

FHRAI joins NRAI in the Logout Movement

The Federation of Hotel & Restaurant Associations of India (FHRAI), the apex body of the Hotel and Restaurant Industry in India, comprising of HRANI, HRAWI, SIHRA and HRAEI, has extended its whole-hearted support to the #Logout movement initiated by the National Restaurant Association of India (NRAI) in August, 2019. Along with FHRAI, several other associations such as AHAR, Thane Hotel Association, Pune Restaurants & Hotel Association (PRAHA), NHRA, Vadodara Food Entrepreneurs (VFE) have also unitedly joined the #Logout movement.

NRAI and FHRAI are two national representative bodies of the Industry and their coming together as a group is a very significant development meant to send out a strong message to the FSAs about their highly-detrimental and predatory trade practices. Several city-based and affiliated bodies joining the campaign strongly indicate that the pain is being felt across the entire industry and everyone is aligned together in this movement.

“The group recognizes the need for a peaceful co-existence of the Hotel and Restaurant Industry with e-commerce aggregators, but is also very clear that the terms of engagement between the two sides have to be equal at all times, that no one can usurp the role of the other, and aggregators cannot dominate the Industry or conduct its business in a manner that is detrimental or negatively impacts the Industry’s growth or profits,” says **Gurbaxish Singh Kohli, President, Hotel and Restaurant Association of India (HRAWI) & Vice President, FHRAI.**

“The group is further clear that these aggregators, who are heavily funded by Private Equity Funds, have to recognize that their role is that of a ‘market-place and/or a service-provider’, akin to a travel agency or a discovery platform like Yellow Page of yore. Their role is to merely aggregate services of the Industry; they DO NOT represent the Hotel and Food Service Industry. Therefore, they cannot decide or dictate commercial terms to and on behalf of the Industry,” adds Mr Kohli.

“The group has joined hands to save the Industry, protect its individual member entrepreneurs and the Hospitality & Food Service Industry from becoming sick, and will not hesitate in embarking on a nationwide agitation and resistance against Zomato and others if its demands are not met within a stipulated time frame,” says **Pradeep Shetty, Vice President, HRAWI & Jt. Hon. Secretary, FHRAI.**

“FHRAI along with its constituent bodies across India and NRAI is committed to educate its members and the F&B fraternity at large, as well as the Government, media and most importantly its guests that it will in no way allow these ‘ancillary service providers’ to be considered as ‘partners’ which nomenclature has been conveniently abused to confuse everyone into thinking they represent the primary business of Hospitality and Food Service,” concludes Mr. Kohli.

FSAs are being informed they should stop pretending to be the guardian of service taking customers as well as try to participate in defining the rules of trade.