

HOTELS & RESTAURANTS INDIA

# fhrai magazine

OCTOBER 2016

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A MONTHLY ON HOSPITALITY TRADE  
By DDP Publications

51<sup>ST</sup>

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CONVENTION**

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Embracing  
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**DIAMOND  
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**K Syama Raju elected as the President, FHRAI**



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**K. Syama Raju**  
President, FHRAI

**Dear fellow members,**

**T**hank you for placing your trust in me as President and in the other newly elected Board members to lead FHRAI into the future. It is indeed an honour to receive the baton from **Bharat Malkani**, our immediate Past President, and it will be a pleasure to serve you all.

Malkani and his fellow board members and each and everyone of our previous presidents and their teams have contributed through their leadership and wisdom. FHRAI continues to evolve and grow. I applaud their work and thank them.

As President of the association, my emotions are a healthy mix of enthusiasm and anxiety. It is a great honour to lead this great group of fellow members from the industry.

The membership continues to grow year-on-year and will remain a prime focus under my tenure. FHRAI has taken a strong and correct stance especially on the rationalisation of taxes by the association and I will continue to pursue the matter of GST with the competent authorities to ensure our industry with the means to compete on the global level.

I am proud of the achievement of the association in bringing out

the Food Safety Handbook – a handy tool for the industry to deal with all matters relating to the FSSAI Act.

FHRAI is committed to support and facilitate the effective implementation of the Skill Development Initiative of the Government of India by introducing a third of its seats at FIHM, Greater NOIDA. The work of ensuring that FIHM is a world class institution with state-of-the-art facilities, will be one of my primary goals.

We will focus on the development and growth of tourism in tier-II and tier-III cities by working with all the departments of tourism to build infrastructure and facilities.

I pledge to devote my very best efforts in the upcoming year to ensure that this organisation continues to carry on the legacy and builds on a strong foundation.

I wish you all a very Happy Dussehra and best wishes for a joyous Diwali.

**With warm regards,**

**K. Syama Raju**  
**President, FHRAI**

**“ FHRAI is committed to support and facilitate the effective implementation of the Skill Development Initiative of the Government of India by introducing a third of its seats at FIHM, Greater NOIDA ”**

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# OCTOBER 2016

COVER STORY 30

## 800 DELEGATES NETWORK AT THE 51ST ANNUAL FHRAI CONVENTION

FHRAI's 51st Annual Convention concludes with recommendations and resolutions for the progress of hospitality and tourism in India



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By Oliur Rahman

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## FEATURES

### PANEL DISCUSSION 38 **CHARTING NEW CLASSIFICATION STANDARDS**

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#### FHRAI

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**This issue of FHRAI Magazine contains 68+4 pages cover**

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**Vivek Nair**  
Hony. Secretary  
FHRAI

“  
World Tourism Day was celebrated to foster awareness among the national and international community on the importance of tourism and its social, cultural, political and economic value  
”

### Dear fellow members,

It was a great pleasure interacting with all of you at the 51st FHRAI convention; together we all made it a success!

The convention witnessed a marked rise in participation in the business sessions from various stakeholders of the sector - on charting new classification standards, maximising Food & Beverage revenue using technology, industry challenges concerning OTAs and Accessible India campaign followed by an open house and convention resolutions.

As the official day set aside in the United Nations Calendar, September 27, World Tourism Day was celebrated to foster awareness among the national and international community of the importance of tourism and its social, cultural, political and economic value. World Tourism Day celebrates tourism's potential to contribute towards sustainable development goals, addressing some of the most pressing challenges society is faced with today.

The Ministry of Tourism organised the "5th International Buddhist Conclave from October 2-6, 2016" in Varanasi-Sarnath in collaboration with the State Governments of Uttar Pradesh and Bihar. The ASEAN Countries, which are also major source markets for India in general and the Buddhist Heritage sites in particular, saw a large participation. International and national participants spanning 38 countries included Buddhist opinion makers, tour operators, media, as well as state governments promoting pilgrimages to the Buddhist sites in the country.

Buddhism is a world religion and we as hoteliers should be ready with more hotels to cater to the incoming Buddhist pilgrims

and tourists as this conclave will boost international tourism into India.

Many issues with regard to hospitality still remain pending with the government, a critical one, being Goods and Services Tax(GST). Our competing countries, for example, Hong Kong has zero GST, Malaysia has a maximum of 8 per cent; to compete with them we must have a low GST to the maximum of 5 per cent. There are committees set up for the same and we are trying to get the government to agree to a low rate of GST.

We have consistently been trying to get more proactive and rationalised policies from the government to grow hospitality in the country. The gargantuan task for raising ₹ 180,000 crores to set up 200,000 guest rooms from one to five star hotel categories in the next 10 years is a challenging task and impossible to achieve unless properly executed.

The accommodation infrastructure of the present 1,20,000/- guests will not be enough to accommodate 3,00,000/- guest rooms. This is the minimum number required to cater to the increased tourist arrivals.

However even with all the obstacles, I recommend to all hoteliers to take initiatives at a personal level, so that the hospitality industry may grow and we, our employees and the country may prosper.

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





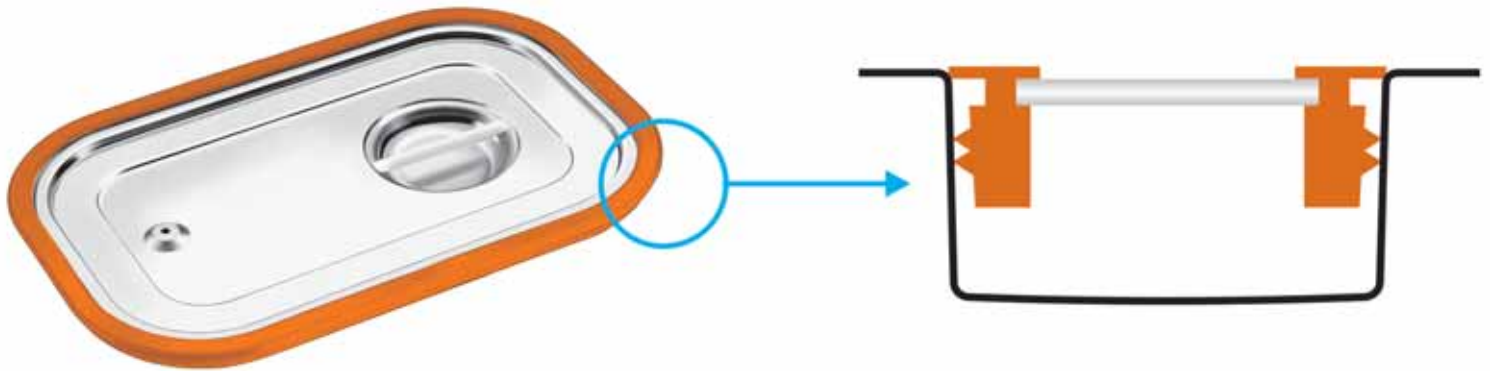
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# Convention Snapshots

Delegates networked, discussed and partied at this year's Annual Convention of the Federation of Hotel and Restaurant Associations of India (FHRAI) at Indore. The 51st FHRAI Annual Convention was organised by the western region. Here are a few glimpses from the event.



Photo Credit: Kanchan Nath



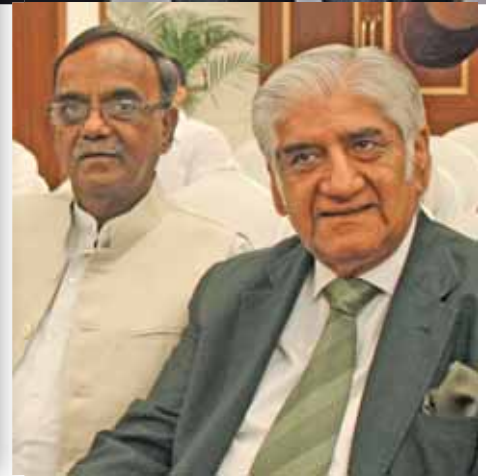


## FHRAI hosts 60th AGM

Here are a few snapshots from the 60th Annual General Meeting of FHRAI, which was held on September, 30, 2016 at Hotel The Royal Plaza in New Delhi. **K Syama Raju** was elected as the new President of FHRAI. We also have some snapshots from the newly-renovated FHRAI office.



Photo Credit: Oliur Rahman





# FHRAI CONVENTION **RESOLUTIONS**, INDORE, 2016

1. To provide the Indian hospitality industry with a level-playing field to effectively compete with our global peers and other tourist friendly countries, it is imperative to rationalise GST at 5 per cent, which should be applicable only on actual and not published tariff.
2. FHRAI is deeply committed to support and facilitate the effective implementation of the Skill Development Initiative of the Government of India by introducing a third of its seats at FIHM, Greater NOIDA towards the implementation of skill development programmes for middle level management.
3. The Association has taken a landmark step by publishing the 'Food Safety Handbook', which recommends the food safety standards/ guidelines to the hoteliers. who will have to follow it for easier implementation of the FSSAI Act. FHRAI is continuously engaged with FSSAI by contributing technical inputs as well as robustly representing the industry's views and apprehensions on this key regulatory issue.
4. FHRAI has been actively pursuing with the government that classification should be delinked from taxation, as it places an unfair burden on the hotelier who is subjected to a higher tax rate when he is classified in a higher star category. FHRAI has developed its own Classification norms "Indian Hospitality Quality Standards", which are contemporary and dynamic, and which members have enthusiastically endorsed and adopted as the standard that all our members will follow. TFCI has indicated that they are willing to recognise our "Hospitality Quality Standards" along with the existing classification norms espoused by the Ministry of Tourism.
5. FHRAI is committed to support restaurateurs in their endeavours and will pursue to induct them as our members to dispel the notion that FHRAI is body that is exclusive for hoteliers.



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# SIHRA HOLDS ITS 65<sup>th</sup> AGM



The 65<sup>th</sup> Annual General Meeting of the South Indian Hotels & Restaurants Association (SIHRA) was successfully concluded on September 20, 2016 at the Tulip Hall, Feathers Hotel, Manappakkam Chennai. The following members were reappointed to the Executive Committee: PCM Santhanam, S K Hari Arumugam, Basavaraj, Syama Raju, PG Venkataramana Babu, Srinivasan and Suresh M Pillai .

The following Executive Committee members were elected as office bearers of the Association: K. Syama Raju – President. K. Murali Rao, DVS Somaraju, R. Nagaraju and Suresh M Pillai – Vice Presidents. T Natarajan - Honorary Secretary, Chakravarthy - Honorary Treasurer. Committee Members too from SIHRA have been nominated to the

FHRAI Executive Committee: M P Purushothaman, President of Honour – SIHRA; Syama Raju, President – SIHRA; K Murali Rao, Vice President-SIHRA; T Natarajan, Honorary Secretary – SIHRA; DVS Somaraju, Vice President –SIHRA and K Nagaraju, Vice President-SIHRA.

**K Syama Raju**, new President, SIHRA, addressed the members present and appreciated the long-term outlook for the Indian hospitality business to be positive, both for the business as well as the leisure segments with potential for economic growth, increase in disposable incomes and a burgeoning middle class.

He noted that WTTC predicted a strong forecast on the travel and tourism industry in India, expecting

to propel the sector to the seventh spot in terms of travel and tourism GDP by 2026.

He welcomed the various initiatives proposed by the Department of Tourism both at the central and state levels of the southern states – a boost and impetus to the industry with long-term positive impact.

The initiative taken by the association, in partnership with Travel and Tourism Fairs (TTF) at TTF Mumbai in September 2016 was a resounding success.

Seventeen hotel members from across the southern states participated. SIHRA was adjudged winner of Group Participation Award and presented with 'Certificate of Award for Excellence.'

## SIHRA AT TTF MUMBAI 2016



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# KERALA CM PINARAYI VIJAYAN INAUGURATES KTM



SIHRA

## HOTEL AGGREGATORS NEED TO CORRECT THEIR COURSE

The Annual General Meeting of Hotel and Restaurants Association of Eastern India (HRAEI) witnessed many of the members express dissatisfaction over the tie-ups with the some hotel aggregators.

"When some of our members signed up with hotel aggregators -- such as, Oyo rooms-- they did not realise that this move would impact their business and goodwill," says



**Sudesh Poddar**  
President  
HRAEI

HRAEI

**Sudesh Poddar**, President, HRAEI. "Deep discounting (actually under-cutting), introduction of day/hour use segments and unrealistic promises made in their websites and apps often jeopardise normal operation of hotels," added **T.S. Walia**, Managing Committee Member, HRAEI.

"The aggregators, however, discovered a devious way to solve the problem. Whenever a customer expresses their dissatisfaction or post negative reviews they quickly 'downgrade' the hotels through a suspicious 'star system rating,'" adds Poddar. On the contrary, the unsuspecting customer is impressed by the aggregators' 'stringent' system.

According to a report in The Economic Times, over 200 properties signed out of OYO Rooms and Zo dissatisfied with the service across the country. However, as stated in the report, some of those who snapped ties with Oyo and Zo shifted to rivals such as Wudstay, Vista Rooms or Treebo Hotels. The trend proves that these hotel owners

haven't stopped believing in the benefits of being associated with an aggregator.



**T.S. Walia**  
Managing Committee  
Member, HRAEI

Another grouse of members is over the fact that aggregators often do not pay hotel owners in time. Some rooms pledged by them sometimes remain unsold, depriving a customer. Says Poddar, "Rather than deep discounting, having solid processes in place is more important for surviving the competition in the long run."

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# DELHI GOVT & HRANI DISCUSS EASE OF DOING BUSINESS

The travel, tourism and hospitality industry in the national capital is currently passing through a very challenging phase due to multiple headwinds such as high interest rates, a visible domestic slowdown, multiple licensing, high competition at marketplace and so on.

In the present scenario, ease of doing business is the need of the hour. It will not only allow more 'avenues for revenues' for the hotel and restaurant industry, but also for the government in the capital.

A delegation from HRANI comprising of Garish Oberoi, Treasurer, Luv Malhotra, Immediate Past President including Renu Thapliyal, Secretary

General met Delhi Government to put forward their suggestions on 'Ease to Business' for the tourism industry in Delhi.

It was submitted that inspite of several efforts being taken by the government for the betterment of tourism in the capital, there are numerous issues especially on the front of licensing, that is hampering the state's efforts towards tourism development.

It was submitted by HRANI delegation that with ease in licensing norms, there would be immense opportunities for the new entrants to get established in the marketplace. Apart from providing scope for new businesses to set

up, the introduction of single-window clearance for fast and easy processing is the long pending plea of the association. A detailed report on multiple licensing, time frame etc; will be submitted to the Delhi Government by the association for future deliberation.

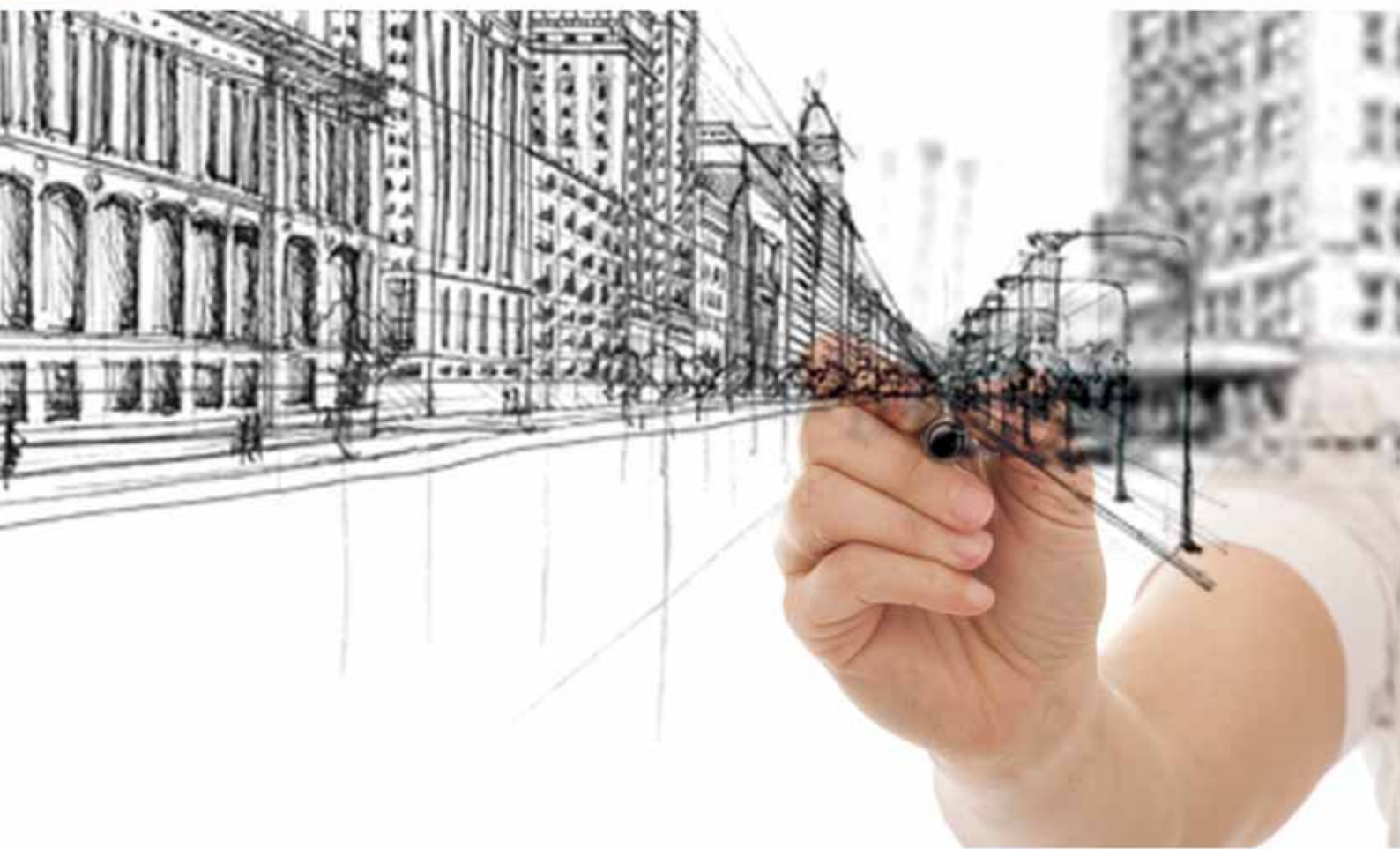
HRANI is hopeful that the government will provide a boost to the entrepreneurs, who are reeling under pressure, by creating friendly policies to them.

The hospitality friendly policies in the capital will not only overcome the tough battles of sustainability but will also provide motivation for numerous start-ups to rise.



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## LAUNCH

## ACCORHOTELS LAUNCHES INDIA'S 1ST IBIS

AccorHotels launched India's first ibis Styles in the heart of Northern Goa. The 197-room ibis Styles Goa Calangute is conveniently located within a walking distance from Tivai Beach, a short drive from Calangute and Candolim beaches and minutes away from popular entertainment and night spots. **Jean-Michel Cassé**, Senior Vice President, Operations, AccorHotels India, said, "The opening of the ibis Styles Goa Calangute marks a strategic

growth milestone for the group as we now have 43 hotels operating across a well-rounded portfolio of ten distinct brands in the country. Not only are we excited to introduce the ibis Styles brand to our guests in India, but we are also proud to share that we are now the largest hotel operator in Goa with a growing collection of mid-scale and in-demand economy brands presence."

Speaking on the opening, **Nikheel Shirodkar**, General Manager, ibis Styles Goa Calangute, said, "ibis Styles Goa Calangute offers make it the perfect destination." To celebrate its opening, the hotel is offering a 50 per cent off for the second room for kids when guests book a deluxe room night stay with breakfast for two from now until December 15, 2016.



## OPENING

## THE GATEWAY RESORT PUSHKAR BYPASS AJMER OPENS

Taj Hotels Resorts and Palaces has launched its latest property in Rajasthan — The Gateway Resort Pushkar Bypass Ajmer. The 81-room and suite resort hotel is built in the Rajasthani royal style for leisure and business travellers in the heart of the Aravalli Mountains to the north of the city. The room rates start from ₹ 4,000 and goes on upto ₹ 30,000.



The hotel's architecture and design is inspired by the culture and history of Rajasthan. The Gateway Resort Pushkar Bypass Ajmer is 15km from Ajmer railway station and 140km from Jaipur airport. Pushkar and its attractions are 11km from the resort by road.



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## NEW BRAND

## ACCORHOTELS UNVEILS JO&amp;JOE

AccorHotels launched its new brand, JO&JOE. JO&JOE is a vibrant living space which is designed to meet the expectations of millennials and all those who value sharing, spontaneity and experience. The brand rounds out the group's economy-brand portfolio, providing a made-to-measure solution for the vast international community of millennial-minded trend-setters revolutionising the market. The concept is designed to promote interaction and foster positive community living thanks



to common areas that are open to both the external and internal worlds. To cater to this new demand, JO&JOE aims to expand rapidly by opening 50 venues by 2020, with locations including Paris and Bordeaux (2018) as well as Warsaw, Budapest, Rio and São Paulo. JO&JOE venues will take root in bustling city-center locations that are close to public transport and less than 15 minutes away from the major points of interest.

## TEAM BUILDING

## SAROVAR'S 22ND ANNUAL MEET IN TIRUPATI

Sarovar Hotels organised its 22nd Annual Meet at Marasa Sarovar Premiere, Tirupati. The annual event was attended by Corporate Heads, General Managers of all 75+ Sarovar hotels across the country & Africa, as well as key Sales & Marketing associates from across all regional offices in India. Themed as "Reinforcing Brand Sarovar – A Collaborative Approach", the agenda of this two-day event was carefully put together with a host of speakers, internal as well as external.

The event was hosted by Marasa Sarovar Premiere Tirupati with the stunning backdrop of the hotel providing the perfect set up. Marasa Sarovar Premiere is uniquely conceptualised and designed around the Dasavatars of Lord Vishnu. Located at the foot of Tirumala hills, it offers a perfect combination of divinity

inspired aesthetics that instantly connect with the soul. Sarovar Annual Awards 2016 was another highlight of the meet, which recognised outstanding employees and properties of the year.



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# 800 delegates network at 51st FHRAI Convention

FHRAI's 51st Annual Convention concludes with recommendations and resolutions for the progress of hospitality and tourism in India.

**Kanchan Nath**

Federation of Hotel & Restaurant Associations of India (FHRAI), the third largest hotel and restaurant associations of the world hosted its annual convention this year in the city of Indore, MP. The inaugural ceremony took place at the Amber Convention Centre.

## INVEST IN MP

Welcoming all to Indore and MP, at the inaugural event of the Convention, **Vishvas Sarang**, Minister (I/C) for Cooperation, Bhopal Gas Tragedy Relief & Rehabilitation, Panchayat & Rural development says, "Hotels play a very important role, to help the economy of the country grow. They are a means of newer employment in direct as well as indirect ways that can help the economy to grow. I agree that GST should not be as high as 18 per cent for hospitality and I

will also try to get this point across. Since the appointment of the Chief Minister, Shri Shivraj Singh Chouhan the state has been developing at a

“

Today the environment in Madhya Pradesh is extremely conducive for business and I invite investors to come and build hotels here

”

fast pace with better roads, better infrastructure, we have surplus power and provide electricity 24 hours.”

He adds, "We have been doing very well in every sector. I promise to

you all that the kind of environment that will be available in MP, today is not available in any other state of the country. The state has the maximum number of tigers in the country and we have 30 per cent of the country's forests. The only thing lacking is the number of hotels. Here is political stability and law and order. Hospitality is part of our heritage; we just need to imbibe it further. Today the environment in Madhya Pradesh is extremely conducive for business and I invite investors to come and build hotels here. I assure you that the MP Govt is there to help the hotel industry grow.”

**Malini Laxman Singh Gaur**, Mayor of Indore, also welcoming all attendees at the convention says, "Indore is a city of big hearted

people, there are many possibilities of developing hotels as the state has many tourist spots and heritage cities. Indore is the centre of education, here Infosys, TCS, Narsee Monjee,

“

Selected to be a smart city, Indore is in-between two Jyotirlingas, Ujjain and Omkareshwar

”

Symbiosis, have all come and opened. Other than that Indore has a separate identity; it is well known all across the country for its food and delicacies. The people here are foodies. Indore is in-between two Jyotirlingas, which is why the city also has a very spiritual feel. There is one in Ujjain and the other is in Omkareshwar. It is the chief ministers city of dreams and the PM has taken it as part of the smart city plan. Therefore, there is a huge scope for development of hotels, and you all can come and invest here. I also invite you all to the Global Investors Summit that is taking place here on the 22nd of October, 2016.”

### 60 YEARS OF FHRAI

**Bharat Malkani**, President, FHRAI says, “The organisation has completed 60 years. So we have a

new covenant for the future, we are going to change the way we look, the way we present. The first tenet that we are going to rely on is skill development. Our focus is on the skill development as most of our countries’ demographic is under 40 years of age. We now have a fully operational college in Greater Noida, that will not just impart training for graduates but also for skill development for our industry. Tenet number two is a sustainable tourism model. FHRAI has instituted a study with the National Green Tribunal supporting us; we will come out with a book in three months on how each one of us can run our properties in a sensitive sustainable manner. The book will be given free to every member of FHRAI. The third tenet, and a very important one, is food safety. We are also launching a book with FSSAI. It is a handbook on how to make food safe.”

Talking about Incredible India he adds, “Everybody wants to be a part of the great Indian story as it remains the most credible story for investment. Let’s build up our brand. Brand India will overtake every other brand in the Asian region in the time to come. We are the only country in the world that uses ‘Atithi Devo Bhava’. There is a beauty in this country which is incomparable thanks to the beautiful culture that we have.”



“

Tourists are not going to come to your country if you continue to propose prohibition

”

Talking about the vision for FHRAI he says, “We have a vision that if we work together we can create the best for our nation, for each one of





our businesses and for us. I see us as a trade body, not an academic body, we are not a NGO, we are a trade body. We are going to build up on the strengths that a trade body builds up on. We are here to exchange ideas, to learn from each other and grow our association."

Making his appeal to the Government, he adds, "I appeal to the Government on a matter while controversial must be looked upon. We cannot allow prohibition in our country that allows non pro-

hibition in other states. Prohibition is a product of failed governments in most parts of the world. Tourists are not going to come to your country if you continue to propose prohibition. I know that we have two states with prohibition. We must do away with it. While liquor abuse is bad, it is only controlled by education not prohibition. The greatest problems in this world have come in where there have been prohibitions."

The welcome as well as keynote address was given by **Vivek Nair**,

Chairman, Convention Organising Committee.

## GOVERNMENT FOR TOURISM

Quoting the prime minister at the launch of the 'Make in India' campaign, Nair says, "If we have to develop tourism and it is perceived that if there is any single industry that is growing the fastest it's the tourism industry. Can India capture a big chunk of this industry?"

If we have to develop tourism in India, there is a need to create a massive infrastructure for

“  
For the 1st time, since independence, the President, PM and FM, expressed confidence in tourism as a vehicle for inclusive growth and peace”

tourism; hospitality industry offers great scope for the same." He adds, "For the first time since India's independence the country's President Prime Minister and Finance Minister have unanimously expressed their confidence in the tourism sector as an appropriate vehicle for the promotion of inclusive growth and peace in the region."







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### MORE ROOMS NEEDED

Giving statistics he says, "Target for employment in tourism sector (direct and indirect) has been set at 87 million, up from the current level of 53 million, generating 24 million new jobs in five years." He adds, "However, the construction of about 180,000 hotel rooms would require investment of over ₹ 200,000 crore (almost US\$ 30 billion). To have access to funds of this magnitude, the industry needs to be made eligible for the tax incentives and concessions available to infrastructure industries under Section 80 I/A of the Income Tax Act, as given to other infrastructure taxes as sav-

we have GST in the range of 16 to 18 per cent, we will not be able to compete with them in the future."

### PROMOTING ECO-TOURISM AND JOB CREATION

Elucidating on tourism as the world's largest employer, he says, "Tourism employs 53 million people in India. Imagine the jobs that could be created if India had twice the number of tourists. Within tourism globally, eco-tourism is the fastest growing sector, with eight million tourists and double digit growth. The International Eco-tourism society defines Eco-tourism as responsible travel in actual areas that conserves the

environment and improves the well-being of the local people. UNESCO believes that ecotourism will move from alternate to main stream in the next decade. The current value is already 500 billion dollars of the total tourism value of 700 trillion dollars.

“ Within tourism globally, eco-tourism is the fastest growing sector, with eight million tourists and double digit growth. It is a major contributor to job creation

Ecotourism can be a major contributor to job creation. Most importantly eco-tourism is capital light.”

Nair adds, "Analysis show that for every dollar invested, tourism creates five times as many jobs as manufacturing. In India, statistics show that or every ten lakh of investment, tourism creates 17 jobs, while manufacturing creates 18 jobs. Tourism is already part of the 'Make in India' initiative, though the noise regarding manufacturing overshadows its role. India therefore, urgently needs a strategy for eco-tourism. With many of our untouched, unexplored beaches, mountains,



ings from such tax benefits can be ploughed back to build hotels."

### GST AT LOWER RATE

Nair adds, "One of the important tasks before us is to make sure that the GST that is applicable to hotels and restaurants is capped at a reasonable limit. It is pertinent to note that there are several judgments made by high court to say that the application of luxury tax and service tax is unconstitutional and illegal.

There is a sub-committee that has been set up by the government to determine what the final GST has to be. All our neighboring countries have GST of six to eight per cent. If





forests, caves, wildlife, coral reefs, biosphere reserves and flora and fauna, ecotourism can be a major contributor to job creation. Responsible tourism will also contribute to other key priorities of India such as sanitation, clean energy, clean air and water as these are the natural byproducts of ecotourism. Most im-

portedly ecotourism is capital light and manpower heavy which also pays to India's strength." visited city in Mexico after the capital is Acapulco. Mexico aggressively markets its beaches, mountains, rivers, deserts, archaeological sites as well as its colonial architecture all of which India has in abundance.

Through their focussed approach to both tourism and eco-tourism, sur-

shown embraced effective marketing of assets and have focused on Industry need to integrate eco tourism as an integral part of Corporate Social Responsibility (CSR).

The concluding day hosted an awards ceremony that conferred prestigious recognitions in various categories to hoteliers, restaurateurs, and several others that contribute to the hospitality sector.

Some of the business sessions from various stakeholders of the sector were- Charting New Classification Standards, Maximising Food &



plus revenue from tourism in 2015 almost made up for their loss of revenue from oil. The second country to cite is China, it is currently ranked number seven globally for inbound foreign tourists, compared to India's Tourism in China has created enough jobs there to get 500 million people out of poverty. This is in spite of a huge language and service delivery problem. They have 50 UNESCO sites which they have marketed not only for culture but also ecotourism. China had designated 2009 as Chinese eco-tourism year and has since been extensively praised in the global media for their eco-tourism efforts despite their abysmal records on eco-tourism. These countries have

### TAKING CUE FROM WORLD CITIES

Enumerating the challenges for tourism in India. Nair says, "Poor branding and marketing, poor connectivity and infrastructure, bad safety records, complex visa processes are now being simplified." He cites the example of Mexico. Mexico with a population of only 125 million, added ten million tourists in the last decade, from 22 million in 2005 to 32 million in 2015. Mexico added 150 per cent of India's total inbound tourists. Ironically the third most

plus revenue from tourism in 2015 almost made up for their loss of revenue from oil. The second country to cite is China, it is currently ranked number seven globally for inbound foreign tourists, compared to India's Tourism in China has created enough jobs there to get 500 million people out of poverty. This is in spite of a huge language and service delivery problem. They have 50 UNESCO sites which they have marketed not only for culture but also ecotourism. China had designated 2009 as Chinese eco-tourism year and has since been extensively praised in the global media for their eco-tourism efforts despite their abysmal records on eco-tourism. These countries have

“ Mexico's focussed approach on both tourism and eco-tourism helped it gain surplus revenue from tourism in 2015 making up for loss of revenue from oil ”

Beverage Revenue using Technology, Industry Challenges Concerning OTAs and Accessible India Campaign etc.

Deliberations on various serious issues that include GST, liquor policy for hospitality sector, FSSAI act, and investment opportunities were some of the key highlights of the Brand India convention. The Government acknowledged that tourism and hotels can bring economic prosperity and create employment, and has invited investors in the state assuring its full support.

# EMERGING FOOD AND Beverage Trends

The session was moderated by Kamlesh Barot, Director, Vie Hospitality. Panellists included Gurbaxish Singh Kohli, Director, Pritam Hotels, Shrey Aggarwal, Co-founder, Munaf Kapadia, CEO, The Bohri Kitchen, Ashish Sajani, Founder, Bombay Food Truck.

**Anupriya Bishnoi**



## BREAKING THE FAD

Today, F&B market has evolved to a point where Uber delivers food at your place and molecular gastronomy is a 'thing'. Amongst such modernisation, it is difficult for restaurateurs to stick to the roots and follow traditions. However, **Gurbaxish Singh Kohli**, Pritam Hotels has been able to achieve this with Grandmama's cafe.

He says, "All the start-ups other than F&B are accepted or rejected because of their uniqueness. Food is not unique, what you do with food is unique. When you start a start-up in the F&B space, people know exactly what you are doing but what is going to make you stand apart is, how differently you can do things. I don't think we can call anything to do with food, a start-up. As far as going back to the roots is concerned,

I made a conscious decision of not messing around with a brand which has established in the market for a very long time now."

Adding further, he says, "70 per cent of our population is below 30, so we thought of targeting them. Grand-

“Old food will always remain in vogue, it's like an emotion. So many restaurants are going back to the traditional way of cooking”

mama's came out because we want to go back to the roots. To me, old food will always remain in vogue, it's

like an emotion. I see so many restaurants going back to the traditional way of cooking. At Grandmama's we are enhancing the taste but not changing it and that's why we are taking care of our roots yet make the diners palate tickle."

In India, recently the fad of staying healthy and watching out calories has picked up. Amidst this, Belgian Waffle is a start-up that is offering everything indulgent. **Shrey Aggarwal** of Belgian Waffle says, "When it comes to dessert, people have a different kind of psychology. Functional foods are gaining trends like high-protein and low carbs but when it comes to eating desserts, I just regulate the frequency or the quantity in which I eat desert. I don't necessarily go to an ice-cream or donut shops looking for healthy

alternatives. That's the kind of key psychology we are committed to in the dessert space. When people come to us, they are looking for indulgence, if we somehow can give them the same kind of indulgence with the health factor, that would be it but we haven't been able to find a recipe of that level yet."

## LICENSES

**Kamlesh Barot**, moderator explains that to open up a new hotel or restaurant, a restaurateur has to take around 46 licenses. However, on the contrary, in Sydney, he has the experience of getting a license in a week's time by the post. In India, the procedure is cumbersome.

“Food truck business is like a love marriage not supported by your parents but when it happens, they come around

places which already have licenses, because to get involved in the cycle of getting all the licenses approved, is something you would like to avoid specially in our country.”

“Food truck business is like a love marriage not supported by your

pan India to put people who have food trucks into this forum where we try to discuss the common issues and help each other out.” opines **Ashish Sajnani**.

## MARKETING AND EXPANDING

The concept of food trucks is relatively new in the F&B space and marketing such product demands innovation. They are mobile, don't have a set radius and getting the customer database right, is a task. Explaining how Bombay Food Truck works, Sajnani says, “What we have done is, every time we move, we update the location of our truck on our social media page. We don't stay



According to **Munaf Kapadia**, the licensing part of running a restaurant is a big turn off but the thing he learnt overtime is the smaller you are, the easier it is to get licenses.

Explaining the tedious cycle of licensing in India, Kohli says, “For running a hotel or a restaurant, you need 46 licenses, with over 8 departments, with 25 NOCs. Licensing in India has become worse. However, HRAWI is actively dealing with the government on this issue. The window is between three to six months to get all the required licenses. But, whenever I plan to expand, I only venture to those

“For running a hotel or a restaurant, you need 46 licenses, across 8 depts, with 25 NOCs

parents but when it happens, they come around. What I have understood is licensing is going to be an issue for a while. What I have done in my personal capacity is, I have formed an association, called The Food Truck Association

at one location for a very long time. We make good use of social media so that people know where to track us down.”

Talking further about how fast an F&B start-up can scale up, Kapdia says, “To be very honest, me and business partner are still figuring it out. It takes time for people like me, who doesn't have a food background to think of ways to expand. When I started it, I had big dreams of raising millions and having large number of outlets, but it's been a year, I am still struggling to replicate the original outlet.”

# Charting New Classification Standards

The session was moderated by SM Shervani, MD, Shervani Hospitality, and panelists included: Nirav Gandhi, Director, Hotel Express Towers Sudesh Poddar, Director, Manthan Bar & Restaurant; T. Natarajan, Chief Executive Officer, GRT Hotels & Resorts; Pervin Ghani, Principal Consultant, Shaw Hotels and Consultancy Services; Dilip Datwani, Chairman & Managing Director Hotel Jaysree.

**Kanchan Nath**



It is the opinion of many people that the classification of hotels by the Ministry of Tourism is moving towards redundancy. On the other hand, OTAs also seems to be categorising hotels on the whims of the customer likings. In most countries across the world, it is the hotel associations that are responsible for setting the standards for hotels. At the recently held FHRAI convention, hoteliers debated the need to have their own standardisation configuration system.

Shervani raises some pertinent questions with regard to classification. Are we taking classification because we want to or are we taking classification because we have to? We need classification because we need

to have certain standards. We also need classification because we need to get various licenses and help from the government, DGFT, etc? What are the benefits of classification? Should FHRAI have its own norms and set up its own standards? What are the parameters, what is the time taken? What is the cost of this, how are we going to grade?

“It’s a reliable rating system to categorise hotels and restaurants. It’s simple and comprehensive, with key focus and transparency”

## INDIAN HOSPITALITY QUALITY STANDARDS

Telling us about IHQS, Ghani says, “IHQS stands for The Hospitality Quality Standards, it is a diamond rating guidelines. It’s a reliable rating system to categorise hotels and restaurants. It’s simple and comprehensive, with key focus and transparency. This encompasses more or less what a traveller looks for. IHQS will support, enhance, develop and guide hotels to maintain world class standards, which are important for guests.”

Telling us about the process she says, “Everything is available on website, all you need to do is fill a form and upload the required documents, such as your licenses and apply for the

relevant category of standardisation. FHRAI will get the application, study the documents, see the checklist and let us know your readiness. Once all documents are ready, the property will be informed and auditor appointed. Dates will be shared for the audit within 15 days of the application. Once the date is shared the person will visit. After the visit the report will be ready in seven working days. These reports will be uploaded on a portal and a link will be sent to the hotelier. Then you will see the



results in front of you. It would have a dashboard and a detailed report of whatever criteria the inspector has gone through."

Telling us about the IHQS Diamond Rating guidelines, she adds, "Ratings and classification categories are going to be Economy, Deluxe, Superior, Luxury and Uber Luxury. For the last three categories we are going to add a plus category also. If the score is 95 per cent, you are environment friendly, handicap friendly, CSR, and also fulfill an enhanced guest experience, based on that you will get your rating. For the ratings or classification there are the checklists in which seven sections are mandatory. The minimum score needed for all these sections put together is 80 per cent.

There are four sections which are optional and these sections would get you your plus ratings."

"Each hotel will receive an engraved metal plaque once they are certified. They may display it properly at



Ratings and classification categories are going to be Economy, Deluxe, Superior, Luxury and Uber Luxury



the front office at the reception. A printed certificate will full details will also be there in A4 size and it will be signed by the president," concludes Ghani.

### WHY DO WE NEED A CLASSIFICATION SYSTEM?

Gandhi says, "The first reason why we need classification is to have some standards and standardisation in the industry. The second is for marketing, we need to position every hotel for tour-operator, travel agent or the customer to decide which category we want to buy or stay in. We are doing this to get the customers to get the expectations correct. Not to over expect and not to under expect."

Poddar says, "Most of the people are taking the MOT classification since the government has attached some benefits to it. For example in the North East, the government is giving 30 per cent capital subsidy, but for the same the hotel needs to have a MOT classification. There is power/ electricity subsidy and the government has attached this with the classification. So people are rather forced to take this classification." He adds, "The MOT classification does not mention criteria like Wi-Fi, which is almost an essential for today's hotels. Today, the necessary items that guests require, many of them are not there in the MOT classification. Most of the people are

taking these classifications to avail government facilities, it has nothing to do with guest experience or guests rating these hotels that it's a 5 star or 4 star hotel."

Natarajan says, "Hoteliers put up a project first, invariably people go to banks or financial institutions. One of the requirements for these is that is your project is approved by department of tourism. So you go and get your project approved and commit, that you are building a 2, 3 or 4 star hotel. Post which one ends up continuing with the same."

Datwani says, "Apart from the borrowing part there is nothing much to attract us to get the MOT classification. NE and Pondicherry are very lucky that they are getting subsidy, however in Maharashtra we do not. Rather we are penalised and taxed more."

### GAINING CONSUMER CONFIDENCE

Elaborating on the customer angle Gandhi says, "We are planning on this system, because we need to do it. There are only 864 classified ho-



There are only 864 classified hotels, out of which 165 classifications applications are still pending. So there are about 700 hotels that are taking this classification, what about the rest of the 7,000 hotels in the country?



tels out of which 165 classifications applications are still pending. So there are about 700 hotels that are taking this classification, what about the rest of the 7000 hotels in the country? They don't have anything."

He adds, "The biggest advantage of doing an IHQS is that there are 12, 13 major OTAs of the world, they

are rating you as per what they feel. While some of them place you at a 3 others place you at a 4. That again is no standardisation. What FHRAI can do is bring in that standard for every OTA in the world to follow."

“

We have to have our own quality standard policy for the OTA rating system

”

Shervani adds, "For the first time we are doing something and putting the government on the back foot. Usually they put a legislation or notification. Here we are coming ahead and telling them here is a system of classification, a hotel body is proposing to you, you look at it, see it's functioning and adopt this, rather than the old system".

Ghani says, "IHQS will bring about a consumer confidence in the rating system because it's going to be guest friendly. The service levels are going to be actually better for the simple reason that chains have a backup of these things. However individual and independent hotels do not have a framework to work with. So this would set a quality framework for them too. Listings would become proper with the travel agents, tour operators with OTAs. There would be a sense of pride with this plaque. Where they can put it on the website and across to the consumer and see the ratings. This then becomes a marketing tool and if the government

approves and gets into it, this will also help them up the quality service, national tourism all over".

**MORE CUSTOMER ORIENTED THAN INCENTIVE ORIENTED**

Poddar says, "Today who is rating us, is it MOT or the OTAs? The answer is OTAs, how is the OTA rating us? Based on the kind of commission we share with them. If Niravs hotel is giving them 35 per cent, he is rated as top, if I am giving them 7 per cent I'm at the bottom of the ladder. So we have to find this system, we have to become stronger. We have to have our own quality standard policy, which members should apply and this would be the answer to the OTA rating system. In FHRAI we have 3,800 members and in regional organisation we have more members, so we all should take a pledge that we will go for this rating and put it on our website and FHRAI website. This will be the answer for the customers to rate the hotels that this is a non-bias rating system, which has done a rating for us. This would be a non bias rating system, which has done a rating for us. This is a very good suggestion from FHRAI platform and we should adopt it now."

**RATING SYSTEM REQUIRES ITS MEMBERS TO BELIEVE IN IT**

Shervani, "Even MOT senior officials feel that they should outsource. Many secretaries in the past have come and said that we get a bad name at times. I feel why should the MOT get into this, why not outsource? Also the Indian Bureau of Standards was called to discuss

standards for all industries including hotel industry, that is why FAITH stepped in and requested that if they are making standards for hotels, they must consult us. Therefore, we felt the need that FHRAI must develop its own standards first and start it and if it does have a 1,000 to 1,200 or 2,000 people with these standards, we can leverage that. Banks too, will start accepting that for loans. DGFT, Ministry of Commerce is already saying that why do I need a star rating to give you clearance."

Gandhi adds, "The system is very dynamic, it can be changed year on year to address the customers need. This is going to be completely customer based. So whether its HAI or HHA, we can have a standard

“

IHQs will bring about a consumer confidence in the rating system because it's going to be guest friendly

”

to fit all categories." Any idea that is new will always be opposed, laughed upon right from Einstein's time. We are taking a bold step and there is nothing wrong about it. It is not something we are doing for the first time. The Singapore Association, The AAA of American, the entire country is classified by an association of hoteliers," concludes, Kamlesh Barot, Director at Vie Hospitality.







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# Recognising Excellence

The FHRAI Annual Awards ceremony took place on September 24, 2016 at Amber Convention Centre in Indore as part of the 51st FHRAI Annual Convention celebrations.

Instituted in the year 2000 this is the 16th year of the FHRAI Annual awards. This year 247 applications were received in some 16 categories.

**Hotel Entrepreneur of the Year:** awarded to Dr. Leon Ittiachen, Managing Director, Hotel Merlin International, Trisshur. **General Manager of the Year:** awarded to Saurabh Bakshi, General Manager, Sheraton Grand, Bangalore. **F & B Manager of the Year:**

awarded to Prashant Chadha, Resident Manager, ITC Grand Chola, Chennai.

**Chef of the Year:** awarded to Jaitnder Pal Singh, Complex Executive Chef, Le Meridien, Kochi.

**Front Office Manager of the Year:** awarded to Somodatta Das Mohapatra, Front Office Manager, Mayfair Spa Resort & Casino, Gangtok.

**Housekeeper for the Year:** awarded to Shruti Daruka, Executive Housekeeper, Taj Mahal Palace, Mumbai. **Hotel Revenue Manager of the Year:** awarded to Bhawana Sanyal, Revenue Manager, Rambagh Palace, Jaipur. **Restaurant Manager of the Year:** awarded to Mayank Sharma, Restaurant Manager, Jehan

Numa Palace, Bhopal. **HR Manager of the Year:** awarded to Setu Sonam, HR Manager, Balaji Sarovar Premiere, Solapur. **HR Manager of the Year:** awarded to Nitika Bajaj, Director Human Resources, Crowne Plaza Today, Gurgaon.

**Training Manager of the Year:** awarded to Adya Khandige, Manager-Learning & Development Taj Mahal Palace, Mumbai. **Engineer of the Year:** awarded to Anil Sharma, Chief Engineer, JP Greens Golf and spa, Greater Noida.

**Environment Champion of the Year:** awarded to Jose Dominic, MD & CEO, CGH Earth, Kochi.







# Indian states talk **BUSINESS AT IITIS**

The ministry is overwhelmed with the response to their first Incredible India Tourism Investors' Summit 2016 that took place in New Delhi. Slated to become an annual event, it resulted in a slew of measures by the Ministry of Tourism.



**Vinod Zutshi**

Giving an overview post the event, **Vinod Zutshi**, Secretary-Tourism, Government of India, says, "We had over 700 investable projects coming from all the 29 states who had participated. We had 2,000 delegates, much more than what we expected. We had almost 250 investors both domestic as well as international. There were some very good sessions, 23 plenary and state presentations. **Arun Jaitley**, Union Minister for Finance and Corporate Affairs was the Chief Guest in the inaugural. Andhra Pradesh Chief Minister, **N. Chandrababu Naidu** was present, we had a special session for the railway minister. **P.Ashok Gajapathi Raju**, Minister of Civil aviation was there, and on the road transport side we had **Sanjay Mitra**, Secretary, Ministry of Road Transport and Highways. We had a session on core infrastructure also."

He adds, "About 15 states made their presentation to full houses. They put their best foot forward in terms of what were the investable projects, the policies, we also made a compendium, which got released by the finance minister. While the presen-

tations were going on and B2B and B2G meetings were carrying on, some of the states were fast enough to get some of the MoUs done. At the end of the day, five states, Gujarat, Rajasthan, Karnataka, Chattisgarh and Uttarakhand were able to get MoUs worth about ` 15,000 crore. Like for Costa cruises, they had assured that they will go for a ` 750 crore project. Similarly, Qatar also made some announcements. MoUs were exchanged between the parties. It was more symbolic and ` 50, 000 crore was done in the first day itself."

## **INVESTMENT DESK**

Enumerating planning decisions taken post the event, Zutshi says, "We have been so overwhelmed with the response that we have decided that it will be an annual event. The next event of the investment summit would be in September, 2017. All the projects put on the website before the investors, are going to be propagated and handholded by us.

Between the investors and the state, whatever the state needs to take help from us, it will be imparted. Investors want to get facilitated, and we

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A STAR ALLIANCE MEMBER

“

The IGTM will happen from February 1-4, 2017. We are planning on having a mega event. We will hold it at Pragati Maidan. The summit will showcase India as a tourism destination

”

are creating an investment desk, which will be a permanent body within the tourism ministry.”

### TASK FORCE

Taking all stakeholders with them, he says, “Thirdly, we have also decided that a task force will also be constituted, which will have members of the association which are related to tourism. Including CII, FICCI, the trade associations, FHRAI, FAITH, IATO and others. The state governments will be special invitees. To take this investment forward we have to work together. There are many related departments with whom we have to work together. For example, the ministry for road transport, to get certain highways ready, similarly for environmental permissions and for that we need to coordinate.”

### STATE INVESTORS MEET

Talking about proactive initiatives to be taken by states for tourism he says, “Fourthly, we have

The summit will showcase India as a tourism destination. The investor’s summit was to showcase India as an investment destination in tourism at this point of time with the enabling environment. However, IGTM will project India as a tourism destination. Both are the demand and supply aspect. What we did in investors summit was to focus on supply side. Now what we are going to do in IGTM is the demand side.”

“The Ministry will be managing this event, though we will have a few partners. FAITH will be our knowledge partner. CII will be the industry partner. We are going to involve all the stakeholders, whether it is HAI or WTTC. Any other organisation which is not covered will also be incorporated, of course all the states, we will be setting up a group, comprising people from FAITH, our own India Tourism offices, Ministry officials, the travel and trade and CII. We are going to give support



decided to ask the state governments to conduct such investors’ meets at the state level, in partnership with the Government of India. So now after a common national level meet we will have these at various states. Some of the states have already requested, and these will be tourism specific meets. This is basically to sensitise the states as well. There are quite a few who think that only getting an inflow of tourists matters and the investments don’t matter. Ultimately a stage will come when the Governments won’t invest into infrastructure and there will be no investors in the private side. We will ensure that we try to get investors from outside for these meets.”

### INDIA GLOBAL TRAVEL MART

Talking about India Global Travel Mart (IGTM) in February, he says, “The IGTM is going to happen on from February 1-4, 2017. We are planning on having a mega event. We will hold it at Pragati Maidan.

to those buyers. IGTM will also have an outbound element. The difference between the two will be that the inbound will be supported by us. Both in terms of getting them here giving them passage and giving them other facilities. We will be sharing with each other, at the same time outbound tourism will not be supported, but we are not opposed to having outbound tourism. We will invite the SAARC countries and maybe ASEAN countries as well to set up booths and take pavilions.”

He concludes, “In the evening it will be something like Bharat Parv, we are proposing another model, a mix, because you cannot keep consumers away. You cannot keep the people away, everyone is a tourist. The evening will be for the consumers. The exhibitions will remain open, all the three four days people will come. We will make it as a Bharat Parv showcasing all the states. Something like the India International Trade fair.”

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# Ensuring Food Security for all



**Dr V Pasupathy**

**Dr V Pasupathy**, National Advisor, FHRAI, puts forth the perspective of Federation of Hotels and Restaurant Associations of India (FHRAI) on food safety.

**F**HRAI congratulates FSSAI on celebrating 10 years. FSSAI had two-day event to mark the occasion inviting all stake holders, industry, scientists, consumer forums and enforcement wings to join them. Both days had panel discussions including a technical session of FSSAI. The highlight was street vendor awareness programme which was done with lot of coordination from authority and enforcement. FHRAI wishes that such coordination exists across the country with enforcement.

It was informed to us during the celebration that a voluntary hygiene board has been suggested by the authority for eateries. FHRAI would be very happy to do its voluntary hygiene or food safety display board matching its BRAND INDIA standards in line with FSSAI expectations. FHRAI is keen that such programmes be discussed with us so that suggestions from all our regional associations enable us to put before government the most effective way of communicating food safety displays.

The uniqueness of our industry demands that training material, methodology and imparting happens through the operating system of the industry as it would be precise and reviewable.

We have been involved in FSSAI implementation training from mid 2011. To be correct June 8, 2011, we had our first long class on FSSAI implementation. From there, FHRAI has reached every nook and corner of this country conducting such massive workshops. We request that our training programmes be assisted and approved by FSSAI. The schedule for conditions, basic GMP and GHP have been drafted to suit the specific needs of our industry.

FSSAI is launching a consumer app to enable guests register their food safety complaints. The industry is already exposed to this through various online portals like Zomato, Trip Advisor, etc. Ever since the notification of FSSAI, 80 per cent of our concerns have come because of enforcement. Enforcement has no idea of self declaration. FSSAI meeting after meeting is insisting on awareness and implementation. Enforcement is busy with threat, erroneous sampling, wayward inspection reports and the like.

Some operators have been victims of not maintaining good relations with local officers. One of the modus operandi is making a customer buy some take away and arrange a lawyer by infusing foreign matter or mishandling in some way to





raise a false complaint backed by the officer. Fortunately, most of the respectable hotels and restaurants now have CCTV cameras; we also have time marked in every kitchen order. Consumer awareness is very important and especially in hospitality industry, the guest is GOD.

Hospitality industry is extremely well known for its service recovery and guest complaint addressing mechanism but the angle of enforcement verifying corrective action can spoil the fairness. FHRAI would recommend that the replies be registered in the same app; enforcement shall only intervene if there is enough doubt both to the guest and to the enforcement that the operator would not have made the correction.

FHRAI has already started supporting labs for testing and its Chennai lab is NABL accredited. It has established its lab in Vadodhra too. It is planning for laboratories across the country.

FHRAI lauds the initiatives of educating children and citizens on nutrition, safety and wholesomeness of food.

FHRAI was disappointed that many questions remain unanswered though the leadership of FSSAI subtly shared it in the panel discussions. They are as under:

1. Addressing civic amenities and municipal administration related issues.
2. Pesticide / chemical residue from farm practices.
3. No rodent or pest control in public marketing and storing yards for vegetables, fruits, pulses and grains.
4. Control on slaughter house conditions.
5. Scientific alternatives to use of items restricted for preservation of spices, grains etc.
6. Participation of industry in advisory committee and panels.
7. Sensitising enforcement on self declaration.
8. System of replies to industry representation and closing the communication loop.
9. Circular or notice to local authorities that FSSAI is the only authority related to food and no other agency can demand compliance related to food hygiene.

We are a responsible association and our focus has always been food safety. It is a part of our culture in hospitality to take care of our guests. We wish FSSAI accepts this and conveys to the enforcement that together we ensure food safety to a larger society.

(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).

“ FSSAI is launching a consumer app to enable guests register their food safety complaints. The industry is already exposed to this through various online portals like Zomato, Trip Advisor ”

# Informative platform

With the 51st FHRAI convention, held in Indore, marking a platform to reaching out to the theme of Brand India within the industry, senior members from regional associations share their feedback for the event.



**Sanjay Sood**  
President  
HRANI

## OBTAINING VISION

Conventions are an informative platform for experts and professionals to share their rich experience through a series of sessions on relevant topics. Tourism and hospitality conventions in the country helps to showcase insightful deliberations on innovative strategies which can support the buoyant growth trajectory of India's tourism sector.

Over the years FHRAI has strived to fulfill the mission that the federation has set for itself; that of representing, promoting and developing the hospitality industry in India.

The recently concluded Federation of Hotel & Restaurant Associations of India (FHRAI) Annual Convention in Indore was a hugely successful event. The theme for this year's convention was "Brand India" inspired by our Prime Minister Narendra Modi's vision based on the 5 T's "Talent, Tradition, Tourism, Trade and Technology."

The sessions for the convention further amplified the heart of matters revolving around the bigger picture of promotions & developments of India's hospitality and tourism setting.

The event aimed to touch upon the present and future trends and, opportunities in the Indian hospitality landscape discussing priorities and arriving at all potential gateways and drivers of growth.

Each year, the convention facilitates a convergence of all major stakeholders, including top policymakers, senior industry leaders and renowned experts, for insightful discussions on the myriad challenges as well

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FHRAI has strived to fulfill the mission of representing, promoting and developing the hospitality industry”

as exciting opportunities facing our sector.

We are hopeful that subsequent edition of this landmark event will emphasise on the numerous ways that can deliver to the growth and development of the industry in the international scenario. It is our anticipation that the next convention will be an embodiment of FHRAI's stature as the industry's pre-eminent national voice.



**Dilip C. Datwani**  
President  
HRAWI

## LEVERAGING BRAND INDIA

The theme for this year's convention "Brand India" was amply highlighted through the convention logo which symbolised a flaming torch enveloping the warmth of a welcome gesture of "Namaste".

Over 400 delegates from all over India spanning all four regions participated and were accommodated across Radisson, Effotel, Sayaji, Fortune Landmark and other hotels.

The convention was very well supported by The Department of Tourism but also by several State Tourism Associations, and industry vendors and service provider, all of them, deserve our special thanks, for without their help, our conventions would not be what they are.

For once, business sessions were packed to capacity, and

the presentation format was also changed to focus on several critical and important issues impacting our fraternity including FSSAI and launching our own practitioners handbook, as well as presenting FHRAI's own classification system which it has already piloted in the

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The Annual Convention offered an excellent opportunity to network with fraternity members, government dignitaries and trade”

Western region, chains and industry coming together to address pressing OTA related issues, besides presentations on water and energy conservation, supporting the differently-abled movement, and other interesting subjects and business sessions stretching from technology to interior and more.

The Annual Convention offered an excellent opportunity to network with fraternity members, government dignitaries, friends in trade throughout the country, consultants, vendors, service providers and other professionals related to the hospitality industry.

The 51st FHRAI convention was indeed a success.



**Sudesh Poddar**  
President  
HRAEI

**UNVEILING INITIATIVES**

The 51st FHRAI convention was remarkable in the sense that it discussed some bold initiatives which could disrupt the legacy classification system in the country, new age payment systems, food safety implementation, the

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We agree on the ideal OTA commission at 10-12 per cent in the panel discussion. We can invest on automation to monitor the rates

”  
changing dynamics of OTAs and hotels relationship and inclusion of new tenets such as skilling and sustainability.

As the federation completed 60 years it's indeed high time that we equipped ourselves

with the changing times to play a more constructive role towards building Brand India.

As the government-driven classification and rating system of hotels have notoriously failed with its outdated criteria, our alternative classification model of Indian Hospitality Qualification Standards (IHQS) is an obvious step.

The new norm of hotel classification will certainly revive consumer confidence on independent hotels. In so many years the government has been able to classify hardly 650 hotels out of more than 60,000 hotels in the country. Our members in the North East go for the government classification mostly to fulfill the obligations to avail the subsidies and incentives offered by the government.

With the introduction of new age payment options, such as mobile wallet service and their growing acceptance of their services among the young, our members have to quickly adapt to this new domain.

These options are not just transaction channels, but create a lot of value addition for both merchants as well as customers alike. However, we also have to build adequate safety measures and security systems around these payment gateways.

Food safety implementation as per FSSAI guidelines is necessary, but a big impediment is the 'inspector raj' expected to be unleashed on the hotels and restaurants as a pretext of making food safe. The federation's decision to activate a number of food labs and build a system of self inspection is a bold step towards better food safety protocols.

Finally, it's time we accept online travel agents (OTAs) as a necessary evil and learn to co-exist with these aggregation systems. We have to resist OTAs' arm-twisting of hotels on rate parity and deep discounting.

We wholeheartedly agree on the ideal OTA commission at 10-12 per cent in the panel discussion. On the other hand, on a united front we can invest on automation which can enable us to monitor where the rates are heading. The independent hotels can overcome the challenge by investing in "good channel manager" or "integrate payment gateway into a strong website."

The events in the convention were well organised and appropriate. We would have welcomed the presence of some hi-profile guests such as the State Chief Minister, the Tourism Minister of the State, the CEO of the NITI Aayog, among others, at the 51st Annual FHRAI Convention.



**K Syama Raju**  
President  
SIHRA

**CONVENTIONS SYMBOLISE ASPIRATIONS**

The Convention was indeed well organised. Choice of venue was indeed befitting. The past decade has witnessed immense changes across the cities in the country solely due to the economic growth, developments in infrastructure and advancement in the services division. The upcoming phase will see the rise of tier II cities with a

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The upcoming phase will see the rise of tier II cities with a considerable leap in their economic status

”  
considerable leap in their economic status. Indore has been projected to be in the forefront of the upcoming growth. The theme was pertinent - projects the associations' objective to work jointly with the department and the government to promote Brand India.

As aptly described by Mr Malkani-conventions symbolise the aspirations and vision of the industry. It provides a common platform for learning, networking, awareness and camaraderie amongst fellow hoteliers.



# The heart of Indian Tourism



Repeatedly applauded by the Ministry of Tourism for its many initiatives, the state of MP has recently come out with a new Tourism Policy, 2016. At the 51st FHRAI Convention, Surendra Patwa, State Minister Tourism and Culture, Government of MP shares insights on the progressive policy that hopes to create institutional mechanism for promoting investments and ensuring growth.

**Jessy Iype and Kanchan Nath**

The vision statement of the policy states, "To promote such balanced and sustainable tourism which enables socio-economic development and establishes Madhya Pradesh as a destination that provides a complete tourism experience."

## INITIATION FOR GROWTH

Talking about how the state reaped economically, Patwa says, "The image that MP has today was not there before. MP has grown in every possible way whether it's in business, hotel business or other industries. In 2003, the budget for MP used to be

₹ 22,000 crore. Today, the budget is ₹ 1,50,000 crore. Earlier, the roads in MP were not good, but today, 80 per cent of the roads are in a suitable condition."

## INVESTING OPTIMALLY

Highlighting the potential to invest in the state, Patwa says, "Earlier because of lack of stability, people were afraid to invest in MP. In any business an individual will look for the security of his investment. I can guarantee that whatever business that you do in MP, it will be secured and you will get a return. Whether its tourism or agriculture, the CM has tried to take the state to the highest level. As far as agriculture goes, in 2003, there was just





**She has the will to win.  
Give her a fair chance.**



Energizing billion lives is the bedrock of our business philosophy. While our business pursuits power the nation, our social welfare programmes empower the people. At the end of the day, a smile is what keeps us going...

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seven lakh hectare irrigated land water, today it is 40 lakh." He adds, "If you look at the industrial area in MP, there is an export of ₹ 12,000 crore. Eighty per cent of the industries are carrying out successful production."

Many big names and brands are getting associated with the state. "In October the Global Investors Summit is



going to be held in Indore. Baba Ramdev Ji has bought a land in MP, Reliance bought land for defense. Cold drink manufacture, Coca-Cola near Murshidabad has bought almost 180 acres. Volvo has also bought land," informs Patwa.

### GROWING AHEAD

MP is number one in agriculture in India and in the world its statistics showcase an excellent 24.99 per cent agriculture growth rate (Central Statistics Organisa-

tion (CSO)), and is growing economically. MP has three world heritage sites, The Khajuraho Group of Monuments (1986), Buddhist Monuments at Sanchi (1989) and The Rock Shelters of Bhimbetka (2003). Among its cities, Bhopal, Gwalior, Indore, Jabalpur and recently Ujjain have been selected to be made into smart cities. An investment of almost ₹ 3,200 crore was made for Ujjain by the government.

### HONOURING HOSPITALITY

Enchanting locales along with hospitality is the core USP of this vibrant state. "People here are moving ahead with a vision. The people here are very sweet and are known for their hospitality. As per the new tourism policy, whatever kind of investment that you do in MP, you get a subsidy of 15 per cent. In the coming three to four years, we will bring 300 wayside amenities, out of which a tender for 30 wayside amenities has been passed, and 140 participants have already come. It will be our endeavour that just as investment come into the smart cities, we will try and get investments for tourism also," says Patwa.

### OFFERINGS BECKON

Patwa says that the state is a bucket of offerings, "There is a lot of faith in the government. As far as investment goes there is no kind of barrier. We got a lot of support from Dr Mahesh Sharma, Minister of State (IC), Ministry of Tourism & Culture. Vinod Zushti, Secretary, Ministry of Tourism, laid confidence in us and held the BRICS summit in Khajuraho. It was a reason for pride for us to hold such a big event. Through the swadesh scheme, we have got almost ₹ 90 crore from the central government, while through the Buddhist circuit we have got ₹ 75 crore. From the past three years continuously MP has been sweeping the national Tourism Awards as well."



# TFCI

TFCI is a specialised financial institution catering to the requirements of India's tourism industry through innovative and convenient forms of assistance.

## Services:

### Financial Assistance

- Rupee Term Loan
- Corporate Loans
- Take-over Finance
- Financial Structuring

### Advisory Services

#### Project-related Services

- Techno-Economic Viability studies
- Market assessment
- Loan Syndication
- Valuation Services

#### Tourism-Related Services

- Tourism Master Plans
- Circuit Development



## MISSION

To develop tourism as one of the main industries in the country and to ensure optimum utilisation of rich resources in building sustainable tourism growth

## HEPLING TOURISM GROW



Tourism Finance Corporation of India Ltd.  
13th Floor, IFCI Tower- 61, Nehru Place , New Delhi-110 019  
Tel.: 26291151 Fax: 011- 26291152  
E-mail: ho@tfciltd.com, Website: www.tfciltd.com

Financial assistance is provided to the following sectors:

Tourism Sector	Infrastructure Sector	Other Sectors
<ul style="list-style-type: none"> <li>• Hotels, Resorts, Motels, Wellness Spa, etc.</li> <li>• Entertainment Centres, Amusement Parks and Water Parks</li> <li>• Multiplexes, Shopping Centres, Family Entertainment Centres, Clubs</li> <li>• Convention Centres</li> <li>• Ropeways</li> <li>• Travel and Transport</li> </ul>	<ul style="list-style-type: none"> <li>• Conventional and Non-conventional Power Projects, Power Distribution Networks</li> <li>• Roads, Airports, Ports, Rail Infra Related to Tourism</li> <li>• Hospitals, Schools, Colleges, Stadiums</li> <li>• Special Economic Zones, Industrial Estates, Warehouses</li> <li>• Media, Entertainment and Telecom</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial Real Estate</li> <li>• Group Housing</li> <li>• Manufacturing</li> <li>• Services Sector</li> </ul>

# Hotels Embracing Society

Hoteliers talk about the pertinent social, ethical issues that plague the local region where their hotels are situated. They also share the initiatives that they have taken to give back to society in terms of Corporate Social Responsibility (CSR).



**Aradhana Lal**

## Aradhana Lal

Vice President, Sustainable Initiatives, The Lemon Tree Hotel Company

### PERSONS WITH DISABILITY (PWD)

Census 2011 has revealed that over 26.8 million people in India are Persons With Disability (PwD). This is equivalent to 2.1 per cent of the population. The disability rate (number of disabled per 100,000) for the country is 2,130. Amongst the five types of disabilities, the percentages are - visual impairment (19 per cent), mobility impairment (20 per cent), mental retardation (8 per cent), speech impairment (7 per cent) and hearing impairment (19 per cent). These numbers only relate to physical/intellectual disabilities but not social or economic disabilities. Globally, the number of PwD is close to 10 per cent of the population. In India, less than 3 per cent of PwD are gainfully employed compared with between one third and one half in the developed world.

In order for us to make these values a part of our DNA, we have focused our efforts on creating a socially inclusive work environment which seeks to bring in people of different backgrounds, abilities and ethnicities and offer them work as a unified team with a common goal.

### C.S.R@THE LEMON TREE HOTEL COMPANY

We believe that persons with disabilities (which can be physical, social or economic disabilities leading to an opportunity deprivation) must be provided the same opportunities as others to realize their full potential and live with dignity. By creating a supportive environment in the organisation that allows them to deliver their best, we are able to play a part, however small, in social inclusiveness, opportunity/livelihood creation and therefore nation building. Lemon Tree has defined the goal as mainstreaming 'Opportunity Deprived Indians' i.e. ODIs into its workforce. ODIs include:

#### Employees With Disability (EwD):

##### Physical Disability

- Speech and Hearing Impaired (SHI)
- Orthopedically Handicapped (OH)
- Going forward, also Visually Impaired (VI), Low Vision (LV)

##### Intellectual Disability

- Down Syndrome
- Autism

People who belong to marginalised sections of society or are from the Economically/ Socially (EcoSoc) weak segment:

- Communities who do not get employment opportunities easily i.e. North Eastern States, Bihar, Chhattisgarh, etc.
- Widowed or abandoned/battered women
- Orphans
- Below the poverty line (BPL) individuals
- Individuals from economically weak families

Lemon Tree has developed a structured process to induct people with disabilities and with an economic/ social disadvantage into all its hotels pan India.





# Neil Paterson

General Manager, Novotel Hyderabad Convention Centre and Hyderabad International Convention Centre

## BASIC SANITATION AND HIV

Lack of basic sanitation and hygiene maintenance is an issue of profound significance, as a lot of other social issues spawn because of this. It is putting the health of our nation, especially women and children, to risk. Ignorance in this regard holds back a workforce from remaining healthy and performing their best, which in turn has economic ramifications as well.

The spread of HIV is another issue that is becoming a concern in the state, which is extremely important to arrest within the next few years. There have been numerous cases in the media focusing on how the spread of HIV is growing rampantly, with the youth and adolescents being the most vulnerable to the deadly disease.

## C.S.R@ NOVOTEL HYDERABAD CONVENTION CENTRE AND HYDERABAD INTERNATIONAL CONVENTION CENTRE

Handwashing with soap is one of the most effective

and inexpensive ways to prevent diarrheal and respiratory diseases in developing countries. In order to improve hygiene conditions in the society and provide access to sanitation, the hotel is working along with Sealed Air Corporation to produce and distribute recycled soaps to the lesser privileged communities. As a step towards encouraging sanitary habits through the commendable 'Soap for Hope' initiative, we are delivering hand-soaps that are made from leftover soaps in the hotel, which are collected, sanitised and reprocessed with state-of-the-art yet eco-friendly infrastructure.

To help the community combat HIV, we have tied up with Nireekshana ACET, an NGO focused specifically on care for the needs of HIV affected individuals, families & communities among the youth and vulnerable adolescents. We also make regular donations and our employees take part in sensitisation activities aimed at arresting the spread of the disease.



Neil Paterson

# Jai Kishan

General Manager, Novotel Kolkata Hotel and Residences

## LABOUR AND GENDER INEQUALITY

The pertinent social and ethical issues in Kolkata are largely concerning labour and gender inequality. Although the government has been taking steps to eradicate it, each and every one of us is doing our best to address these concerns.

## CSR@ NOVOTEL KOLKATA HOTEL AND RESIDENCES

To address the aforementioned issues, Novotel

Kolkata Hotel and Residences supports a number of NGOs at the local level, like HOPE foundation (for kids), Sanchar, Shuktara Cakes (run for and by people with disabilities) and other local communities and missionaries. All AccorHotels, including Novotel Kolkata Hotel and Residences, run a WATCH (We Act Together for Children) programme to end child prostitution and child trafficking. Employees are provided with training to strengthen relations with authorities to combat these evil practices.



Jai Kishan





**Sulabh Suri**

## Sulabh Suri

Director Human Resources, Hyatt Regency Mumbai

### SKILLED YET UNEMPLOYED YOUTH

The areas of concerns in our region are: opportunities for girl children to thrive, quality of health and hygiene, environmental quality and development of skilled youth who are employment ready.

### CSR@HYATT REGENCY MUMBAI

We support many organisation and causes throughout the year in our effort to make a difference in the lives of the less privileged. Some of our initiatives include:

We have partnered with Youth Career Initiative since its inception in India five years ago, wherein we offer a six month programme, educating the slum dwellers of Kherwadi & Bandra East with work & life skills. Once they complete the programme, we offer them an opportunity to join our 'Apprentice' programme.

We have also partnered with Red Cross Society to organise a blood donation camp every year. This drive is aimed to help Thalassemia patients in the city.

To empower girl children and provide them with the tools and learning we have partnered with St. Catherine's Home. The home offers both rehabilitation as well as education. In 2014, our hotel won the Hyatt Community Grant worth \$ 8,000 during our annual 'Global Month of Service' and this amount was contributed to them towards a three-year Nursing Course.

In our commitment to improve health & hygiene for those in need, we have tied up with Sundara Home to recycle used soaps and provide them to the under privileged families. Sundara's mission is to reduce preventable hygiene-related deaths by creating sustainable soap recycling programmes.



**Chandrashekhar Joshi**

## Chandrashekhar Joshi

General Manager, JW Marriott Mussoorie Walnut Grove Resort and Spa

Education of natives, especially girl child, is an issue in the interiors of Gharwal region. It is our constant endeavour to promote education in the villages surrounding the resort.

### C.S.R@ JW MARRIOTT MUSSOORIE WALNUT GROVE RESORT AND SPA

We have adopted a girl child from the local village and we sponsor the education for her. Blood Donation Camp in association with Indian Medical Association, Dehradun, was organised at JW Marriott Mussoorie where 113 units of blood was donated. We trained two chefs of Army - 3rd Battalion The Sikh Regiment as per the standard of the hotel.

We engaged one of the local lady from Kempty village. She has a family of four, which includes her husband and two school going children. She was

striving to get work to earn living for her family, we involved her in the staff accommodation.



# Ajay K. Bakaya

Executive Director, Sarovar Hotels

Some of the pertinent social, ethical issues that need to be addressed include child welfare, education, health and poverty alleviation.

## CSR@SAROVAR HOTELS

We try to make our best efforts for the community and the vicinity of our hotels. We undertake plantation drive for area beautification around the hotels. Many of our hotels have also associated with NGO's based in those locations and serving the needy in those areas by providing

food, clothes etc. Our hotel in Tirupati, Marasa Sarovar Premiere, has recently partnered with NGO Abhayakshetram to help the less fortunate. Through this, Marasa Sarovar Premiere aims to support the NGO's efforts of providing food, shelter and education to people with special needs.

Sarovar is also directly supporting Lotus Petal Foundation, Gurgaon, for the education of the underprivileged.



Ajay K. Bakaya



# Naveen Jain

President, Duet India Hotels

## PERTINENT SOCIAL, ETHICAL, ENVIRONMENTAL ISSUES

- Lack of awareness about keeping the locality clean – Civic sense education.
- Lack of the correct method of waste disposal. (Wet & Dry Garbage)
- Lack of proper drainage system that causes water logging during heavy rains also leading to spreading of infection and diseases.
- Lack of lane discipline and abiding to driving rules and regulations which causes long hours of traffic jams, contributing to air pollution as car engines remains switched on during traffic jams.
- Lack of stricter processes for vehicle PUC checks.

## C.S.R@ DUET INDIA HOTELS

- Cleanliness drive in and around our hotel periphery.

- Collection of plastic items and handing over to an authorised recycler.
- Annual usable clothes collection drive by the hotels to donate to charitable institutions.
- Our tie up with "Hope for Children Foundation" where we take special classes for single mothers in bakery, housekeeping so that they can have professional careers for themselves.
- Our association with the paraplegic center where we celebrate Christmas and also host lunch on Republic day.
- As a CSR activity our hotels hire differently-abled persons.
- We also donate clothes for Goonj (an NGO that caters to disaster management in times of Floods and Earthquake\ Natural Calamities).
- As a 'Go Green' initiative our hotels have done plantation in an around our property.



Naveen Jain



Satyajeet Krishnan

## Satyajeet Krishnan

General Manager, The Taj Mahal Hotel, New Delhi

### COMMUNITY DEVELOPMENT THROUGH SKILL ENHANCEMENT

Taj Hotels, through their various skill development centers, have taken the onus of equipping youth with the skills necessary to succeed in the hospitality industry.

Extending its support to the cause, The Taj Mahal Hotel has consistently been committed to community initiatives and has hired 23 trainees trained under the 'Hunar Se Rozgaar' scheme in Housekeeping and Food and Beverage. In the past, trainees from Noida Deaf Society have also been placed in various departments of the hotel.

The hotel has various levels of security coverage, for example, we have access controlled elevators, strong CCTV surveillance, a team of highly skilled security personnel from various reputed agencies (including lady security personnel), regular patrolling, to name a few. Also, any access to single lady rooms is screened by our expert team. Lady guests can be accompanied by lady security guards/ staff members for shopping and sightseeing excursions.



### C.S.R@THE TAJ MAHAL HOTEL, NEW DELHI

The Tata culture of giving back flows from the tradition of nation and community building sowed more than a century back by Jamsetji Tata, the Founder of the Group.

The Tata Group's social activities relate to health, primary education, skills training and entrepreneurship, livelihoods, women empowerment and strengthening services for the differently-abled.

Believing in the cause of social good and playing its part in giving back to society, The Taj Mahal Hotel, New Delhi has a number of CSR initiatives.

Daily food donation of surplus food to Father Agnel Bal Bhawan, Greater Noida; Fund Raiser Cansupport's Walk for cancer patients; Aap ki Rasoi initiative wherein fresh cooked food is served to less fortunate at the foundation; opportunity to Sagar Foundation to display and sell their hand made products at the staff cafeteria. Apart from these, the team also visits the NAB, a blind school in the national capital, to impart knowledge and skills.

The Taj Mahal Hotel also believes in celebrating the festival of gifting and joy 'Christmas' for a cause every year. On the first day of the New Year – 1st January, the hotel hosts a day-long celebration at Akshay Pratishthan, an NGO that the hotel supports through the year in various ways.

# Shantha de Silva

Head of South West Asia, InterContinental Hotels Group (IHG)

## CSR@ INTERCONTINENTAL HOTELS GROUP (IHG)

We have created the IHG® Academy programme to provide hospitality related education and skills training, and thereafter opportunities for a career in the hospitality sector including at IHG hotels. The IHG Academy programme is a global collaboration between IHG and local education and community organisations.

We started the IHG® Academy programme in 2005, and now have over 1,200 IHG Academy programmes in over 68 countries. In India, we started an IHG Academy programme in 2015 in partnership with IL&FS. IHG has also partnered with Gurgaon based Vedatya Institute for an IHG Academy programme. Our programme balances 'academic rigour' with 'employability skills', and emphasises an understanding of the hospitality sector in India.

In 2015, 145 young men and women were trained at IHG Academy in India, of which 46 have joined our hotels in India in full time roles. We now have 19 hotels participating in 29 IHG Academy pro-

grammes across India. Our academy programme also supports the national Skill India campaign to grow tourism in India. Since 2013, 22,344 people have received hospitality related skills training at an IHG Academies worldwide, and over 1,100 people have trained at an IHG Academy programme in South-West Asia.

We embrace diversity across our hotels and offer fair recruitment opportunities to everyone wishing to join the IHG family, including those with special needs. We now have over 70 employees with special needs working with us across our portfolio of hotels in India.

We also support disaster relief. In 2015, we provided assistance to those affected by the earthquake in Kathmandu and floods in Chennai, we activated our disaster relief fund 27 times across 17 countries in 2015. We launched the IHG® Foundation in February 2016, as an independent charity with a focus on activities in four key areas – helping communities to develop skills in hospitality, support for those impacted by disasters, facilitating local community investment and protecting the environment.



**Shantha de Silva**

# Sidharth Gupta

Co-Founder, Treebo Group of Hotels

Treebo Group of Hotels runs a special programme 'Junior Checks-in' for underprivileged children. 'Junior Checks-in' is an initiative to host educational excursions for these kids every year as we believe that travel is very important when it comes to

learning new things especially for the kids of this age. Junior Checks-in is designed to help these underprivileged kids expand their imagination by giving them an opportunity to see the world beyond their surroundings and learn from it. The initiative also involved these kids staying at Treebo Group of Hotels and visiting museums, zoo and other places of their interest. We tied up with Salaam Baalak Trust, Divya Deepa Charitable Trust, IDEA Foundation, and CHETNA to execute the initiative.



**Sidharth Gupta**





Ajit Sharma

## Ajit Sharma

Jt. President (Operations), Jaypee Vasant Continental

### C.S.R@JAYPEE VASANT CONTINENTAL

We, at Jaypee Hotels, aim to achieve a positive impact on the society as a whole. We are associated with various NGOs like 'Chetna – Sapno ki Duniya' & Muskaan. We try to participate and make special days like Children's Day, Christmas, Diwali memorable for the kids.

We have been supporting the charitable organisations by sharing food with them on a regular basis.



Apart from these, regular clothes donation drives are undertaken, like we always participate in 'Ezee – Raahat Ek Abhiyaan' during winters by donating warm clothes & footwear.

As a result of the environment-friendly initiatives that have been undertaken, we share 1 lakh liters of treated water to SDMC every day for horticulture free of cost. We are the only hotel as of today to have started this initiative in New Delhi & NCR.



EM Najeeb

## EM Najeeb

Managing Director - "The Capital" (Hospitality Division of Airtravel Enterprises India Limited)

### CSR@ THE CAPITAL

Political involvements and trivial interventions by the statutory bodies and the like are social hindrances. The enforcement of the present liquor policy in one go has also caused a major setback in the industry's business prospects. Ethical issues would involve the rising attrition of hotel personnel, lack of proper reinforcement in statutory



and social security measures for employees by several employers. Potential threats in terms of cut throat rates, lack of regulation in competitive pricing slow down our sustainability in rendering the brand image.

# Nalin Mandiratta

General Manager, Crowne Plaza Gurgaon

Issues plaguing our society range from poverty, to education, to unemployment to cleanliness. Within our immediate area, cleanliness is definitely a big concern, followed by education and basic facilities for the underprivileged.

## C.S.R@ CROWNE PLAZA GURGAON

IHG has a global CSR Initiative named IHG Foundation, which is our disaster relief programme. Our CSR activities and initiatives are aligned with

this global programme. Corporate Responsibility is extremely important for us, since we are responsible for the community we operate in. Apart from the activities conducted for Shelter in a Storm, currently, we carry out regular activities related to Swachh Bharat Abhiyan.

Further, we also conduct donation drives to donate clothes, stationary and groceries to underprivileged children of our community.



**Nalin Mandiratta**



# Subhabrata Roy

General Manager, Four Points by Sheraton Navi Mumbai

## CSR@ FOUR POINTS BY SHERATON NAVI MUMBAI

We are associated with a few NGO's and undertake various CSR initiatives for their benefit. We at Four Points by Sheraton believe diligently in the 'Power of Giving' and hence,

we constantly work towards the social and economic development of the communities in which we operate.

We recently launched a special donation drive to to help an NGO named Girija Balmandir, a

charitable trust which uplifts poor, homeless and less privileged children. All the associates of the hotel supported the cause by donating generous amounts of clothes, books, non-perishable food items etc. In the past, we have organised activities for World Autism Day to create awareness on the disorder.



**Subhabrata Roy**



## Mineralcast Washbasins from Vitra



◆ Vitra, the bathroom solutions brand of Eczacıba Building Products Division have introduced Mineralcast Washbasins. A product of Vitra's mineralcast technology that sets the form free and introduces a new style in the bathroom with their slim rims and sharp lines. Mineralcast washbasins without overflow holes stand out for their exceptionally precise aesthetics, and perfectly smooth hygienic surfaces. Mineralcast is composed of 80 per cent natural minerals like marble, sand and quartz and 20 per cent a special resin. This series caters to people who want bathrooms to make a fashion statement.

## FAPL launches Cake Margarine

◆ Frigorifico Allana Pvt Ltd (FAPL) rolled out Alfa Cake Margarine which equals the best in bakery margarine India today. FAPL launched a comprehensive range of high quality margarines. The newly launched product, Alfa Cake Margarine is a premium speciality cake margarine which has been specifically developed for bar cakes, Muffins & Cupcakes. Using Alfa Cake Margarine, one can produce sponge cakes with fine texture, rich mouth feel and an excellent taste. It also gives greater volume to the batter which results into more number of cakes. Alfa Cake Margarine also increases the shelf life for all types of cakes.



## Franke's Fraganite Sinks



◆ Franke, one of the oldest and most renowned brands in the manufacturing of sinks along with other kitchen appliances, has launched Fraganite Sinks. Following extensive testing and development, new Fraganite tackles the humble cleaning problem associated with composite sinks. The integrated Sanitized® hygiene function in Fraganite sinks helps to keep the area clean and provides the sink with lasting protection. It does not replace normal cleaning but helps to keep surfaces free from bacteria. Tests have proven that Fraganite treated with Sanitized® reduces bacteria and microbe growth by 99 per cent. Tested against leading competitors, DuraKleen® Plus comes up trumps on stain resistance. Even after being left to sit on the sink for 18 hours, the toughest stains like beetroot, red wine can be wiped away.



## Obeetee's Vintage Carpets

◆ OBEETEE, one of the largest handmade rug makers in India has put together a curated collection of spectacular vintage carpets under the Highland collection. The beauty of this collection is its extraordinary sheen. These limited-edition area carpets are textural and visual art for the floorings – a must-have for every home.



## Mixer Grinders from Maharaja Whiteline

◆ Maharaja Whiteline, a brand of Groupe SEB India is the country's leading consumer durable brand and after an extremely successful year in 2015, is all set to supersede the expectations this year. Maharaja Whiteline is also the no. 1 brand in North India in food preparation category as per Francis Kanoi report 2015. The brand is bringing the next level of innovation to the market with the most innovative and stylish range of mixer grinders from its 750 watt series – Easylock. This distinctive mechanism does not let the mixer start until the jar is correctly locked on the main unit with the motor, hence making it extremely safe for use, especially for use in a home with small kids. 750 watt power makes this product all the more efficient. This enables it to grind even the hardest food ingredients in minutes and gives perfect results. The range guarantees best-in-class performance.



## Add zing with Cremica's Chutneys

◆ Cremica brings to you delicious Chutneys to spice up your favourite snacks. Living up the munchies table with the taste of Cremica Pudina Chataka and Cremica Imli Sonth Chataka, two easy add-ons that make every meal a delicious feast. Make your evenings yummier and snacking more fun with Cremica's delicious chutneys in easy to use bottles. It usually kicks in once the day has decided to unwind, as your fingers start itching to get in the kitchen and find a little snack!



## Chai to savour

◆ Typhoo's special Flavoured Tea range is a burst of fresh flavours that tantalise your taste buds. The extensive range contains treasures with rich malty undertones which make the perfect cup to refresh and revitalise with, any time of the day. It provides five stimulating variants of delicious Masala Chai for masala tea lovers, Strong Adrak Chai, Sweet Elaichi, tangy Lime 'n' Lemon and Green Tea Masala to uplift your mood. These amazing concoctions are not just flavoursome but also empower you to unwind and reinvigorate your mind and soul.



## UNVEILING PERILOUS INTERVENTIONS

The Taj Mahal Hotel celebrated the launch of former diplomat Hardeep Singh Puri's book- *Perilous Interventions: Security Council and the Politics of Chaos*. The book was launched by Hamid Ansari, Vice President, India, in the presence of Arun Jaitley, Minister of Finance and Corporate Affairs, who was the guest of honour. The launch was followed by an invigorating panel discussion featuring Sujata Mehta, Secretary, Ministry of External Affairs; Ambassador of Germany H.E. Martin Ney, Puri and moderated by Urvashi Aneja, Associate Professor, Jindal School of International Affairs and Fellow, Observer Research Foundation. Speaking on the occasion, **Satyajeet Krishnan**, General Manager, The Taj Mahal Hotel, New Delhi, said, "The book is an authoritative and informed account of the working of the United Nations Security Council and its gripping narrative makes it a compelling read."



## WWDD COMMEMORATED AT RADISSON BLU NCR



Radisson Blu Kaushambi Delhi NCR marked the World Marrow Donor Day (WMDD) by organising stem cell donor awareness session and a drive in association with Jeevandayini Social Foundation and DATRI. The session threw light on how stem cell donation plays a crucial role in saving lives of many suffering from life threatening blood disorders. Nearly 100 employees came forward to register and do their bit for the affected people. **Hemant Mehta**, General Manager, Radisson Blu Kaushambi, said "It has been an enlightening session for all to understand the significance of stem cell donation and its role in dealing with the disorders". "The awareness can bring about an encouraging change in the lives of many," he added.

## WHEN THE MASTERCHEF CAME CALLING

Hyatt Regency Delhi hosted "The CEO Series 2016". The India Edition of CEO featured Celebrity Chef & MasterChef Australia Judge Gary Mehigan who along with Executive Chef Hyatt Regency Delhi, Ivan Chierigatti curated exclusive seven course menu on the theme of "7 Wonders of the World". The lavish menu were inspired from the seven wonders of the world right from rich soft textured salmon with flavours of ceviche from Peru, butter roasted cauliflower caramalised with spices

from India, Brazilian Moqueca' crustacean veloute, white chicken cooked in authentic Chinese sauces to Italian Concod'Oro' Lemon curd and olive oil semi freddo, slow cooked lamb inspired from Middle East flavours and refreshing compressed watermelon from Jordan. According to **Aseem Kapoor**, General Manager, Hyatt Regency, Delhi, "Such events enable social interactions outside of boardrooms and following our tradition we are dedicated to serving our guests at its best."



## SKYY RETRO FALLING

Aspri Spirits hosted a retro style evening at Mumbai's trendy Shiro. **Franco Peroni**, Managing Director Asia Pacific, Gruppo Campari graced the evening and interacted with the guests who enjoyed the delectable cocktails of Campari and Sky Vodka. The theme, SKYY SESSION's 54 was set to revisit and create the vibe at the Renowned Studio 54 in New York from (1977-1979).

"The SKYY Vodka brand as well as Campari are growing fast around Asia and in India. There is an encouraging trend for cocktail interest worldwide and we have exciting plans that we will implement on the Indian market in order to favour the awareness of our brands. With our partner Aspri, we also intend to launch other brands from Gruppo Campari like Aperol and Glen Grant Single Malt Whisky. Aperol is an Italian Aperitif that is booming around the world thanks to its signature cocktail, the 'Spritz'," Peroni said.

**Jackie Matai**, Co-Founder, Aspri Spirits said, "The products of Gruppo Campari are well renowned and have established their presence and equity well in India and are looking forward to introducing other iconic brands of the company in India in the near future."



Some of the well known personalities present were Keith Sequeira, Vikram Raizada, Kishan Mulchandani, Divya Palat & Aditya Haithyari, Chef Rakhee Vaswani, Celebrity photographer Jitu Savlani, Designer Eshaa Amin, MTV Actor Ayesha Adlakh, Founder of Platinum World Group Sushil Wadhwa, Founder of FBAI Sameer Malkani, among others. The bartender's mixed eclectic cocktails like SKYY Holy Bull, SKYY Cosmopolitan, SKYY Bloody Mary, SKYY Apple Cinnamon Martini, SKYY Espresso Martini, SKYY Caprioshka, Screw Driver, Billionaire, Americano, Negroni, Campari Fresh, and Campari Mojito.



# appointments



**PHILIPPE BIJAOU**

**Chief Development Officer (EMEA)  
Wyndham Hotel Group**

★ Philippe Bijaoui has been appointed to the role of Chief Development Officer for Europe, Middle East, Eurasia and Africa (EMEA). In this role, Bijaoui will oversee the company's rapid expansion across the region, introducing additional brands to established markets and building on the 73 countries where Wyndham Hotel Group hotels can already be found. Bijaoui has more than 20 years of hotel real estate and development experience in markets across EMEA and most recently served as VP Development Europe for InterContinental Hotel Group.



**LAURE MORVAN**

**VP Development Luxury Hotels Asia Pacific, AccorHotels**

★ Laure Morvan, has been appointed as the VP Development Luxury Hotels Asia Pacific. She was with AccorHotels for over 10 years working in the Middle East and Asia Pacific regions. Previously, she was Director of Development in the Asia Pacific team and has an excellent track record in the development of AccorHotels luxury and upscale network both in the Middle East and Asia Pacific. The appointment aims to align the development team to the new global organisation, following the acquisition of FRHI and the creation of the luxury division headed by Chris Cahill.



**SANJAY MISHRA**

**General Manager  
empires, Paradeep Odisha**

★ Sanjay Mishra has been appointed as the General Manager at empires, Paradeep, Odisha, - a unit of OSL. With an experience of 17 years, he has worked with some of the prominent hotel brands in India and abroad. He has an avid interest in Food & Beverage. Empires, Paradeep is one of the premium hotels of eastern India with an inventory of 48 rooms, three banquet halls, huge swimming pool, one multi-cuisine restaurant, and a huge parking space that can accommodate more than 200 cars. Mishra will be overall in-charge of the hotel, responsible for revenue generation, operations and maintenance.



**VIVEK MAHAJAN**

**General Manager  
Crystal Sarovar Premiere, Agra**

★ Sarovar Hotels have appointed Vivek Mahajan as the General Manager of Crystal Sarovar Premiere, Agra. Mahajan brings with him an extensive experience of 14 years in the hospitality industry. Prior to joining Sarovar Hotels & Resorts, he has worked with reputed brands like Oberoi Group, Taj Hotels Resorts and Palaces and Wyndham Hotel. His last assignment was with Starwood Hotels & Resorts Worldwide as Resident Manager. He is an alumnus of BHM Bangalore. In his free time, he loves indulging in adventure activities such as bungee jumping, horse riding and listening music.



**NARENDER SINGH**

**Corporate Chef  
Sarovar Hotels**

★ Sarovar Hotels has appointed Narender Singh as the Corporate Chef. Singh brings with him stellar experience of 32 years in the industry. He specialises in international cuisines, banqueting and conventions, events and fine dining restaurants. A testimonial to his impeccable F & B skills are the various culinary excellence awards he received including the Best Chef of the Year by Hotelier India Awards 2015 and Hyatt International Innovators for 2004-05. He has also been recognised by the White House Presidential Food Services during the US President's visit to Agra. Another notable achievement was being awarded for personally cooking and serving His Excellency K. R. Narayanan, the former President of India.



**NIMESH WAGHELA**

**Head, Materials and Procurement  
Berggruen's Keys Hotel**

★ Keys Hotels, a brand by Berggruen hotels has appointed Nimesh Waghela as Head – Materials and Procurement. Based in Mumbai, Waghela will oversee all activities related to materials, procurement and annual contracts which will include standardisation of procurement policy, implementations of cost effective procurements, forecasting and supply chain management, budgetary controls, institutional tie-ups, in accordance with applicable state laws. He will report directly to Anshu Sarin, CEO, Berggruen Hotels. Prior to joining Berggruen Hotels, Waghela has worked with Ramee Group of Hotels, Inox Leisure Ltd. and Skygourmet Catering.



**INDU KHATRI**

**Associate Director of Sales  
Crowne Plaza Jaipur Tonk Road**

★ Indu Khatri has been appointed as Associate Director of Sales at Crowne Plaza Jaipur Tonk Road. Khatri is a dynamic professional who impacted organisational profitability through effective strategic and tactical management decisions and new business development skills. She brings with her an experience of over eight years in managing sales and marketing activities and increasing revenues by developing productive customer relationships in hospitality industry. Her most recent position was Associate Director of Sales, The Leela Palaces, Hotels and Resorts. She also has been the part of the pre-opening team for Leela Palace, New Delhi.



**DEEP PREET BINDRA**

**Director of Sales and Marketing  
Bengaluru Marriott Hotel, Whitefield**

★ Bengaluru Marriott Hotel, Whitefield recently announced the appointment of its Director of Sales and Marketing, Deep Preet Bindra. He will bring over 12 years of experience in the service industry to the hotel and lead the effort to create innovative opportunities for new business and marketing visibility. Bindra has been recognised for commanding a high success rate of attaining the targeted goals and for his exemplary ability to demonstrate quick and efficient decision making. Through his diverse management styles and guest service, he has showcased building strong and lasting relationships and ensured a constant stream of referral business.



**NARENDRA PRABHU**

**General Manager  
Brigade Orchards' Signature Club Resort**

★ Signature Club Resort, the newly launched lifestyle club at Devanahalli, has announced the appointment of Narendra Prabhu as General Manager. A passionate hotelier with over 18 years' experience in the hospitality industry, Prabhu joins Signature Club Resort with expertise in national and international hotel operations. Beginning his career with leading hotels like Accor Group and Poppy Group of Hotels, he brings with him experience in various aspects of hotel management – from Restaurant Operations and Revenue Management to Corporate Human Resources and Project management.



**THAYANITHY**

**Sous Chef  
Brigade Orchards' Signature Club Resort**

★ Signature Club Resort, has announced the appointment of Thayanithy as Sous Chef. Thayanithy joins Signature Club Resort with expertise in working on many different culinary roles and settings, and cooking wholesome, healthy and well-exhibited delicacies. Beginning his career with leading hotels, Thayanithy has been associated with some of the leading hotels and has also executed some very challenging roles. While he has worked for some luxurious brands such Orange County Resort and Black Thunder Resort; he has also served as an executive chef in 'DFAC B6.2 T-IRAQ' and Head Chef in C3PO International Food service in Afghanistan.

# SKILLING INDIA

Two of the world's leading hospitality management schools, Glion Institute of Higher Education and Les Roches International School of Hotel Management, hosted a hospitality forum entitled "Shaping careers for India" on September 13, 2016.



The event featured opportunities for media interviews and networking, and an expert panel discussion on career opportunities in India, of known players of the industry, including; **Fabienne Rollandin**, Executive Director for External Relations at Glion Institute of Higher Education, **Hassan Djeebet**, Food & Beverage Manager at Les Roches International School of Hotel Management, Marbella and **Cajetan Araujo**, Les Roches alumnus and Hotel Manager of St. Regis Mumbai.

The discussion centred on the skills set needed to succeed in the hospitality industry, the teaching methods of leading Swiss institutions and the career options for young graduates in India.

#### KEY TAKAWAYS:

- The complete skill set of hospitality graduates contains both hard and soft skills, which are transferable to a number of industries and are not taught at traditional universities.
- Opportunities for a growing Indian hospitality sector consists of access to well-rounded graduates with international experience
- In order to sustain the employment potential of the global travel and tourism sector, both governments and businesses must be prepared to invest in bridging the acute skills gap in hospitality.

Commenting on the event, Rollandin said: "A dynamic hospitality industry requires a wide array

of skills and must provide opportunities for continuous training."

#### GLION INSTITUTE OF HIGHER EDUCATION

Founded in 1962, Glion Institute of Higher Education is a private Swiss institute that offers international hospitality, luxury and event management degrees to students from over 90 different countries across three campuses in Switzerland and London, UK.

Glion is accredited at the university level by the New England Association of Schools and Colleges, Inc. (NEASC) and ranked among the top three hospitality management schools in the world for an international career (TNS Global Survey, 2013).

#### LES ROCHES INTERNATIONAL SCHOOL OF HOTEL MANAGEMENT

Founded in 1954, Les Roches International School of Hotel Management is a private institution based on the Swiss model of education. Les Roches prepares entrepreneurial and innovative graduates across a global network of campuses in Switzerland, Spain, the US, China and Jordan.

Les Roches is accredited at the university level by the New England Association of Schools and Colleges, Inc. (NEASC) and ranked among the top three hospitality management schools in the world for an international career (TNS Global Survey, 2013).

“The complete skill set of hospitality graduates contains both hard and soft skills

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Commenting on the event, Rollandin said: "A dynamic hospitality industry requires a wide array



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### Notable Speakers

- Amitabh Kant**  
 Chief Executive Officer, NITI Aayog
- Arun Nanda**  
 Chairman, Mahindra Holidays and Resorts India
- Ashish Jakhanwala**  
 Chief Executive Officer and MD, SAMHI
- Binod Chaudhary**  
 Chairman, CG Corp Global
- Christopher J Nassetta**  
 President and CEO, Hilton Worldwide
- David Scowsill**  
 President and CEO, World Travel and Tourism Council
- Dr. A B Kerkar**  
 Chairman, Tulip Star Hotels
- Jonathan Vanica**  
 Managing Director Asian Special Situations Group, Goldman Sachs
- Kapil Chopra**  
 President, The Oberoi Group
- Kavin C Bloomer**  
 Executive Director, Morgan Stanley
- Mark Hoplazian**  
 President and CEO, Hyatt Hotels Corporation
- Michael Issenberg**  
 Chairman and CEO - Asia Pacific, AccorHotels
- Peter Henley**  
 President and CEO, Onyx Hospitality
- Peter Kerkar**  
 Group Chief Executive Officer, Cox and Kings
- Rakesh Sarna**  
 Managing Director and CEO, Taj Hotels Resorts and Palaces
- Vikram Oberoi**  
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