquet functions and are instead using water cans and glasses as a green initiative.

CHALLENGES & MORE

Procurement is a need-based job and the foremost challenge procurement managers face is accurately identifying the need of the internal customer because this greatly depends on the communication of the end user which is not often clear. Unless we are clear about the requirement, a lot of time, effort and sometimes money can be wasted over the wrong product and supplier. Bridging this gap between the customer and the supplier is definitely a task especially in the case of irregular requirements. Another challenge we are facing today is after sales service, especially in the case of CAPEX (Capital goods).

TECHNOLOGY & PURCHASE

Technology has been playing a vital role in the purchase process over the last decade. It has brought down a lot of past difficulties like identifying and locating products and suppliers—something that was done manually by the purchase manager who had to go out into the market, find suppliers and source products. Technology has brought down the effort of physical survey.

Avenues like e-commerce have made the process simpler and also increased the choice of products and suppliers providing multiple suppliers under one window while at the same time making the market price competitive. Technology has been very beneficial in connecting people through social media and What's App and the hospitality industry has made the most use of it. We purchase managers have formed HPMF—Hospitality Purchase Managers Forum, through which we share intel, market knowledge, details about new products and suppliers and help each other out. wherever possible.



AAHAR 2016

Aahar is a one-stop-shop for the entire hospitality requirements for upcoming projects as well as operating properties. We'll be quite interested to see what new products are being launched in the market through Aahar this year and also compare quality and cost of our existing products and suppliers with the ones on display at Aahar.

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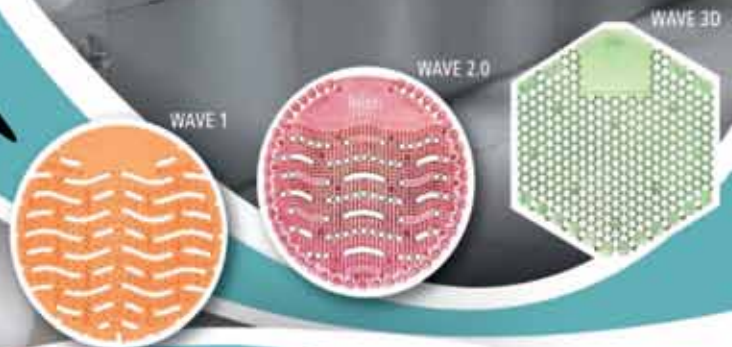
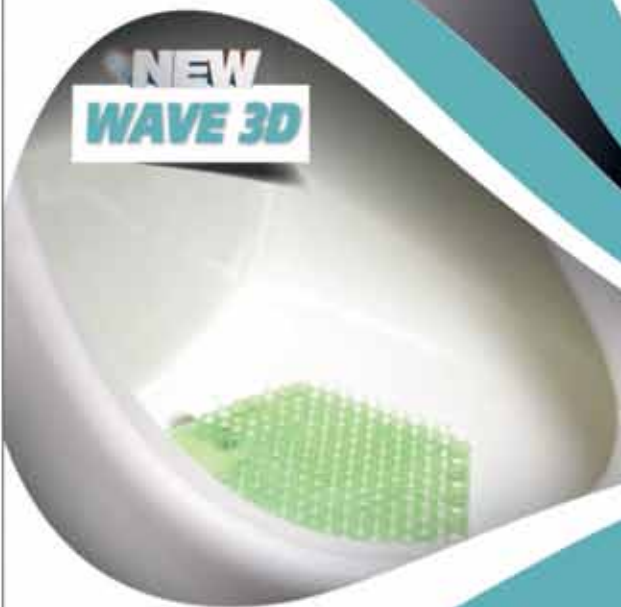


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Arpit Upadhyay



Arpit Upadhyay

Director of Finance
Jaipur Marriott Hotel

INFLUENCERS FOR PURCHASE

The hotel industry is a competitive sector, albeit still with the scope of improvement in purchase of raw materials. Majorly, there are three things which brings us to the conclusion for purchase, that is, QCA (Quality, Cost and Availability). Also, guest preferences or satisfaction are of paramount importance in the hotel industry. Choice of the product is decided by the respective departments, for instance the chef decides the product on the basis of quality and yield of the product, an engineer decides the parts as per machine compatibility, a housekeeper decides on the basis of brand standard, guest preferences and so on. Choice of the supplier plays a critical role in eliminating hassles throughout the year. Finalisation of supplier follows IESMD - Identification, Evaluation, Selection, Management and Development. Hotels usually prefer an annual/bi-annual contract to avoid daily negotiation and search for the right vendor.

TRENDS IN PURCHASE

Present scenarios depicts volatility with regards to pricing and availability of the material. Short supplies have become a phenomenon to reduce losses by the vendors as they are abided by the agreement and fixed pricing with the hotels. Avoiding short supplies situations, hotels regularly review prices and often negotiations takes place during the year in spite of having annual contracts.

CHALLENGES AND PROCUREMENT

This sector lacks supply management which is the biggest hindrance in the procurement processes.

'Notice Inviting Tender' for supplies is given through a newspaper. Bids are not submitted due to lack of knowledge by the suppliers, which results in fewer quotations and bring limitations to the choices. Purchase of right material from the right supplier is very critical. The purchase team is always under constant pressure to meet the urgent needs of any user department (trade parlance in hotel industry—'Emergency Purchase'). Purchases are then made on the spur of the moment at a higher cost which brings violation to purchase process. Due to the non-availability of a substitute, delays occur in the procurement of the imported machinery parts/equipment which hampers the operational processes.

TECHNOLOGY AND PURCHASE

Present trend suggests that the hotel industry uses computerised property management systems but mainly for front office management and reservation systems. The interlinking of processes, be it hotel front office, back office and purchase system process is not found in most properties. In other words, the efforts are guest oriented. As a result, a lot of cost reduction which can be attained through improved upstream functions of chain management is lost. The sector is not yet ready to use technology to bring about a complete purchase and supply chain management system. Insistence on purchase and supply chain management system should be in place to reduce the ordering time, checking the availability of products and minimising the ordering and inventory holding cost. It is imperative to point out that we should take initiatives and promote use of technology for the growth of the sector.



AAHAR 2016

Availability of Indian suppliers, who can assist with immediate availability of imported machinery parts or substitute. Suppliers who can provide complete products for hotel industry like: OSP (One Stop Shop) particularly to fulfill emergency purchases, 'Made in India' cutlery with quality and cost competitiveness (Sola/Sambonet/WMF) Imported frozen, canned and processed food products with brand consistency Printing and stationery for collaterals as per the brand standards of hotel.

S.S Vijaya

Financial Controller
Shangri-La's - Eros Hotel, New Delhi

TRENDS IN PURCHASE

1. Quality: Opt for the highest quality we can afford, whether for furniture, uniforms or appliances; have them repaired or serviced when necessary.
2. Energy efficiency: Choosing 'green' lighting, heating and air-conditioning.
3. Natural and organic supplier: Choosing certified organic food and drinks products and cotton wherever possible.
4. Recycled or recyclable suppliers: Buy products made from recycled or reclaimed materials.
5. Avoid disposable products suppliers: Unless they are biodegradable or can be recycled, they add to the accumulation of landfill so we prefer to choose an alternative product with a longer lifespan.

CHALLENGES IN PROCUREMENT

The high raw materials cost, increase in fuel prices due to market inflation and the non-availability of the imported food items due to the FSSAI regulation by the government are the major challenges.



S.S Vijaya

TECHNOLOGY & PURCHASE

Technology plays a pivotal role in procurement these days. The use of the latest technology has cut down the response time and now things move at a desirable pace. Computers prepare invoices, issue checks, and keep track of the movement of stock and store personnel and payroll records. The information exchange has become significantly faster and broader, simplifying several steps about purchasing and enhancing fast decision-making.

AAHAR 2016

(We will look for) newly developed items, primarily the kitchen equipment which is manufactured with state-of-the-art new technology and have less human intervention when used for producing food items



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Karamjeet Solanki



Karamjeet Solanki

Purchase Manager
Pullman Novotel New Delhi Aerocity

INFLUENCERS FOR PURCHASE

Hotel industry is all about exceeding the guest expectations. We take the decision from guest's prospective whether in the form of product or the service. We also look that the product is taken as per the need. Product is chosen on the basis of highest comfort to the guest, quality of highest standard, availability without any break, environment friendly, timely service.

TRENDS IN PURCHASE

Due to globalisation, today's business world is all about speed-to-market. This applies to how quickly new and unique products can be designed, manufactured and delivered to end-users via distributors and retailers, but also includes the discontinuation of 'old' products. This way competition has also increased and things are available at better price as companies have started dealing directly with the hotels. Demand planning has become more accurate and strategic. Now the suppliers have changed the focus from plant-level production planning to a demand-driven focus. This creates a more customer-oriented mindset and drives down costs without sacrificing operational efficiency. Social responsibility is a new trend which the industry is applying very fast. Vendor as well as industry has started fair trade practices where focus is not only on the product but also on the impact on environment. Hotels have started taking the material from the vendors who are committed for the environment and surrounding as their social responsibility. Green Procurement has also contributed to the environment. e procurement is also the latest

trend an alternative to the old tender process as the industry is moving from 'Brick to Click' mode.

CHALLENGES IN PURCHASE

FSSAI has applied lots of rules for hygiene conditions of the material supplied to the hotels industry. However infrastructure is not updated/available as per the requirement. This is a big challenge in implementation of the same. Due to globalisation, things are easily available from one corner of the world to the other, hence demand has increased for these items. Accordingly expectations have also increased to arrange the material at the earliest but due to slow process at the customs/vendor end, many a times lead time of the product increases. This is a negative impact of a good opportunity. Since import needs to be done in bulk (to take price benefit) inventories increased a lot which needs space for storage and manpower to handle.

TECHNOLOGY AND PURCHASE

Technology has played a major role for the procurement department in the industry. E procurement is a revolutionary trend coming up to the industry where everything is available at the click of a button. At many of the places in government departments, e-clearance has made the process of documentation faster. Communication with the vendors and between the procurement professionals has scaled new heights due to the internet services. Data security has also become easy as it can be stored at remote servers. E-tendering is also gaining grounds in comparison to the old traditional way of meetings.



AAHAR 2016

At Ahaar, we would be looking for the products which will be contributing the green energy, environment friendly, readily available & have good backup services support from the company. Focus will also be on organic food items to cater to our guests. We will be looking for generic products with better quality as substitutes for the branded items.

HOTEL KANHA SHYAM: Grandeur in Allahabad

The hotel offers spacious luxury in this historic city. With comfortable rooms and modern amenities, the hotel is also an excellent venue for MICE.

Hotel Kanha Shyam is a unit of the Shyam Group and adds to the grandeur of Allahabad (UP). The hotel's entrance and the lobby is grand and impressive. The lobby's interior is as clear as the chandelier hanging overhead. Hotel Kanha Shyam offers a choice of well appointed, spacious and luxurious rooms along with all 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 and tea/coffee makers. According to the hotel's General Manager, **Rajeev Shandillya**, the 24 coffee shop—The Patio and Jannat—an International Indian Restaurant and Celebrity Bar—offer wide varieties of liquor and wines and are proud to offer fine delicious food designed by our experienced chefs to cater to every palate and preference from casual to formal fine dining in a welcoming ambience. "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 and an expert catering team that thrives on making every detail of the event extravagant, elegant and lively," explained Shandillya.



Rajeev Shandillya

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Dr V Pasupathy

MARCH THIS MARCH FOR **FOOD** SAFETY



Are we marching towards ensuring a better understanding of FSSAI and achieving food safety? Let us see what we face as an industry.



As you are reading this, FHRAI and the food industry has sent yet another detailed representation to FSSAI on various scientific facts. It is expected that somewhere we will be heard so that food safety as is mandated by law is ensured. For example, information on pesticide and chemical residues in real time is unavailable across 800+ districts of India. It is not known to the government, it is not known to universities, not known to traders or processors but we, the hospitality industry, are supposed to know it. That in itself is strange and incomprehensible.

Information about Stunning facility, a requirement of FSSAI, was requested through a RTI and it was revealed that the enforcement and authority have no clue. What we receive may not be stunned but when samples are lifted you can be stumped and stunned. The list is endless.

(Solution: Please demand from every supplier—certificate of guarantee (COG) form available as free download from FSSAI website—and review periodically their certificate of analysis (COA).)

The next gap is the lack of understanding of our industry uses by enforcement. Example 1; Pepper powder: Law states it to be as “to which no foreign matter is added”. Now industry buys white pepper powder for soup serv-

“
We must ensure local food safety committees are formed with all stakeholders as these may sensitise the enforcement authorities about the ground realities.”

ing or dining (table use). To this powder is added flour and, of course, rice grains to ensure free flow. Enforcement authorities have filed a case against a hotelier for misbranded and substandard food. Example 2; Salad oil in our industry is generally used for dressing. It is taken or construed by enforcement as blended vegetable oil. Though the law states "where not less than 20 per cent is present in each of the blended oils", normally, say groundnut oil is used and it is just 3.5 to 6 per cent that

NOTE: Mere import license is not protection against FSSAI standards - local law and standards apply.

It is important to know that all of us have a right to get the fourth part of a sample lifted from us to be sent to the lab of our choice. There is a right to know for what parameters it's going to be checked. The association has a knowledge partner; please don't lose your right to know the truth before public analyst and authority give you the result.

Need of the Hour



(The views expressed in this article are of the author **Dr V Pasupathy**, food scientist and expert, he is the national advisor FHRAI on food safety. For help and guidance you can reach him on FSSAI: microbiologist@parikshan.net and pasupathy69@gmail.com).

is added. 20 per cent is unpalatable and impractical. So it is important that, supported by the national body and regional and state associations, we must ensure local food safety committees are formed with all stakeholders as these may sensitise the enforcement authorities about the ground realities.



A breather has come through a three month extension from FSSAI, but the issues raised and the history of the speed in resolving them by authority both make the deadline impossible. The minister is positive about hearing and resolving gaps listed by stakeholders. With all on board it's possible to seek solutions.

LIST OF UNKNOWN AND UNCONTROLABLE	LIST OF KNOWN AND CONTROLABLE
1. Pesticide residues in farm produce and farm processed products	Standardise grooming and personal hygiene SOP and ensure safety.
2. Stunning facility of various municipalities and local authorities.	Have basic inspection process before receiving of M,F and P products.
3. Pest and rodent control plan of civic authorities as per season.	Schedule uncompromising sanitation standards for cutting boards, work surfaces and food contact points.
4. Scientific standard of every harvest for farm produce in India's varying soil and climates.	Have display sheets in all cold storages of critical control points at least monitored 4 times a day.
5. Parameters of municipality supplied water	Develop scientific pest and rodent control plan with suitable verification and validation.
6. Results of surveillance samples lifted by various Govt agencies from market and fields.	Devise methods to share information on suspicious raw materials.





“Market influenced by international usage and trends”

Clay Craft has been in business since 1994. They offer ceramic and bone china crockery in a variety of styles, sizes, and colours. **Bharat Agarwal**, Director, Clay Craft, tells us about the latest trends.



Bharat Agarwal

PRODUCTS FOR THE HOSPITALITY INDUSTRY

This year, we are launching over 110 plus tabletop accessories to accompany our Fine Horeca Dinnerware collection. This includes, fine bone china Karahis, big and small condiment bowls, dessert spoons and dishes, Indian style kettles and *kullads*, platters and accessories and so on.

BUSINESS STRATEGY IN 2016

Our focus remains on growing by capturing the

rapidly growing HoReCa industry. Clay Craft is the largest Indian manufacturer providing the biggest variety of HoReCa tabletop items—we wish to maintain this status.

TRENDS IN THE INDUSTRY

The market is evolving and is now majorly influenced by international usage and trends. Chefs and hoteliers in the industry have started to give attention to details which affect their customer’s experience and are more experimental in nature now.

In-house branded products to be a rage

Sugandhco has been celebrating fragrances since 1850. **Vishesh Vijayvergiya**, Perfumer & Scent Branding Consultant, Sugandhco, Lucknow, India tells us more.



Vishesh Vijayvergiya

PRODUCTS FOR THE HOSPITALITY INDUSTRY

We offer custom developed, unique aroma products—we provide customisation options. We provide the possibility to print the hotel name and logo on packaging. We also offer laser inscribing on crystal bottles. Then we have on offer traditional metal bottles/traditional glass decanters/ range of incense sticks/air fresheners/roll-ons and perfume oils.

BUSINESS STRATEGY 2016

Our focus in 2016 will be on retail products/gift hampers/guest souvenirs/welcome gifts at check-in and mementoes for conferences. We are also shortly starting an online portal where we will offer a host of fragrances and allied products to hoteliers with

easy sampling and ordering through a very high-end responsive website and consultancy services will be offered through our website.

TRENDS IN THE INDUSTRY

There is a demand for spicy wood accords, however hoteliers have an inclination towards blends of citrus oils with woods/woods with lavender/oceanic scents blended with florals/rich amber and Oudh and leather based blends. More hoteliers want to give gifts to guests. In-house branded retail products will be a rage in 2016. Hotels would rather prefer to sell products with their own branding on air fresheners, handicrafts and other products.



Redefining hospitality with **ODIVA**

The brand has taken hospitality to a new level altogether by introducing products beyond a traveller's expectation.

Young entrepreneurs like **Aditya Passary**, Founder, ODIVA are redefining hospitality and travel convenience with their products. ODIVA has introduced acetone free and Vitamin E enriched nail polish remover wipes. Each wipe is individually packed for a single and hygienic use. One wipe cleans all ten nails. Say no to chipped nail polishes anytime, anywhere.

A hotel might provide a shaving kit with a razor and some shaving gel but what they fail to provide is aftershave. Aftershave is important for prevention of infections due to the exposed open pores of the shaved skin. Advanced products like



an aftershave balm leave a moisturised feel on the skin keeping it supple. Understanding the need for such a product as part of your shaving kit, or on the go, ODIVA presents aftershave wipers. These wipers have the benefit of both an aftershave lotion and a balm. One wipe is sure to keep you rejuvenated all day long. The ease and convenience offered by this product makes it travel friendly.

The world of hospitality, where brands of international repute command a major share, is now to see a few revolutionary products coming in from India. With a presence on NYKAA, Amazon, Flipkart, Snapdeal, and Spencers Retail outlets, ODIVA is sure to go a long way.



Aditya Passary

Trendy furnishings from Metal Avenues



After identifying gap in Indian market for a contract furniture supplier, of customized and good quality furniture along with excellence in service and timely delivery to hospitality industry, Metal Avenues was established in year 2001 by **Vipul Jain**

Since the first job of supplying furniture to Bikaner in New Delhi, Metal Avenues concentrated solely on the supply of value for money chairs, tables and banquet seating for every sector of Hotel and f&b outlets in India. They have worked very hard on standardising

furniture for the industry. The tables are wobble free and stable, the chairs are sturdy and are manu-

factured with unique technology of joining and top finishing with 95 per cent on time delivery.

Today Metal Avenues is supplying furniture to almost every domestic and international hotel and restaurant chain in India. Which includes Nandos, Pizza Hut, Johny Rockets, Dunkin Dounts, Carlson Hotels, IHG, Sarovar Hotel, Lemontree Hotels to name a few. Proudly they can say that every second restaurant in important f&b hubs in India like elante mall Chandigarh, Cyberhub Gurgaon, Park street Kolkata, in Orbit mall etc are using metal avenues products, majority of other hotel brands like Four points by Sheraton and Raddisson hotels are furnished by Metal Avenues. This month Metal Avenues is relocating to a new and bigger place in Kirti Nagar, New Delhi. This is a state of art display centre which is one of its kind in India, one can see vast and latest range of banquet furniture, hotel trolleys, pool side furniture and resto-bar furniture on display.



Vipul Jain



AAHAR 2016

- Metal Avenues is excited to show case our new hospitality furniture at Aahar 2016
- March 15-19 See us at space D+E+F in Block 6-14 in hall 6.



NEW LED LIGHTING DIVISION FROM EAGLE FORGINGS

Eagle Forgings have been in the business for the past 22 years as representatives in India & Nepal for many foreign companies, supplying equipment to the hospitality industry. **Ajay Khanna**, Managing Partner & CEO - Eagle Forgings, President – HOTREMAI, tells us more.



Ajay Khanna

PRODUCTS FOR HOSPITALITY

We have been, over the past few decades, researching and introducing new and unique products on a regular basis.

We were the first to introduce Silent Absorption Minibars to the hospitality industry in the early 1980s. Electrolux/Dometic Minibars soon became the industry standard for all good hotels. This was followed by hotel specific Hair Dryers, Hospitality Trays/Kettles, Magnifying Mirrors and Ironing Board/Iron. Each of these products were designed and built keeping hotel requirements and safety features as primary. These are not retail products adapted for hotel use, but

for hotel bedroom entrances. They provide the guest with fire protection and also sound proofing, leading to a restful sleep and a satisfied guest.

We continuously meet and discuss with hotels and develop products based on their inputs. New ideas are conceived and products developed or modified accordingly.

FOCUS OF BUSINESS STRATEGY 2016

Our main focus will be bedroom and bathroom equipment, which is our core business. We have developed separate products for 3-Star, 4-Star and 5-Star Hotels in different price brackets and therefore we target the



were purpose built for hotels. These products were conceived, designed and developed by two world leading companies - Northmace UK and Aliseo Germany.

They offer very high quality and long warranties, some up to five years. We have recently launched Fire Safety and Sound Resistant Doors from Huet France. These are fully certified and built exclusively

LED LIGHTING

After over six months of research and multiple meetings with hotels, we are pleased to announce the launch of our new LED Lighting Division. These LED Products are redesigned and developed specifically for hotels and keeping hotel requirements in mind. We cater to Color, Temperature and Brightness. Most products are Dimmable. After Sales Service & Full Support on conversion to LED is our USP. We can do an Energy Saving Audit for our customers and provide pay-back in 12 to 18 months. In most cases, the existing fittings are used and only the existing Bulbs/CFL/Tubes are replaced with LED products.

budget, business and luxury segments. Safety, Security and Quality are never compromised and remain to high European Standards.

TRENDS IN THE INDUSTRY

We are seeing the main growth in the 3 and 4 Star markets. We are also seeing entry of leading brands, who are increasing their market share rapidly. These brands prefer reputed suppliers with long term commitments and this gives our foreign partners and us an advantage. As mentioned, our foreign partners and Eagle Forgings believe in self developed and produces products with high quality, safety and long term service commitments. Vendor purchasing is not a good route as quality and long term service is not possible.



KURLONOMICS

FROM KURLON

“Kurlonomics” stands for direct company interaction by clients when it comes to mattresses. Kurlon is the first company in India to introduce the “Pay By Use” concept, referred to as Kurlonomics. The pricing and payback is linked to hotel occupancy. Therefore, hoteliers can now payback their investment in mattresses on an installment basis.



T Sudhakar Pai

The company also offers customized mattresses in terms of sizes and comfort levels to suit the needs of consumers.

T. Sudhakar Pai, MD, Kurlon Enterprise says, “We have end to end expertise in the manufacture of mattresses thereby leveraging on the aspects of quality and precision. Imported world class machinery used in manufacturing ensures that quality, consistency & precision takes top priority. Spring Mattresses, both Bonnell & Pocket variants along with Foam Varieties are manufactured in state of the art units strategically located in India.”

Business diversification strategy propelled the company to manufacture allied products like pillows, cushions and bolsters.

Quality, trust, value, comfort and relationships are the pillars of Kurlon and are exemplified in each of the company’s products. The company believes that every product must add value to the customer’s life and enrich it. It leaves no stone unturned in its quest for customer delight.

The journey which began in 1962 has got better with each passing year studded with epoch making milestones & achievements, thanks to the continued patronage and support of its valued customers. As of today, Kurlon is the undisputed market leader in the mattress segment with 9 state of the art manufacturing units, over 75 branch offices & over 6000 strong dealer network. A strong supply chain mechanism in place ensures that the right product, at the right time is delivered to the satisfaction of a consumer.



A one stop solution for

FUN

At a time when entertainment has become more important for the Indian consumer, Complete Sports and Management India (CSML) craft amusement, leisure and entertainment zones for clients across India.

We all know that fun is a gloom chaser. Fun drives away despair and stress. Many segments of the hospitality industry allow their guests (visitors) to escape their daily demanding routine by offering enjoyable experiences like the swimming pool, gymnasium and bars that are not a part of their daily routine.

Along with these traditional offerings, today a number of hotels and resorts have shown interest in providing amusement and leisure activities as well which include 10 pin bowling alley, air hockey, pin-ball, kids indoor playground, simulator racing games, 5d-7d cinema, trampolines, virtual games, putt golf and many such others. Formerly indoor amusement activities in hotels were only associated with table tennis, pool, snooker tables, carom and card games. However now the horizon has broadened with a wide array of offerings for toddlers, families and corporate guests.

Complete Sports and Management India (CSML) plays a vital role in crafting such entertainment zones for clients across India. They have to their credit over 30 years of experience in amusement and leisure. They have set up over 500 entertainment centres across India and the SAARC region. Being a key player in supplying Brunswick 10 pin bowling equipment and other Indoor amusement games, they are proud to be associated with MNC's like Google, Infosys, and family entertainment centres like Funcity, Timezone, Smaaash and PVR Blu.

Extending their portfolio to the hotel industry, CSML set up a top-notch 7,000.sq.ft entertainment centre for JW Marriott (Walnut Groove) Mussoorie last year. CSML has also partnered holiday resorts like Mahindra Holidays to provide amusement games across their resorts in India. They provide complete turnkey

solutions right from designing, themes, layouts, equipment selection and supply, installation, commissioning, staff training to technical support and operation management as well. A one-stop solution provider for all amusement and leisure needs. Such amusement zones are a destination on their own combining entertainment and food. These facilities create more optimisation and an additional source of revenue. With the current wave of entertainment in our country, it is only natural that hospitality venues up their game and create a hub for stress busting for families and corporates along with plain accommodation.

If we look at international markets, amusement for families and office goers has been on a rise since a decade now. Today even India is catching up on these terms. We have entrepreneurs from Tier B cities getting in touch with them for creating entertainment facilities with F & B like bowl and bar. Though this is still a growing segment in India, there is a certain indication that entertainment in every form is a must and is always welcome.

“ Though this is still a growing segment in India, there is a certain indication that entertainment in every form is a must and always welcome ”

Form - IV
Statement about ownership and other particulars about newspaper
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6. Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital. Federation of Hotel and Restaurant Associations of India, B-42, 8th Floor, Anandapal House, 23, Kasturba Gandhi Marg, New Delhi - 110001	1. Gurgaon Sakshi, hereby declare that the particulars given above are true to the best of my knowledge and belief. Date: 01/02/2016

84
Gurgaon Sakshi
Signature of the Publisher

CHIC DESIGNS FROM INTERBLOCCO

Interblocco came into being in the beginning of 2011 with the aim of making a place for itself in the outdoor furniture market. **Rohit Agarwal**, Director, Interblocco, tells us more.

PRODUCTS ON OFFER TO THE HOSPITALITY INDUSTRY

In today's constantly changing trends people are getting bored of seeing the same old things again and again. They want to see something new every time they step outside. Innovation is a must to cope up to the clients growing demands. So this summer Interblocco has introduced new sleek, chic designs in pastel and vibrant colours. I am sure people are going to like them over same old browns and beige.

BUSINESS STRATEGY 2016

Our main focus for 2016 will be same as it has been over so many years i.e. Customer Satisfaction.

We want to give our customers a complete solution for all their outdoor needs. Whether it is designing their outdoor spaces or customising new products as per their individual taste and needs. We want them to experience the best of Luxury with the best of service. If we are able to achieve this then I am sure that our market share will also grow.

TRENDS IN THE INDUSTRY

As I said the trends are always changing in our outdoor furniture industry. People always want Zero maintenance furniture for outdoors but don't want to see the same things again. They want new materials mixed with each other to give that refreshing look.



Rohit Agarwal

ELECTROLUX GREEN & CLEAN HOOD TYPE DISHWASHER

This dishwasher's innovative features ensure hygiene and sanitation and also savings of the energy and water even as its design is such that it can be operated easily.

Electrolux Hood Type Dishwasher promises yearly savings in water, energy, detergent and rinse aid and guaranteed best-in-class performance. The dishwasher promises to reduce labour costs and better organise work hours with 'High Productivity Mode'. It is capable of washing up to 1440 dishes per hour. There will be no more damage to glassware and crockery with the 'Soft Start' feature which reduces the water power on the items at the start of the wash cycle.

Debabrata Das Country Manager – India, Electrolux Professional said, "The market for dishwashers is growing – FSR (Full Service Restaurants) and QSRs(Quick Service Restaurants). Many hotels chains, restaurant chains as well as independent small hotels and restaurants

are shifting to using dishwashers, because it is a more hygienic wash. Electrolux Dishwashers washes utensils at 84 degrees centigrade, which is not possible manually. Our sales growth in this segment has been tremendous."

He added, "People more and more are looking to get quality and Green products. At Electrolux, we are innovating our products on a regular basis, an example is the dishwasher, which earlier used to take 3 litres per rinse cycle and now it is 2 litres per rinse cycle, with increased productivity. More importantly, sanitation is always under control. The rinse quality is guaranteed thanks to the constant rinsing temperature of 84 °C and the water pressure."

It is the only machine developed with a corner control panel for maximum visibility and operation.



Debabrata Das





VISUAL FEAST FOR VINTAGE CAR LOVERS

The 21 Gun Salute Vintage Car Rally and Concours Show 2016 was recently held over the course of two days in the capital. It took place amongst renowned national and international car aficionados and connoisseurs of culture, art and history. A grand celebration with dances, cuisines, arts and culture, the sixth edition of The 21 Gun Salute International Vintage Car Rally and Concours Show, welcomed thousands of visitors from around the globe and many eminent guests and renowned personalities that included Suman Billa - Joint Secretary, Ministry of Tourism, Govt. of India and Narendra Kumar Sinha - Secretary, Ministry of Culture, Govt.

of India and many other esteemed guests. The chief guest for the first day of this two day mega event, Manohar Lal Khattar, Chief Minister of Haryana, inaugurated the display of vintage and classic cars and the Concours Show on the on 6 February, 2016 at the Red Fort. International beauties like the MAYBACH SW 38 1937, Horch 780 Cabriolet, 1959, Lister Costin Jaguar, 1933 Jaguar SS1 Coupe, JAGUAR XK 120, Mercedes 630 Murphy, Rolls Royce – Silver Ghost and many more saloons and convertibles from the imperial houses of Rolls Royce, Stutz, Buick, Ford, Chevrolet, Austin Martin and Bentley were the center of attraction.

2ND SEASON OF THE GREAT GROVER WINE FESTIVAL HELD IN BENGALURU

After a successful launch in February 2015, this year the festival was held on 6th February 2016, Saturday at the Bhartiya City, Hebbal in Bengaluru. The Great Grover Wine Festival is the first wine and performing arts festival of South India. The festival was an eclectic mix of wine, music, art and great cuisine. Attendees got a chance to taste the essence of heritage wines from Grover Zampa

Vineyards, India's oldest and most awarded wine company while swinging to the peppy music. The Great Grover Wine Festival is a perfect day out for wine aficionados, food lovers and those seeking quality recreation and live entertainment.

The event also offered Stand Up acts, Live Karaoke, an Art &

sculpture gallery, a Flea Market and much more! The event will see a line-up of Bengaluru's finest artists including Lagori, Aabha Hanjura - Sufistication, Karthick Iyer Live and Ananth Menon & trio, a stand up act by Vamsidhar Bhogaraju, Karaoke by Sabrina and a closing act with the most popular DJ in Bengaluru—DJ Ivan.





LE MÉRIDIEN HOTELS & RESORTS PRESENTS PRINCESS PEA

Le Méridien New Delhi hosted the closing gala of the India Art Fair for the fourth consecutive year, taking curious-minded patrons on a journey of vibrant discovery. "We are delighted to partner the India Art Fair for the fourth year," said **Tarun Thakral**, Chief Operating Officer, Le Méridien New Delhi. "This year we have a unique art workshop for parents and children as part of our Le Méridien Family Program, which creates experiences for kids to explore and develop new skills. We are also delighted to host the closing gala of the festival, which is a highlight of the city's social and cultural calendar."

Children and parents gathered for a performance and interaction with **Princess Pea**, a contemporary Indian artist who maintains her alter-ego persona, appearing in a pea-shaped head over a petite frame. The session was part of the Le Méridien Family program, where moments of discovery are reimagined through Le Méridien's lens, resulting in unique, inspiring activities. Children also participated in a 'paint your éclair' session at the hotel.

"As a brand that targets the inquisitive traveller, I am happy to participate in this interaction with children and families. I think art can truly inspire and empower young children to develop and see the world from a creative angle," said Princess Pea.



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insulation for working in high ambient condition and long hold over time. The benefits of the latest in refrigeration technology are also integrated to provide users with a fridge-freezer that gives them maximum control and makes everyday life simpler. The Elanpro Combi Freezer is 60 per cent freezer and 40 per cent chiller.

DELTA FAUCET INTRODUCES ROOK BATH COLLECTION BY BRIZO

◆ Delta Faucet has come out with a latest suite of luxury faucets, the Rook Bath Collection by Brizo. The collection is equipped with low spout architecture and crisp octagonal details for a stately yet modern design. The blocked shape design of the collection is inspired by the rook chess piece. The collection has a touch of modern with a hint of masculinity along with

elements of classic and traditional design. The Rook Bath Collection boasts a variety of options from single-handle to widespread lavatory faucets. Optional SmartTouchPlus Technology, available on the single-handle closed spout lavatory faucet, allows for both touch-sensitive and hands-free operation.



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appointments



ARIF PATEL

Vice President Sales, Marketing and Distribution, India, AccorHotels

★ AccorHotels has appointed Arif Patel as Vice President Sales, Marketing and Distribution for the India region. Patel brings to AccorHotels over two decades of experience with leading brands that include ITC hotels and Oberoi hotels. Patel was most recently the Regional Director of Sales & Marketing, South Asia for Starwood Hotels & Resorts Worldwide. Patel brings with him a wealth of experience in Sales, Revenue, Digital and Social Media Marketing, Loyalty and Distribution Management, Branding and Strategic partnerships.



PRIYANATH BEHERA

Vice President-cum-Chief Financial Officer
Swosti Group of Hotels, Odisha

★ Priyanath Behera, after years of service with the Swosti Group as General Manager, has now taken over as Vice President-cum-Chief Financial Officer at Swosti Group (Hotel Division). Behera says with confidence that the future of Swosti Group is looking bright and promising, for valuable guests as well as for the dedicated staff, with more upgrading of an array of facilities and expansion plans.



NITIN KAPOOR

General Manager
Optus Homotel Bhiwadi

★ Nitin Kapoor has joined Optus Homotel Bhiwadi as the General Manager. A dedicated, result driven seasoned professional, he has more than 15 years of experience in the hospitality sector. Prior to this, he worked with Optus Sarovar Premiere Gurgaon as Executive Assistant Manager. Some of his previous assignments include stints with Crowne Plaza Today Gurgaon, The Imperial Hotel New Delhi and with the Taj Land's End in Mumbai. With strategic business sense and uncompromising work ethic, Kapoor's areas of expertise include F&B service and sales, among others.



AASHIMA SHARMA

General Manager
Park Hyatt Chennai

★ Aashima Sharma has had a progressive journey with Hyatt, having joined the erstwhile Grand Hyatt Delhi as Business Development Executive, and fast-tracking her trajectory of growth thereafter, from Associate Director of Catering to Director of Catering & Conventions. She moved to Grand Hyatt Shenzhen during the pre-opening phase as Executive Assistant Manager. She returned to India in 2010, at Sofitel Mumbai BKC as Hotel Manager from where she joins as G.M. of Park Hyatt Chennai.



NIKHIL GANDHI

Director of Operations
Hyatt Regency Chennai

★ Well known for his dynamic ways and outstanding leadership Gandhi has excelled in the various properties of Hyatt for over a decade now. He started his stint in the hospitality industry with Hyatt Regency Mumbai as a attendant in 2002 and ever since has been dedicated in providing outstanding service and momentous experience to the guests. Gandhi has a reputation for developing and maintaining a highly motivated and effective team that consistently delivers top quality service. In his new role, Gandhi will be responsible for Food & Beverage operations and the Rooms Division (including Front Office, Housekeeping, Laundry, Spa).

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