

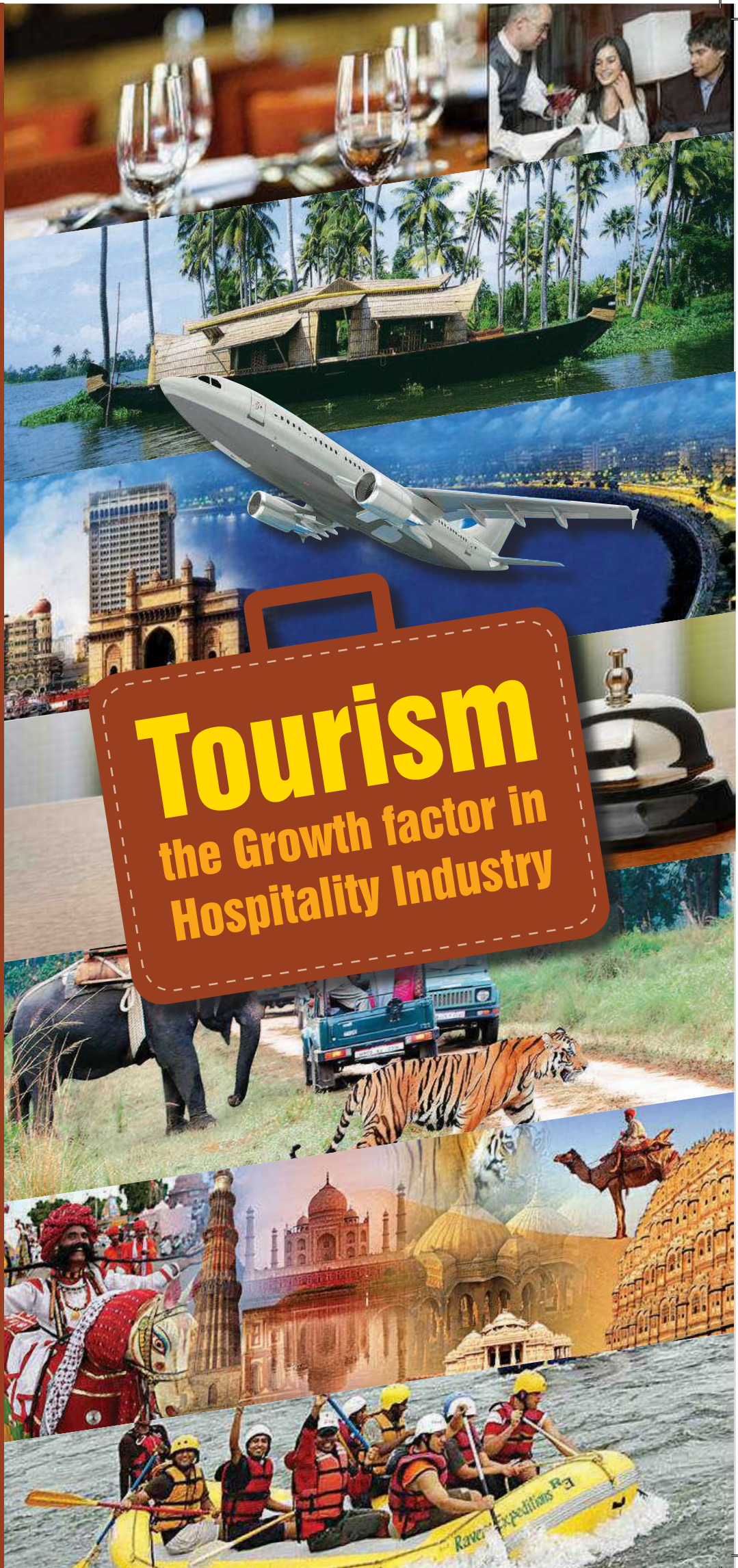


H R A NOW

OFFICIAL PUBLICATION OF HOTEL &
RESTAURANT ASSOCIATION (WESTERN INDIA)

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**DECEMBER
2015**



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Web : www.membranefilters.in



President's Note

Dear Members of the HRA (WI):

Merry Christmas and a Happy New Year, hope all of us enjoy the festive season with family & friends.

HRAWI has once again appealed to the Government to scrap all irrelevant laws and concentrate on compliance on all relevant laws and procedures. The Government of Maharashtra has shown a strong commitment towards such change and we are hoping that the same will translate into early action. Maharashtra has been rated on top in terms of tourism potential by a recent survey compiled by HVS in association with the World Travel & Tourism Council. We look forward to the states of Gujarat, Goa, Madhya Pradesh and Chhattisgarh also moving up the rankings.

December has seen a reduced inflow of foreign tourists into India and it's time that we as citizens of this country take an active role in understanding that our global image as a country plagued with law and order issues, diseases and adverse media reports must not overshadow the beauty that is our country and its culture. As long as we are not able to focus our energies towards positives we shall continue to get barely 0.5% of the global travelers to our country.

The HRA and the FHRAI has appealed to the Indian Government to bring a slew of changes including GST of not greater than 8% for the hospitality industry to harmonize us globally. Most of the neighboring countries charge GST on sale or Rooms and Food not exceeding 5%. Hong Kong charges 0% and received 61 million tourists last year versus India that received 7.8 million!

We look forward to your continued support feedback and participation. ■

With Best Regards,

Bharat Malkani
President HRAWI

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Styling Hospitality

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Dear Patrons,

Thank you

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huge Success Story!

Wishing all our valued guests a
Happy & Prosperous New Year!



Mr. Vivek Nair, Member of Honour, with Shri Shivraj Singh Chouhan, Madhya Pradesh, Chief Minister, when he handed over the letter requesting him to inaugurate as the Chief Guest, the 51st FHRAI Annual Convention, which is going to be held in "INDORE", from 23rd to 25th September, 2016, which is being hosted by HRAWI.



Southern Gujarat
Hotel & Restaurant Association
in association with



INCOME TAX DEPARTMENT

Organizing seminar on
Widening of Tax Base & Tax Payers' Services

Date : 4-12-2015 Place : Hotel Embassy, SURAT.





Programme India 2016 January 09 - February 15

Date	Timings	Activity	Investment	Location
Jan. Sat 9	10 am - 6 pm	The Universal Callibration Lattice Workshop	Rs 5300 all inclusive	Mumbai
Sun 10	10 am - 6 pm	Workshop DNA Activation through The Lattice	Rs 5300 all inclusive	Mumbai
Mo 11	11 am - 8 pm	Private consults	per hour Rs 3000	Mumbai
Tue - Wed 12 - 13	10 am - 6 pm	Freedom! In the energy of Love. Practitioner training Phase IX EMF Balancing Technique	Rs 16600 all inclusive	Mumbai
Thu 14	11 am - 8 pm	Private consults	per hour Rs 3000	Mumbai
Fri - Sat - Sun 15 - 16 - 17	10 am - 6 pm	Evolution of Consciousnes Practitioner training EMF Balancing Technique Phase I-II	Rs 23400 all inclusive	Mumbai
Mo - Tu 18 - 19	10 am - 6 pm	Evolution of Consciousnes Practitioner training EMF Balancing Technique Phase III-IV	Rs 15600 all inclusive	Mumbai
Sat - 23	10 am - 6 pm	Family Constellations	Rs 3800 all inclusive	Mumbai
Sun 24	10 am - 6 pm	Facilitator Training Family Constellations	Rs 6800 all inclusive	Mumbai
Mon - 25	11 am - 8 pm	Private consults	per hour Rs 3000	Mumbai
Tue -> Fri 26 -> 29	10 am - 6 pm	Freedom! In the energy of Love. Practitioner training Ph X-XI-XII EMF Balancing Technique	Rs 33200 all inclusive	Mumbai
Sat 30	10 am - 6 pm	Kama to Rama Level 1 Sexual Energy and Tantra	Rs 5300 all inclusive	Mumbai
Sun 31	10 am - 6 am	Kama to Rama Level 2 Sexual Energy and Tantra	Rs 5300 all inclusive	Mumbai
Feb. Mon 1	11 am - 8 pm	Private consults	per hour Rs 3000	Mumbai
Tue 2	10 am - 6 pm	EFT Tapping Emotional Freedom Technique	Rs 5300 all inclusive	Mumbai
Thu 4	10 am - 6 pm	Private consults	per hour Rs 3000	Delhi
Fri 5	10 am - 6 pm	Family Constellations	Rs 3800 all inclusive	Delhi
Sat 6	10 am - 6 pm	Kama to Rama Level 1 Sexual Energy and Tantra	Rs 5300 all inclusive	Delhi
Sun 7	10 am - 6 pm	The Universal Callibration Lattice Workshop	Rs 5300 all inclusive	Delhi
Mon 8	10 am - 6 pm	Workshop DNA Activation through The Lattice	Rs 5300 all inclusive	Delhi
Tue 9	11 am - 8 pm	Private consults	per hour Rs 3000	Delhi
Wed-Thu-Fri 10-11-12	10 am - 6 pm	Evolution of Consciousnes Practitioner training EMF Balancing Technique Phase I-II	Rs 23400 all inclusive	Delhi
Sat-Sun 13-14	10 am - 6 pm	Evolution of Consciousnes Practitioner training EMF Balancing Technique Phase III-IV	Rs 15600 all inclusive	Delhi

By Clemens-Nadja - Co-teaching Evolution of Consciousness and The Universal Callibration Lattice Workshop with Hema Badlani - www.CoCreateYourReality.com Email: cocreation22@gmail.com
Venue for most Mumbai events - Kandivali. Please contact Hema for any details

Contact: Hema Badlani

Email ID: hemabadlani@ymail.com Phone: +91 98-20-087601

HRAWI

Extends a Warm Welcome to its New Members

Landmark Hotel

Infront of Shiv Mohan Complex, , Main Road, Pandri, Raipur - 492001, Chhathisgarh



We at landmark hotel try to make our guest feel at Home. It is a leisurely hotel, centrally located with easy access to the business destination, corporate offices and shopping hubs. Our Hotel Acquires a whole new world of luxury & provides leisure, comfort and convenience through its state of the art rooms & suites exquisitely built to take care of guest needs.

Regency Lagoon Resort

Nyari Dam Road, Near Drive in Cinema, Off. Kalawad Road, Rajkot, Gujarat - 360005.



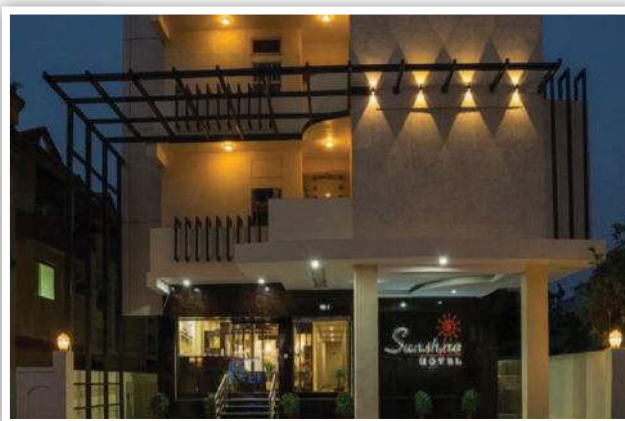
Regency Lagoon Resort, an oasis in the city of Rajkot is a rejuvenating retreat promising the most exhilarating experience of a lifetime. A blissful sojourn in the lap of Mother Nature, the resort is spread over twenty-two acres of lush, picturesque milieu, resplendent with rich tropical garden, cascading waterfalls and a sparkling lagoon, the beauty of which instantly invigorates, entices and enthral.

Regency Lagoon Resort provides a perfect concoction of traditional British architecture, finest indulgences of

modern life and momentous hospitality, which is truly Victorian. Exuding an intriguing mix of majesty and modern grandeur, the resort features unfathomed beauty, sheer splendour and opulence that will mesmerize ones senses. Regency Lagoon is an ideal place for Destination wedding, Social functions and Corporate gathering.

Sunshine Hotel

Dhimrapur Road, Raigarh-496001, Chhattisgarh



Sunshine Hotel, Raigarh is a modern, stylish establishment with a perfect blend of true Indian hospitality and contemporary appeal. The relaxing ambience, warm hospitality and efficient services offered by the hotel makes it a perfect choice amongst leisure and business travellers. Featuring 25 smartly furnished, modern and beautifully decorated rooms that are equipped with the best facilities; a trendy restaurant catering sumptuous Indian food along with its friendly and personalized care surely makes it the most sought-after hospitality destination in Raigarh.

Denwa Backwater Escape

Unit 404, The Address, Baani, 1, Golf Course Road, Sector - 56, Gurgaon



Denwa Backwater Escape is the property of Pugdunde Safari. Denwa Backwater Escape is located overlooking the mesmerizing backwaters of a dam built on Denwa River in Satpura National Park, the area is popularly known as Madhai. It is built on 10 acres of forested land along the river and across the river lies the national park which is approached by a boat and then by jeeps to go deeper into the forest. The lodge offers stunning views of the Denwa River, grasslands and rolling Pachmari hills.

Samdariya Hotel and Multiplex

2, Sarad Vallabh Bhai Patel Interstate Bus Stand, Rewa, Madhya Pradesh



It is the first hotel plus multiplex of Rewa city situated at NH-7 In front of Nehru Nagar Main Gate near new Rewa bus stand Chunna bhatta. Samdariya Cinema Hall is having two screen, so this the first time now the people of Rewa has two option to select any one movie from any two at the same place. The hotel has stay facilities as well as dinning.

Cambro Nilkamal P.Ltd.

Nilakamal House, Plot No. 77/78, Street No. 14, MIDC, Andheri (E), Mumbai – 400093



Cambro Nilkamal P.Ltd. is Nilkamal's manufacturing and marketing JV with Cambro Manufacturing Co, USA, world leader in food service and storage products with a range of over 14000 items preferred by top end hotels and health conscious organizations worldwide. Cambro Nilkamal's products are designed to make food service operations safer, more efficient and more profitable and help foodservice operators meet food safety guidelines. Product

categories include food storage, food transportation, mobile vending, ware washing, shelving systems, table service, food presentation and trays.

Carnival Foods

1101 / 'A' Wing, 11th Floor, Express Zone, Off Western Express Highway, Malad (East), Mumbai - 400097

Carnival is diversified in its business interests touching fields like Entertainment & Hospitality, Real Estate, Mass Media, and Foods & Beverages. Last year, the acquisition of Reliance owned Big Cinema's; HDIL's Broadway Cinema's and Network 18 Media's Glitz, made it the largest multiplex chain in the country with over 300 screens and widest location, ascertaining its position in Movie Production and Distribution. Its Real Estate Ventures and high value acquisitions brought into the kit, major land bank in Kerala's booming IT hub. The group very recently closed its deal with The Leela Group, taking over their Infoparks in Kochi and Trivandrum.

Led by the visionary Mr. Shrikant Bhasi - The Chairman, Carnival Group; the multinational eyes premium buyouts and calculated growth to consolidate its industry position in various verticals.

Carnival Foods proudly own six different restaurant brands in its basket and co owns a fine dining cuisine format "Dhe Puttu" owned by leading Movie Star in Kerala.

Rassam ,Rassam Express, RedBubble Café, Carnival Food Court, Café Sabrosa & D'Bell.



Shamrock Greens

N.H. 6 Cheri Khedi, Raipur



Between the madness and the mundane of Raipur lies 5 acres of secluded calm that makes it hard to believe you're in the heart of the city. Shamrock Greens is tucked away in an unimaginable expanse of nature against the mystical backdrop of new Raipur, making the 15 minute drive from the Raipur airport a breeze. Few properties in the country welcome you with such a magnum opus arrival, as the exotic palm-fringed roads curve their way towards the grand entrance. ■

New Executive lounges to be introduced by IRCTC at major railway station

Indian Railway Catering and Tourism Corporation, is a subsidiary of the Indian Railways that handles the catering, tourism and online ticketing operations of the railways. It has been entrusted with the task of setting up Executive Lounges at 49 locations. These Executive Lounges will provide value added services at a charge, offering facilities such as Wifi Internet, buffet services, wash and change facility, concierge services for pre-departure and post-arrival assistant to passengers. These facilities are similar to the facilities provided at the airports.

Executive Lounge at New Delhi Railway station has started operation. IRCTC is in the process of setting up Executive Lounges at other locations.

The locations which have been proposed are New Delhi, Delhi, Nizamuddin, Ludhiana, Jalandhar, Amritsar, Jammu, Agra Cantt., Bhopal, Nagpur, Vijayawada, Chennai Central, Bengaluru City, Trivandrum Central, Madurai, Kozhikode, Ernakulam Jn., Madgaon, Mumbai Central, Lokmanya Tilak Terminus, Bandra Terminus, Vadodara, Ahmedabad, Jaipur, Ajmer, Kathgodam, Bhubaneswar, Lucknow, Lucknow Jn., Varanasi Cantt., Kalka, Hyderabad, Secunderabad, Pune, Bilaspur, Ranchi, Raipur, Dhanbad, Tatanagar, Guwahati, Visakhapatnam, Puri, Sealdah, Howrah, New Jalpaiguri, Patna, Gorakhpur, Allahabad, and Kanpur. ■

Starwood Hotels partners with Uber for Preferred Guest



Starwood Hotels & Resorts Worldwide, Inc. is the most global high-end hotel company in the world. Uber Technologies Inc. is an American international transportation network company headquartered in San

Francisco, California.

Starwood Hotels and Uber recently announced a strategic partnership to offer travelers a unique way to earn rewards. Starwood Preferred Guest (SPG) members who ride with Uber, can earn Star points with every Uber ride, as part of the global partnership which was launched earlier this year in markets where Uber operates, including the United States, China, Brazil, Europe and now in India. Two new initiatives - SPG Uber Free Rides which offers free Uber rides to Starwood hotels & resorts guests and SPG Uber Ride & Dine, an exclusive campaign for Indian members, offers food and beverage discounts as well as cash credit.

Irene Lin, Vice President, Distribution, Loyalty & Partnerships, Asia Pacific, Starwood Hotels & Resorts said "India is an excellent market to continue to promote this partnership with Uber. This innovative offer is just another way that Starwood is combining high tech and high touch to enhance our guests' travel experience. The partnership has been well received among SPG members worldwide and I am sure it would be the same in India."

An exclusive offer for India includes SPG Uber Ride & Dine which allows all members who register for the promotion to get both – 25 per cent discount on F&B outlets at select Starwood hotels & Resorts in India, as well as free Uber rides.

With this new partnership, SPG members have two new offers to look forward to this holiday season. SPG Uber Free Rides gives new Uber users staying at select Starwood Hotels & Resorts in India a free ride per stay. The credit certificate will be given as a "keycard insert" to all the guests. ■

Delta Corp to operate on shore casino in Goa



Delta Corp is the largest and only listed company within the gaming and hospitality segment in India. Delta Corp is rapidly expanding its gaming positions in Goa and currently offers 2,000 gaming positions. Delta Corp also has recently started a first of its kind integrated casino resort in Daman, with full benefits of the casino to accrue from middle of 2015.

The gaming and hospitality business in Goa has been showing consistent growth and with this development, the business is projected to grow much more profitable.

The company has started operations at the newly opened casino. The casino offers games like blackjack, baccarat, roulette, amongst others. The on shore casino reinforces the company's leadership position in the gaming and hospitality business.

"We are happy to receive the license and we have started operations at the new casino. We are hoping for the same response as we have been receiving at our off shore casinos." said Jaydev Mody, Chairman, Delta Corp.

"This license is a testament of our belief that Gaming business in India is slated for an impressive and exponential growth." said Hardik Dhebar, Chief Financial Officer, Delta Corp.

The company is now also close to getting all the required approvals for its premium luxury casino resort in Daman, which is set to revolutionize the gaming and hospitality business in Western India. ■

Russia announced India as safe destination



The Russian centre said that its earlier statement, issued, mentioned efforts made by Russia to scout new safe tourism destinations for travelling Russians, like Cuba, south Vietnam and southern China and that the statement may have been misinterpreted by the Indian counterpart.

Ekaterina Belyakova, Head of the Centre, said in a statement, "Contrary to media reports, the Russian Information Centre in Goa clarified that Russia has not struck off the name of Goa and India from the list of 'safe destination'. Our statement did not have any information regarding removal of India from the list of safe countries

or including India in the list of unsafe countries as was mentioned in several reports and headlines published in the Indian media,"

"In our previous statement, we noted that Russian authorities did not discuss including Goa or India in the list of 'safe' destinations recommended by the Russian government to Russian tourists. We said that the Russian government discussed the list of countries recommended for visit," the centre said. ■

OYO Rooms has partnered with Bharti Airtel to provide broadband internet access and DTH services



OYO Rooms, India's largest branded network of hotels spread across 164 cities with 3500+ hotels offering standardized stay experiences at an unmatched price, has announced a strategic agreement with Bharti Airtel a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. As part of partnership, Airtel will provide seamless internet connectivity and Direct-To-Home (DTH) services across more than 3,000 OYO Rooms all over India – enabling OYO Rooms' customers to enjoy a world class in-room internet and TV viewing experience at no additional cost.

Commenting on the collaboration, Abhinav Sinha, COO, OYO Rooms said, "We started OYO to solve the problem of lack of predictability of experience in the Indian hospitality industry. Our vision is to provide quality customer experience - the OYO experience, to anyone, anywhere looking for a place to stay when not at home. Internet connectivity and digital TV solutions are important components of this experience. We are excited to partner with Airtel, the leader in this space, to deliver the best experience for our customers and are confident that Airtel's experience in building innovative technology solutions globally will bolster OYO's market position."

Ashish Arora, CEO – Corporate Business, Bharti Airtel said, “We are excited to partner with a new-age firm like OYO Rooms across India by powering their Airtel DTH and internet services. With this partnership, OYO guests anywhere in the country will be able to enjoy a seamless, standardised and compelling in-room TV entertainment and internet experience – thus making OYO’s value proposition for its customers even more compelling.” ■

Maharashtra state companies have been recognised as winners at the World Responsible Tourism Awards



Founded in 2004 by Responsible Travel, the Awards are a global search and celebration of the most inspiring and enduring responsible tourism experiences in the world. Now in their 12th year, their vision for the Awards, which are open to any organisation anywhere in the world, is to surprise and inspire tourists and the tourism industry by what it is possible to achieve with Responsible Tourism, and to shine a light on the best of the best.

Two Indian companies, both from Maharashtra state, have been recognised as winners at the World Responsible Tourism Awards 2015 organised by Responsible Travel at World Travel Market London.

The only Indian representatives in a list of 37 finalists across 13 categories, Agri Tourism Development Company based in Pune was named the Gold Winner in the ‘Best for Poverty Reduction’ category, and Tiger Trails Jungle Lodge, in Tadoba Andhari Tiger Reserve was announced as the Silver Winner in the ‘Best for Wildlife Conservation’ category in a special ceremony at World Travel Market London’s Global Stage, as part of the annual WTM World Responsible Tourism Day celebrations. LooLa Adventure Resort, an eco resort on the island of Bintan, Indonesia took the accolade of Overall Winner.

In his journal ‘Progress in Responsible Tourism’ Professor Harold Goodwin, Chair of the judging panel comments on why Agri Tourism Development Company and Tiger Trails Jungle Lodge have been recognised. “Recognising that farm incomes in India have become stagnant in recent years, the Agri Tourism Development Company has worked with 750 farmers in 218 locations across the state of Maharashtra to empower them to diversify into tourism, resulting in a 33 per cent increase in income over and above previous levels. These farmers are now offering packages which give families in India’s urban areas the opportunity to enjoy a wide range of activities from animal feeding and farm walks to festivals, folk dancing and music. The judges were impressed by the scale of the programme and the resulting number of small farmers developing supplementary incomes to raise themselves out of poverty.” “At Tiger Trails Jungle Lodge tourism has been used to raise the water table and re-wild barren land to create a good habitat for tigers and other species - and for tourists.” ■

Taj Hotel open their new property the Gateway Hotel Hinjawadi Pune



Hotels Resorts & Palaces have announced the opening of The Gateway Hotel Hinjawadi Pune. This is the first Gateway branded hotel in the city of Pune. PSC Pacific, a Paranjape Schemes (Construction) venture owns this property which is operated by Taj Hotels Resorts and Palaces.

The Gateway Hinjawadi Pune beckons to the IT corridor of Pune. Located off the Pune-Mumbai Expressway at the Rajiv Gandhi Infotech Park in Hinjawadi, it offers added advantage of being right where the IT action is, as well as being within easy reach of the industrial areas of PCMC, Talegaon and Chakan MIDC. Pune, the cultural capital of Maharashtra, is a major commercial, economic and educational centre in Western India. The hotel is a sophisticated sanctuary blending traditional heritage with

modern cosmopolitan efficiency.

Commenting on the opening, Farhat Jamal, Senior Vice President -Operations (West India) and Africa, Taj Hotels Resorts & Palaces said, “We are happy to bring the Taj brand of hospitality to a second location in Pune. The Gateway Hotel is the full service upscale brand of the Group. We are excited to be present in new emerging locations like Hinjawadi.”

Shashank Paranjape, Managing Director, Paranjape Schemes (Construction) said, “The launch of The Gateway Hotel Hinjawadi Pune is a significant milestone as we foray into the hospitality industry. We are delighted to partner with the Taj Group.”

The Gateway Hotel Hinjawadi brand of Taj Hotels & Resorts is looking at expanding the brand to tier II and III cities as well as overseas. ■

Concept Hospitality opens The Fern Kadamba, Hotel and SPA- Goa



Concept Hospitality is a conception of a team of hotel consultants and experts formulated in Mumbai, India's Commercial Capital. CHPL sets up and operates Restaurants, Hotels, Clubs and Resorts for different owners. Concept Hospitality under its brand The Fern Hotels & Resorts announces the launch of The Fern Kadamba, Hotel and SPA, Goa. Located on Panjim - Old Goa bypass road, the hotel is in close proximity to major industrial and business areas. The hotel, offering 48 rooms, reflects the unique and proud heritage of the Goa with strong, bright tones and art across the hotel. This is the third Concept Hospitality property in the state. The hotel is just 2.1 km from Church of St Francis of Assisi in Old Goa

“We are delighted to announce the launch of The Fern Kadamba. It indicates the great response for The Fern brand in Goa. We have always committed to deliver the best to our guests and will continue to do so in the future”,

said CMD Param Kannampilly.

Currently Concept Hospitality manages over 36 hotels in various locations and has more than 25 projects in the pipeline. The group also manages hotels belonging to CG Hotels and Resorts in India. The group launched eight properties in 2015 and expects to double their inventory by 2017. ■

Starwood opens Le Méridien in Nagpur

Starwood is the most global high-end hotel company in the world. Their strength lies in eleven distinct lifestyle brands,



an award-winning loyalty program and 180,400 talented associates worldwide.

Starwood Hotels and Resorts has recently launched Le Méridien in Nagpur. Owned by Classic Citi Investments Private Limited, Le Méridien Nagpur marks the brand's tenth hotel in the country.

The 133 rooms and suites of the property have gone under extensive renovation. The hotel's sprawling grounds include an outdoor swimming pool, a fitness centre and idyllic spa as well as seven event spaces and meeting rooms that cater to many occasions, from intimate board meetings to larger social functions.

Pleased at partnering with Starwood Hotels & Resorts, Rajesh Advani, Managing Director, Classic Citi Investments Private Limited, said, “We believe Le Méridien Nagpur will elevate the hospitality landscape of the city and enable guests to experience the rich culture of this destination through our distinct lens and compelling programming.”

Brian Povinelli, Global Brand Leader, Le Méridien Hotels & Resorts stated “The opening of Le Méridien Nagpur marks a milestone moment for the brand, with ten hotels in India and a robust pipeline in the country. Le Méridien is a brand that speaks to today's creative and curious-minded travellers, and we look forward to welcoming our global guests and local residents to Le Méridien Nagpur.”

The hotel is poised to unlock the destination known internationally as the 'Tiger Capital,' Nagpur is the home to more tiger parks and reserves than any other part of the world. ■

Rashi Honrao Gakkan has been recently appointed as the Learning & Development Manager of Four Points by Sheraton Navi Mumbai



Located in the corporate hub of the Navi Mumbai metropolis, Four Points by Sheraton Navi Mumbai, Vashi is designed to meet the needs of today's discerning traveller. Just a stroll away from prominent shopping opportunities and the city's thriving business centre, it offer modern-day living and easy access to experience the traditional local lifestyle. The convenient location makes it easy to get out and explore Navi Mumbai's myriad attractions such as Belapur Fort, Central Park, Golf course, ISKCON Temple, Kharghar Hills and many more. Central Mumbai is just 35 kilometres from the hotel, and the industrial city of Pune is 134 kilometres away and is easily accessible via the Mumbai Pune Express Highway in two hours. Designed in a contemporary style, their 150 guest rooms and suites are tastefully decorated and provide all the comforts of home, including complimentary High Speed Internet Access and the Four Points by Sheraton Four Comfort Bed. Their fitness centre, swimming pool, and spa make it easy to relax and recharge after a long day of work or play. The three restaurants and lounge bar present a selection of cuisines and beverages from around the world.

Four Points by Sheraton Navi Mumbai- Vashi has appointed Rashi Honrao Gakkan as their Learning & Development Manager. She holds a Masters in Organizational Psychology and has six years of

experience in the hospitality industry. She has been part of two landmark pre-opening teams, namely the Westin Mumbai Garden City and the Sofitel Mumbai BKC. Rashi has worked with renowned brands like the Marriott, Accor, Hilton and Starwood. She has also led some very successful quality assurance training audits. ■

Nikita Gonsalves has been appointed as the Director of Sales at JW Marriott Mumbai Sahar



For luxury without compromise, no destination compares to the brand new JW Marriott Mumbai Sahar. Boasting an unparalleled location in the heart of the vibrant suburb of Andheri, the hotel is a short drive from both Mumbai airports, as well as the area's business hub. Sophisticated rooms and suites offer every possible amenity to ensure comfort, such as plush Marriott bedding, flat-screen TVs, and in-room tea and coffee makers. Additional perks throughout the hotel include full-service spa, as well as an impressive 56,000 square feet of flexible indoor (15,000 sq.ft) and outdoor meeting and event space and creative catering services.

JW Marriott Mumbai Sahar Mumbai has appointed Nikita Gonsalves as the Director of Sales. She holds an MBA in Marketing and has nine years of experience in the hospitality industry. Before joining the JW Marriott Mumbai Sahar, Nikita was the Director of Sales at the Hilton Shillim Estate Retreat & Spa. She has worked for prestigious brands like Hilton Group, The Marriott Group and Taj Hotels. She brings with her expertise in developing strategies

for pricing, weddings, catering, MICE, Business Transient as well as overall revenue management including handling online travel agencies. ■

Abhay Singh joins Goa Marriott Resort & Spa as director of food and beverage



Goa Marriott Resort & Spa is centrally located in Panaji, Goa, the hotel boasts a stunning waterfront location, well-appointed accommodations, and superior service and enjoy perks like plush, luxurious bedding and sweeping views of the water, get pampered at the on-site spa, breaking a sweat in their fitness center, or relaxing with a drink poolside. Guests will be delighted to learn that they offer an array of dining options at the resort; from traditional Indian cuisine to eclectic international fare, there's a bit of something for everyone. Moreover, they are able to seamlessly blend business with pleasure and are pleased to offer 14,000 square feet of flexible event space and superior facilities for corporate travel.

Goa Marriott Resort & Spa has appointed Abhay Singh as director of food and beverage. He is qualified from IHM-A Aurangabad. His most recent assignment was that of director of events at JW Marriott Mumbai, Sahar. He started his career at The Renaissance Mumbai Hotel & Convention Centre, as F&B executive. He then joined Courtyard by Marriott, Mumbai, as assistant events manager and later moved to JW Marriott Pune as events manager with the pre-opening team. While at JW Marriott, Pune, Singh also worked as a front desk manager for a period of one year. His next role was as director of events at the Renaissance Mumbai Hotel & Convention Centre. Mr. Abhay brings with him vast experience in F&B and events. ■

Lords Hotels & Resorts to open luxury resort in Goa

At this time when hotel room rates are touching the sky and demand seems to be outstripping supply, Lords chain of hotels and inns have been set up to cater to the

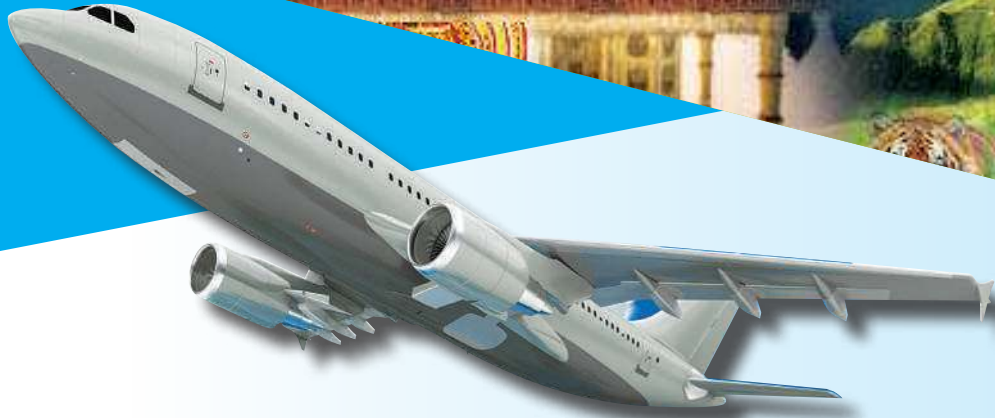


discerning business and leisure traveler of today, with a clear focus on the budget market segment. Lords is managed by a core team of high caliber professionals who are endowed with a wealth of expertise and experience. It is their keen understanding of the hospitality business that has propelled the company to where it stands today.

Lords Hotels & Resorts has recently signed a luxury resort in South Goa. The agreement to this affect was signed recently between Lords Hotels & Resorts and Max Hospitality. The resort is adjacent to popular Varca Beach, the 120 rooms resorts will undergo fast paced construction and is expected to be operational by end of 2016. Once operational, the Resort will have facilities of a luxury resorts. Apart from other facilities, it will have a swimming pool, health club, gym and exclusive play zone. Post the first phase there are also plans for opening Terrace level Open air Grill Restaurant and a large banquet.

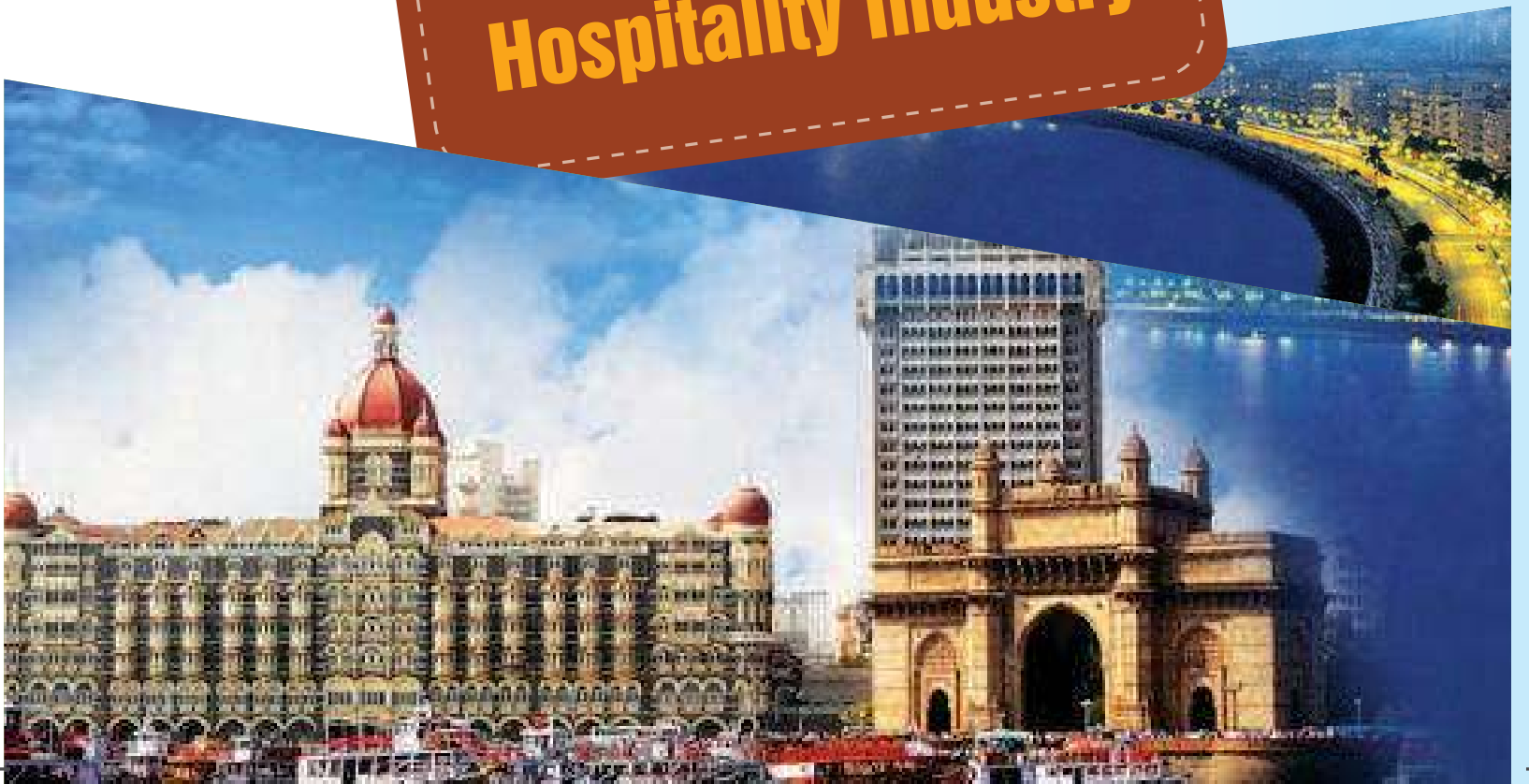
Pushendra R Bansal, Managing Director, Lords Hotels & Resorts said, "For a long time, we had been scouting for a property in Goa and this property met all our parameters. We believe once operational, the property will do well".

Lords Hotels & Resorts has professionally managed chain of hotels, with operational properties in Ahmedabad, Bengaluru, Dahej, Jaipur, Kandla, Rajula, Saputara, Somnath, Ankleshwar, Bhavnagar, Dwarka, Jodhpur, Rajkot, Saputara, Silvassa, Surat, Vadodara and other hotels in various stages of completion. The group has aggressive expansion plan with properties in Agra, Jammu and Bangalore expected to open in the first quarter of 2016. ■



Tourism

the Growth factor in
Hospitality Industry



Tourism is a practice of travelling for recreational or leisure purpose. Tourism has become one of the popular global leisure activities in recent years, providing a source of income for the country. Tourism involves an overnight stay away from the normal place of residence. It includes “travel” and “stay” in the place outside the usual environment. Tourism includes transportation, accommodation and entertainment. There are different types of tourism like adventure tourism, cultural tourism, medical tourism, sports tourism, water tourism, wild life tourism, space tourism etc. Tourism is related to pleasure, holidays, travel and going or arriving somewhere. It involves movement of people to, and their stay at various destinations.

Tourism sector contributes foreign exchange earnings to the economy. Tourism is classified into two, domestic tourism and International tourism.

Tourism in India has received a boost in the past few years as the Indian government has realized the importance of tourism for the economic development. Tourism is the largest service industry in India with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India.

Hospitality is the relationship between a guest and a host. Hospitality is the act or practice of being hospitable. Tourism and hospitality industry are related to each other. Hospitality is the act of welcoming, receiving, hosting or entertaining the guest. It involves warm and generous welcome of the tourist. Hospitality reflects courtesy and respect to the guest. Hospitality occupies local services such as entertainment, accommodation and catering for tourists. It is the business of providing catering, lodging and entertainment service and welcoming, receiving, hosting, or entertaining guests. Hospitality Industry is closely linked with travel and tourism industries. Hospitality industry plays a major role in the overall economic growth of the country

Significance of tourism and hospitality industry

Tourism has created new waves on the world horizon. It has made the world a truly global village. Tourism is one of the biggest and fastest growing sectors in the global economy and has significant environmental, cultural, social and economic effects, both positive and negative. Tourism is a combination of attraction, transport, accommodation, amenities, restaurant, shopping and entertainment.

Tourism can be a major tool for economic development. Tourism industry has contributed immensely to the Indian economy in the following ways.

Growth in the number of tourist

Tourism is a fastest growing industry. Tourism in India has seen exponential growth in the recent years. Indian tourism industry has acquired a significant place all over the world. There is an increase in the number of foreign tourist due to excellent services provided to them. Better hospitality provided attracts the attention of the tourist and results into growth in the number of arrivals.


Source of earning foreign currency

Tourism plays a crucial role in the economic development of a country. It is a big foreign exchange earner. Tourism has credited with contributing a sustainable amount of foreign exchange. The revenue comes from transportation, hospitality, accommodation, leisure, entertainment etc. It plays a key role in achieving socio-economic goals of the nation. Growth in the number of foreign tourist results into inflow of foreign exchange earnings. Tourism is one of the main foreign exchange earners and contributes to the economy indirectly through its linkages with other sectors like horticulture, agriculture, poultry, handicrafts and construction.

Boost foreign trade

Tourism has emerged as a major force in global business. Tourism boost foreign trade and increases foreign exchange of the economy. Tourism is the largest export industry in the world. India has seen exponential growth in the recent years due to tourism. The impact of tourism on national economies is becoming increasingly important today because of the growing size of the tourist market. Domestic tourism

Tourism can be a major tool for economic development. Tourism industry has contributed immensely to the Indian economy in the following ways.



plays a vital role in achieving the national objectives of promoting social, cultural and national integration.

Cultural integration

Culture is the lifeblood of tourism. Culture and tourism have a symbiotic relationship. Cultural tourism refers to the movement of persons to cultural attractions away from their normal place of residence. Cultural tourism is one of the largest and fastest-growing global tourism markets. India is considered the land of ancient history, heritage, and culture. Tourism leads to cultural integration among the countries and leads to global peace. Tourism not only Promotes fraternity and fosters friendship but also preserves values and conserves culture.

Conserve ecological balance

Tourism makes optimum use of environmental resources that constitute a key element in tourism development, maintaining ecological balance and helps to conserve natural heritage and biodiversity. Tourism has a potential to increase public appreciation of the environment and spread awareness of environmental problems. It significantly contributes to the environmental protection, conservation and sustainable use of natural resources. Tourism also helps in wildlife preservation.

Global recognition

Tourism is a world-wide phenomenon affecting human society and the environment. The World Tourism Organization plays a major role in promoting tourism. It provides subsidy, financial support and incentives to promote tourism. It is the world's largest and fastest growing commercial activity with tremendous scope.

Measures to promote tourism in India

India's travel and tourism industry is one of the most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. The tourism industry has helped growth in other sectors as diverse as horticulture, handicrafts, agriculture, construction etc.

Safety and security to the tourist

Safety and security issues must be understood with the context of tourism. In addition, safety has become a more prominent concern for tourists. Tourist expects safety of their lives and belonging. Safety and security are vital to providing quality in tourism. Hence to promote tourism there should be sound law and order to assure tourist that they are safe.

Infrastructure development

Development of infrastructure holds the key to the growth of tourism. Today the Government is investing heavily for integrated development of the Infrastructure, such as the Hotel and Travel Industry, preservation of monuments, human resources development, and, upgradation of information technology.

Tourism Sector is not only a major contributor to the growth of the economy but a generator of employment opportunities as well. Attention should also be given to the importance of cleanliness, general hygiene and sanitation to make India a memorable tourist destination. Poor infrastructure can hamper tourism growth. Along with banking and communication, Transport occupies prime position in promoting tourism.

Government initiative

Government must take necessary steps to promote tourism in the country. The Indian Railway Catering and Tourism Corporation Limited (IRCTC), is a public sector enterprise under the Government of India – Ministry of Railways for providing complete travel and tourism solutions for the various tourist segments.

Tourism Finance Corporation of India (TFCI) provides financial assistance to enterprises, for development of tourism related activities, facilities and services, which include hotels, restaurants, holiday resorts, amusement parks and complexes for entertainment, education and sports, safari parks, rope-ways cultural centres, convention halls, all forms of transport industry, etc.

Humble treatment to the tourist

Tourists who visit our country are the guests of the country. They must be treated with respect and courtesy and must be given utmost priority. The tourist should not be exploited. Government must take necessary steps to make the tourist feel at home and secured.

Introduce various schemes

Tourism is a major phenomenon of modern world. To promote excellence in tourism, the Government institute monetary and nonmonetary award for institutions and individuals for their outstanding contributions in various sectors of tourism, like accommodation, catering, transport, travel agency, eco friendly approach etc. The government should introduce several tourist friendly schemes to attract and promote tourism industry.

Advertising and Publicity campaign

Publicity plays a very vital role in the field of tourism. Media helps in promoting tourism nationally and internationally. Publicity is made through print and electronic media, hoardings, films, website, representation and participation in national and international tourism fairs and festivals, exhibition, mart etc.

The Indian government, in order to boost tourism of various kinds in India, has set up the Ministry of Tourism and Culture. This ministry launched a campaign called 'Incredible India!' in order to encourage different types of tourism in India.

Guides

Guides play an important role in tourism promotion. They are responsible for projecting the right image of the country, giving factual information, caring for the safety of the tourists and ensuring their pleasant stay.

Types of Tourism

Adventure Tourism

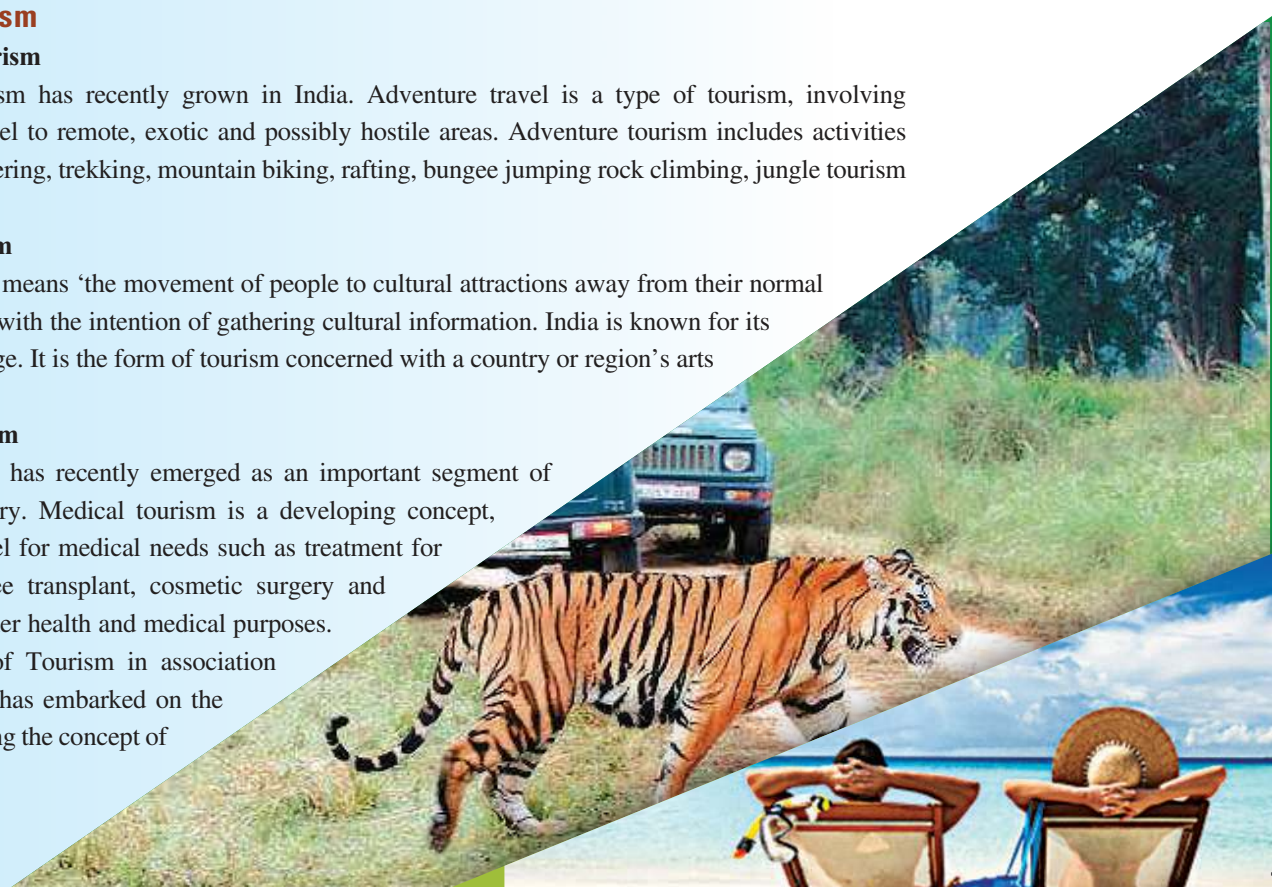
Adventure tourism has recently grown in India. Adventure travel is a type of tourism, involving exploration or travel to remote, exotic and possibly hostile areas. Adventure tourism includes activities such as mountaineering, trekking, mountain biking, rafting, bungee jumping rock climbing, jungle tourism etc.


Cultural tourism

Cultural tourism means 'the movement of people to cultural attractions away from their normal place of residence with the intention of gathering cultural information. India is known for its rich cultural heritage. It is the form of tourism concerned with a country or region's arts and culture.

Medical Tourism

Medical tourism has recently emerged as an important segment of the tourism industry. Medical tourism is a developing concept, where people travel for medical needs such as treatment for heart surgery, knee transplant, cosmetic surgery and dental care and other health and medical purposes. The Department of Tourism in association with the hospitals has embarked on the mission of spreading the concept of





Medical Tourism. Superior quality of medical services and reasonable cost of surgeries are mainly responsible of encouraging medical tourism around the globe.

Water tourism

Water tourism means travelling by boat while on holidays with the objective of watching and enjoying things meant for water tourist.

Wildlife tourism

Tourism undertaken to view wildlife is known as wildlife tourism. Wildlife tourism includes activities such as bird watching, whale watching, reef diving, gorilla tourism and photographic safari. It means watching wild animals in their natural habitat.

Space tourism

Space tourism is a recent phenomenon. It involves travel into a space for personal leisure. Space tourism is an expensive tourism.

Sports Tourism

Sport Tourism refers to those who really participate into the sports or the events or the visitors who visit the city with the purpose of watching the events. Sports tourism refers to international trips specifically taken to watch sporting events. Common examples include international events such as world cups Olympics, tennis, golf and horse racing etc. Sports tourism industry that has begun to earn an international reputation.

Archaeological tourism

Archaeological tourism include visits to archaeological sites, museums, interpretation centers, reenactment of historical occurrences etc. Archaeological tourism provides information on the human past and ties social and national heritage.

Overview of tourism in India

After independence government was focusing on development of the key areas like agriculture, industry, infrastructure, etc in urban and rural India. Tourism was never seen as a potential business.

Indian tourism and hospitality sector has reached new heights today. There are different ways to attract domestic and foreign tourists. The foreign tourist arrival to India has increased. The impact of tourism on national economies is becoming increasingly important today because of the growing size of the tourist market. It plays a vital role in achieving the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic tourism has also grown substantially during the past few years.

India has the potential to become the number one tourist destination in the world with the demand growing every year. The upward trend is expected to remain firm in the coming years. Tourism is the third largest net earner of foreign exchange for the countries recording earnings. This shows advancement in growth in Foreign Tourist arrivals in India. Tourism in India has received a major boost in the past decade since the Indian Government realized the great potential of tourism of India during vacations. Tourism of India during vacations has grown by leaps and bounds with a great influx of tourists from throughout the world.

Career in tourism industry

The travel and tourism industry is growing very fast. Thus this growing sector relates to various related services travel agencies, banking, hotels, guides, airlines and other services.

The Ministry of Tourism grants licenses to three categories of tourist guides: regional, state level and monument guides. Airlines require people for ground as well as flight duties.

Foreign banks and dealers in foreign exchange require people to assist their clients in their travel requirements. Graduate integrated tourism and travel management degree courses are opted to the students interested in tourism industry. Students can also opt Diploma in Hospitality and Tourism Business. A postgraduate Course in travel and tourism is also offered by the Universities.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. The third-largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US\$ 187.9 billion or 12.5 per cent to the Gross Domestic Product (GDP) in 2014-15, while growing the fastest at 11.7 per cent Compound Annual Growth Rate (CAGR) over the period 2011-12 to 2014-15. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

Market Size

- The number of Foreign Tourist Arrivals (FTAs) has grown steadily in the last three years reaching around 4.48 million during January–July 2015. Foreign exchange earnings (FEEs) from tourism in terms of US dollar grew by 3.2 per cent during January-July 2015 as compared to 1.9 per cent over the corresponding period of 2013. FEEs during the month of July 2015 were Rs 11,452 crore (US\$ 1.74 billion) as compared to FEEs of Rs 10,336 crore (US\$ 1.57 billion) in July last year.
- Foreign Exchange Earnings (FEEs) between January-July 2015 were US\$ 11.41 billion compared to US\$ 11.06 billion in the same period last year. The growth rate in FEEs in rupee terms in January-July 2015 was 6.9 per cent.
- Tourism in India accounts for 6.8 per cent of the GDP and is the third largest foreign exchange earner for the country
- The tourism and hospitality sector's direct contribution to GDP totalled US\$ 44.2 billion in 2015
- Over 2006–15, direct contribution is expected to register a CAGR of 10.5 per cent
- The direct contribution of travel and tourism to GDP is expected to grow 7.2 per cent per annum to US\$ 88.6 billion (2.5 per cent of GDP) by 2025

Investments

The tourism and hospitality sector is among the top 15 sectors in India to attract the highest foreign direct investment (FDI). During the period April 2000-May 2015, this sector attracted around US\$ 8.1 billion of FDI, according to the data released by Department of Industrial Policy and Promotion (DIPP). With the rise in the number of global tourists and realising India's potential, many companies have invested in the tourism and hospitality sector. Some of the recent investments in this sector are as follows

- Fairfax-owned Thomas Cook has acquired Swiss tour operator Kuoni Group's business in India and Hong Kong for about Rs 535 crore (US\$ 85.6 million) in order to scale up inbound tour business
- US-based Vantage Hospitality Group has signed a franchise agreement with India-based Miraya Hotel Management to establish its mid-market brands in the country.
- Thai firm Onyx Hospitality and Kingsbridge India hotel asset management firm have set up a joint venture (JV) to open seven hotels in the country by 2018 for which the JV will raise US\$ 100 million.
- ITC is planning to invest about Rs 9,000 crore (US\$ 1.42 billion) in the next three to four years to expand its hotel portfolio to 150 hotels. ITC will launch five other hotels - in Mahabalipuram, Kolkata, Ahmedabad, Hyderabad and Colombo - by 2018.
- Goldman Sachs, New-York based multinational investment banking fund, has invested Rs 255 crore (US\$ 40.37 million) in Vatika Hotels.
- Japanese conglomerate SoftBank will lead the Rs 630 crore (US\$ 95.6 million) funding round in Gurgaon based OYO Rooms.
- MakeMyTrip will acquire the travel planning website Mygola and its assets for an undisclosed sum, and will together look to focus on innovating the online travel segment.



Government Initiatives

The Indian government has realised the country's potential in the tourism industry and has taken several steps to make India a global tourism hub. Some of the major initiatives taken by the Government of India to give a boost to the tourism and hospitality sector of India are as follows:

- Government of India plans to cover 150 countries under e-visa scheme by the end of the year besides opening an airport in the NCR region in order to ease the pressure on Delhi airport.
- The Tourist Visa on Arrival (TVoA) scheme enabled by Electronic Travel Authorisation (ETA), launched by the Government of India for 43 countries has led to sharp growth in usage of the facility.
- During the month of July, 2015 a total of 21,476 tourist arrived on e-Tourist Visa as compared to 2,462 during the month of July, 2014 registering a growth of 772.3 per cent.
- The Government of India has set aside Rs 500 crore (US\$ 79.17 million) for the first phase of the National Heritage City Development and Augmentation Yojana (HRIDAY).
- The 12 cities in the first phase are Varanasi, Amritsar, Ajmer, Mathura, Gaya, Kanchipuram, Vellankani, Badami, Amaravati, Warangal, Puri and Dwarka.
- Under 'Project Mausam' the Government of India has proposed to establish cross cultural linkages and to revive historic maritime cultural and economic ties with 39 Indian Ocean countries.

India's tourism industry has huge growth potential. The medical tourism market in India is projected to reach US\$ 3.9 in size this year having grown at a CAGR of 27 per cent over the last three years, according to a joint report by FICCI and KPMG. Also, inflow of medical tourists is expected to cross 320 million by 2015 compared with 85 million in 2012.

The tourism industry is also looking forward to the expansion of E-visa scheme which is expected to double the tourist inflow to India. Rating agency ICRA Ltd estimates the revenue growth of Indian hotel industry strengthening to 9-11 per cent in 2015-16. India is projected to be the fastest growing nation in the wellness tourism sector in the next five years, clocking over 20 per cent gains annually through 2017, according to a study conducted by SRI International.

The Indian tourism and hospitality industry has emerged the third-largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US\$ 187.9 billion or 12.5 per cent to the Gross Domestic Product (GDP) in 2014-15, while growing the fastest at 11.7 per cent Compound Annual Growth Rate (CAGR) over the period 2011-12 to 2014-15. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

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India has the potential to become the number one tourist destination in the world with the demand growing at 10.1 per cent per annum, the World Travel and Tourism Council (WTTC) has predicted.

The WTO (World Travel Organization) predicts that India will receive 25 million tourists by year 2015.

India currently has over 200,000 hotel rooms spread across hotel categories and more hotel rooms are been constructed under different brands. The country is witnessing an unprecedented growth in hotel constructions and will be adding almost 114,000 hotel guest rooms to its inventory over the next five years.

The Indian government has realized the country's potential in the tourism industry and has taken several steps to make India a global tourism hub and thus giving great boost to the hospitality industry. The earlier setbacks in global tourism have strengthened the Department of Tourism's resolve to promote India's tourism through aggressive marketing strategies. The 'marketing mantra' for the Department of Tourism is to position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination. ■



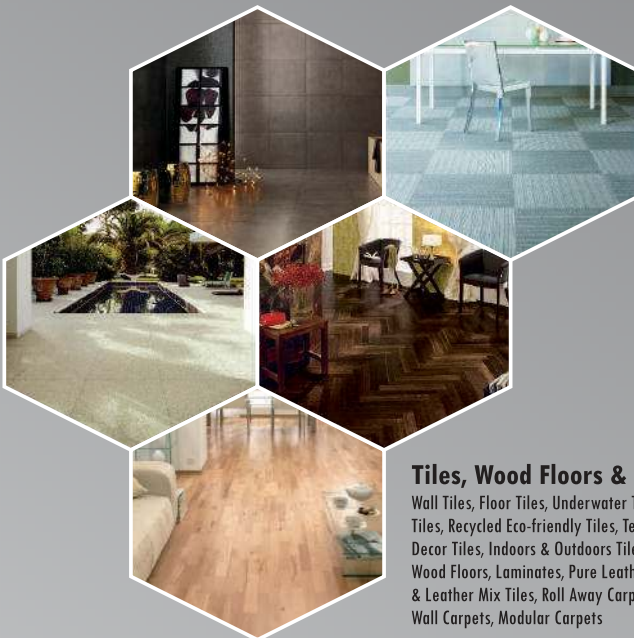
Bathrooms

Sanitary-ware, Faucets, Bath-Tubs & Whirlpool, Bathroom Accessories, Hair Dryers, Hand Dryers Personal Weighing Scales, Magnifying Mirrors, Mirror Defoggers, Soap Dispensers, Anti-Slippery Mats, Dustbins, Shower Cubicles & Accessories, Bathroom Locks, Waste Bins, Shower Curtains, Telephone



Rooms

Bedbase, Mattress, Kettle, Hospitality Tray Set, Lcd/led/plasma, Jug, Glassware, Minibar, Hanger / Coat Hanger, Safe, Ironing Board, Iron, Weighing Scale, Dustbin, Telephone, Torch, Door Locks, Radio Alarm Clocks, Vases & Accent Items



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The White Leaf Elegant

3 star Boutique hotel in Ahmedabad



The White Leaf Hotel is a 3 Star Boutique Hotel located just off S. G. Road in Ahmedabad which is 17 Kilometers from the Airport and 12 Kilometers from Railway Station. The Hotel is within ideal proximity to corporate houses, business parks as well as malls, multiplexes and shopping arcades. There are 42 brilliantly designed deluxe rooms & 3 Suites that offers comfort with luxury. The White Leaf Hotel offers a Futuristic Conference Hall and Business Center to make ones meeting a striking success. It is equipped with the state-of-the-art facilities like LCD projectors and sound & light systems, which are ideal for conferences, corporate meetings, seminars and workshops for up to 20 to 150 people. The Spice Garden Restaurant at the hotel is where guests can relish a variety of delectable meals, ranging from Indian to international cuisine also sit back and enjoy refreshing beverages.

Rooms

There are two room categories at the hotel, Deluxe Rooms, Superior Rooms and Suite Rooms. Each room here has individual features and a different theme style and distinctive ambience with a thoughtful combination of various facilities that address the need of the discerning business traveler.

Deluxe Room

The Deluxe rooms are elegant in design. Warm tones create the perfect ambience for ones stay. The spacious bathroom and fully furnished interiors makes ones stay a comfortable one. Each room is equipped with a flat screen cable TV, telephone and safe for valuables. Free Wi-Fi access is available in the entire property and complimentary parking is provided on site.

Suite Room

This room has a stylish decor and state of the art facilities that are bound to make ones stay a memorable experience. The furniture is tastefully selected; the amenities and bathroom here are luxurious, thus making guest stay a comfortable one. Each room is equipped with flat screen cable TV, telephone and a safe for valuables. Free Wi-Fi access is available in the entire property and complimentary parking is provided on site are just some of the facilities on offer.

Set in a modern building with a sleek facade, this contemporary hotel is 4.8 km from the underground gallery Amdavad ni Gufa, and 9 km from the 16th-century Sidi Saiyyed Mosque.



WELCOME TO CURRIES Have A Great Feast



Curries Restaurant is a multi cuisine catering venture launched by M/s Rudraksh Caterers Pvt. Limited. Since over a decade they have been pampering the taste buds of Ahmedabad.

After the huge success and achievement of fulfillment of serving the people with the most delicious food, the 2nd branch was also opened on SG highway, to capture the upbeat young spirits of the city. Later in the year 2010 the chain of "Brownies" was launched for the bakery products. As their name clearly states, the restaurant offers a range of dining experience, and has gained a reputation in its own right for the finest modern Indian cuisine in a relaxed and friendly environment. Whether at restaurant or at outdoor catering, they know how to bring a smile on the guests face. One can choose the delicacies from their wide range of menu. For catering they offer options from Gujarati, Punjabi, Rajasthani to Italian, Thai Continental cuisine, etc.

Catering is an art and it requires expertise. They have till date catered to more than a 1000 parties and functions. They are specialized in Punjabi, Chinese, Continental, Mexican and Italian cuisine and provide best quality and tasty food at reasonable prices.

Kitty Party, small gatherings up to 30 persons are also been arranged by them. Jain preparations are also available for their valued patrons.

Ahmedabad

the combination of traditions and modernism

Ahmedabad, in western India, is the largest city in the state of Gujarat. The fifth largest city and seventh largest metropolitan area in India. The Sabarmati River runs through its center. Ahmedabad has emerged as an important economic and industrial hub in India. It is the second largest producer of cotton in India, and its stock exchange is the country's second oldest. Cricket is a popular sport in Ahmedabad, which houses the 54,000-seat Sardar Patel Stadium. The effects of liberalization of the Indian economy have energized the city's economy towards tertiary sector activities like commerce, communication and construction. Ahmedabad's increasing population has resulted in an increase in the construction and housing industries resulting in recent development of skyscrapers. In 2010, it was ranked third in Forbes's list of fastest growing cities of the decade. On the western bank lies the Gandhi Ashram at Sabarmati, which displays the spiritual leader's living quarters and artifacts. Across the river, the Calico Museum of Textiles, once a cloth merchant's mansion, has a significant collection of antique and modern fabrics.

The Indian independence movement developed roots in the city of Ahmedabad when Mahatma Gandhi established two ashrams – the Kochrab Ashram near Paldi in 1915 and the Satyagraha Ashram (now Sabarmati Ashram) on the banks of the Sabarmati in 1917 – which has become centres of nationalist activities. During the mass protests against the Rowlatt Act in 1919, textile workers burned down 51 government buildings across the city in protest at a British attempt to extend wartime regulations after the First World War. In the 1920s, textile workers and teachers went on strike, demanding civil rights and better pay and working conditions. In 1930, Gandhiji initiated the Salt Satyagraha from Ahmedabad by embarking from his ashram on the Dandi Salt March.

The Gujarat High Court is located in Ahmedabad, making the city the judicial capital of Gujarat. Law enforcement and public safety is maintained by the Ahmedabad City Police, headed by the Police Commissioner, an Indian Police Service (IPS) officer. Health services are primarily provided at Ahmedabad civil hospital, the largest civil hospital in Asia. Ahmedabad is one of the few cities in India where the power sector is privatized. Electricity in

the city is generated and distributed by Torrent Power Limited, owned and operated by the Ahmedabad Electricity Company, which was previously a state-run corporation.

Ahmedabad observes a wide range of festivals. Popular celebrations and observances include Uttarayan, an annual kite-flying day on 14 and 15 January. Nine nights of Navaratra are celebrated with people performing Garba, the most popular folk dance of Gujarat, at all venues across the city. The festival of lights, Deepavali, is celebrated with the lighting of lamps in every house, decorating the floors with rangoli, and the lighting of firecrackers. The annual Rath Yatra procession on the Ashadh-sud-bij date of the Hindu calendar at the Jagannath Temple and the procession of Tajia during the Muslim holy month of Muharram are important events.

Ahmedabad (also called Amdavad, Ahmadabad or Ahemdavad) is Gujarat's major city and a startling metropolis with a long history, many remarkable buildings, a fascinating maze of an old quarter, excellent museums, fine restaurants and fabulous night markets.

Founded by Sultan Ahmad Shah in 1411 AD, Ahmedabad, in the state of Gujarat, has grown into one of the most important modern cities of India. Straddling the Sabarmati river, this prosperous city of six million is a delight for archeologists, anthropologists, architects, historians, sociologists, traders and tourists.

Gandhi Ashram (Sabarmati Ashram)

Ahmedabad was the center of Mahatma Gandhi's non-violent struggle for India's independence. The energy of that movement can still be felt at the Satyagraha Ashram



that he established on the banks of the Sabarmati in 1917, after the previous Kochrab Ashram had to be abandoned because of a breakout of plague. He chose a location that was, at the time, far out of the city so that he could try farming and other such experiments. He learnt the art of spinning and weaving, and soon the ashram began to buzz with khadi, not just as a way of producing clothes, but also as a way of thought. The activity waned when he moved to Sevagram Ashram near Wardha, Maharashtra, after the Namak Satyagraha, leaving the Ashram in the hands of the Harijan Sevak Sangh.

Gandhi Smarak Sangrahalaya



The Gandhi Smarak Sangrahalaya in Ahmedabad is run by a public trust established in 1951. The museum's new premises were built in 1963. The museum's main objective was to house the personal memorabilia of Mahatma Gandhi. Consequently, the exhibits on view depict the vivid and historic events of Gandhiji's life. There are books, manuscripts, and Photostat copies of his correspondence, photographs of Gandhiji with his wife Kasturba and other ashram associates, life size oil paintings, and actual relics like his writing desk can be see here.

Ahmed Shah Mosque & Tombs

Dating from 1414, this was one of the earliest mosques in the city. It is to the south-west of the Bhadra Fort. The front of the mosque is now a garden.



The tomb of Ahmed Shah, with its perforated stone windows, stands just outside the east gate of the Jama Masjid. His son and grandson, who did not long survive

him, also have their cenotaphs in this tomb. Across the street on a raised platform is the tomb of his queens.

Amar Dham

One among the popular religious sites, Amar Dham needs special rendering. This place is a familiar spot of the devout and the art lovers since apart from a renowned holy place, it holds excellent architectural designs. This religious site is situated within the ambiance of the city limits and so easily accessible from anywhere. Absolute serenity and divinity coupled with magnificent structural patterns allure scores of people who want to take a refuge from the tiring city life.

Auto World



Auto World is a part of one of the most important collections of Antique Vehicles, Cars, Motorcycles, Utility Vehicles, Buggies etc. built by one family over the last century. It represents several of the greatest marquis of cars from all over the world, of all types and ages. Auto World showcases that time of history when an automobile was not a mere means of transport but a symbol of wealth, power and style; the mighty ceremonial limousines, the romantic convertibles and the snappy Sports Cars, cars specially coach built like Railway Saloons, Horse drawn carriages, Boat tailed Wooden Speedsters, Shooting Brakes-Cars built for the rich and famous. Cars to see and be seen in. At "Auto World", various pavilions built on acres of verdant grounds showcase more than 100 of the finest cars in the world such as Rolls-Royce's, Bentleys, Daimlers, Langondas, Mercedeses, Maybach, Packards, Cadillacs, Buicks, Auburns, Cord, Lancias, Lincolns, Chryslers and many other distinguished makes from USA, UK and Europe. Most of the cars are coach built by renowned coach builders like Hooper, Barker, Gurney-Nutting, Fleetwood, Labaron etc.

Bhadra Fort and Darwaja

Bhadra Fort was built by the city's founder, Ahmed Shah, in 1411 and later named after the goddess Bhadra, an incarnation of Kali. There were royal palaces and a garden inside the fort. It now houses government offices. To the east of the fort stands the triple gateway or Teen Darwaja, from which sultans used to watch processions from the palace to the Jama Masjid. The royal entrance is triple arched and richly carved.



Calico Museum



Calico Museum of Textile is undoubtedly one of the foremost textile museums and a celebrated institute in Indian textiles around the world. Its remarkable collection of fabrics spanning varied and remote regions of India exemplifies handicraft textiles across five centuries. The textiles were collected with a vision to conserve, built awareness and empower the vast and deep textile heritage of India.

Over the years the collection has grown into an outstanding repository of fabrics based on colors, pattern, weave and embellishment and has become a recognized center providing Indian and international scholars an opportunity to study and draw in-depth knowledge on this extraordinary range of Indian ethos. The Museum inspired by Dr. Ananda Coomaraswamy was formally housed in 1949 by Shri Gautam Sarabhai and his sister Gira Sarabhai in the large industrial house of Calico. In 1983 it was moved to the beautiful Retreat premises of the Foundation in the Shahibaug area.

Community Science Center

In a time when we need to seriously question our textbooks, and our competition-inducing education system



as a whole, the Vikram Sarabhai Community Science Center provides a valuable insight on how to keep the joy for learning alive. Started in 1960 with the vision to promote and create innovative methods of discovering mathematics and science, this space opens up for children and adults alike many experiential and experimental approaches. An awesome place to bond and share with children.

Dada Harir Vav (Stepwell)

In the quiet neighborhood of Asarwa village, northeast of the walled, tucked away between a sleepy residential area and the coal



yards of Ahmedabad on a little side street, you will find Dada Harir Vav. At ground level you may not see much, but as you step up to the top of the stairs, you suddenly see a deep cascade of stairs and columns plunging down several stories, with shafts of light falling on beautiful carvings and birds and bats flitting in and out of the shadowy corners. Built around 500 years ago by Sultan Bai Harir, this stepwell is like others around Gujarat, with elaborate craftsmanship and construction built underground to provide access to a permanent source of water. For many years' stepwells like this one provided most of the water for the city during the long dry seasons. On the walls as you descend, you will find carvings of all type, including some in Sanskrit as well as in Arabic script. The well is best visited in the late morning when light penetrates down the shaft.

Gujarat Science City

Located off the Sarkhej Gandhinagar Highway, Science City is an ambitious initiative of the government of Gujarat to trigger an inquiry of science in the mind of a common citizen with the aid of entertainment and experiential knowledge. Covering an area of more than 107 hectares,

the idea is to create imaginative exhibits, virtual reality activity corners, and live demonstrations in an easily understandable



manner. Currently the 3D IMAX Theater, musical dancing fountain, Energy Park and simulation rides interest visitors. It is hoped that as this place develops, the investment helps to create awareness and sensitivity to better care for our ecology and people through the appropriate use of science and technology.

Hussain Doshi's Gufa

Hussain Doshi's Gufa also popularly known as Amdavad ni Gufa on Kasturbhai Lalbhai campus is surrounded by trees, art and fantasy. It is a creative union of two



of India's most imaginative minds, the celebrated architect B. V. Doshi and painter M F Hussain.

It is a lively whimsical fusion of modern art and natural design with undulating interconnected domes inlaid with mosaic tiles. This space also houses an art gallery by the same name and becomes a nourishing hub of creative exchange.

Hutheesing Jain Temple

This remarkably elegant temple created out of white marble has been sacred to many Jain families, generation after generation. It was built in 1848 A.D. at an estimated cost of 10 lakh rupees by a rich merchant Sheth Hutheesing as a dedication to the 15th Jain tirthankar, Shri Dharmanatha. Traditional artisans working in stone belonged to the Sonpura and Salat communities. The Salat community constructed masterpieces of architecture ranging from forts, palaces to temples. The work of the



Hutheesing Jain temple is attributed to Premchand Salat. Located outside the Delhi Gate, the temple is spread over a sprawling courtyard, a mandapa surmounted by a large ridged dome, which is supported by 12 ornate pillars. The small garbhagruha (main shrine) on the east end reaches up into three stunningly carved spires and encircled by 52 small shrines dedicated to the various Tirthankars. There are large protruding porches with magnificently decorated columns and figural brackets on three outer sides.

ISKCON Temple



ISKCON is the abbreviation for International Society for Krishna Consciousness. This temple depicts Lord Krishna with his beloved lover Radha, who is regarded as the epitome of true love. Also called as the Hare Krishna Temple, ISKCON temple situates in a vast area with lovely trees, which gives a serene and tranquil environ to the devotees. Temple has much spacious interiors compared to its exterior portions. Huge halls decorated with beautiful chandeliers attributes the devoutness of the shrine. Prayer sessions in the temple provide a soothing feeling to the devotees as the entire ambiance would be filled with the chanting of hymns and Keertans. Janmashtami and Nand Mahotsav are the two auspicious days in the temple, which witnesses' great participation of devotees.

Indian Institute of Management(IIM), Ahmedabad

The Indian Institute of Management Ahmedabad, better known as IIM Ahmedabad or simply IIM-A, is a management institute located in Ahmedabad, Gujarat. It is ranked as the top business school in India according to the Business Today B-School Rankings in 2007-08 and the Economic Times B-school Survey 2007. The Centre for Forecasting and Research ranked IIMA as India's top business school in 2009. IIMA has European Quality Improvement System accreditation.

Jama Masjid

Just west of Manek Chowk stands the magnificent Jama Masjid, built in 1423 during the reign of Ahmedabad's founder Ahmed Shah I. While all



around the mosque lies the hectic frenzy of the center of the old city, step through the gates (on the north, east and south sides) and the urban chaos falls away behind, leaving oneself standing in a refuge of profound serenity, accompanied only by people in quiet prayer, and birds perching on the columns.

The wide open courtyard, floored with white marble, is ringed by a columned arcade painted with giant Arabic calligraphy, and has a tank for ritual ablutions in the center. The mosque and arcades are built of beautiful yellow sandstone and carved with the intricate detail that mosques of this period are known for. The main prayer hall has over 260 columns supporting the roof, with its 15 domes, making a walk through the hall a beautiful maze of light and shadows. In its Indo-Saracenic architecture, the mosque also contains many synergetic elements not necessarily obvious to the viewer: some of the central domes are carved like lotus flowers, closely related to the typical domes of Jain temples; and some of the pillars are carved with the form of a bell hanging on a chain, in reference to the bells that often hang in Hindu temples.

Jhulta Minara

Also known as the Shaking Minarets, they are playful but with a whirl of quivering mystery. They have left the best of architects and pioneering design engineers intrigued and in unresolvable wonder.

There are two well-known pairs of Shaking Minarets in Ahmedabad, one located opposite the Sarangpur Darwaja and the other near the Kalupur Railway Station Area. The one near Sarangpur Darwaja is within the vicinity of the Sidi Bashir Mosque built in 1452 AD by Sidi Bashir, a slave of Sultan Ahmed Shah. They are three storeys tall with carved balconies.



Kamla Nehru Zoo



If you were in search of a perfect holiday retreat by the side of placid lake, Kamla Nehru Zoological garden would be a nice choice. It is beautifully located at the majestic banks of the tranquil Kankaria Lake. Kamla Nehru Zoological garden is famed for enduring albino animals. Besides the albino animals, the zoo serves as a natural habitat for large number of the feathering folk, reptiles and other mammals. One can also see endangered species like flamingos, Indian Wild Ass, Mouse Deer, Asiatic Lion and Chinkara. The zoo also holds a museum where one can familiarize oneself with the wildlife pictures and distended birds. Great Indian Bustards are the arresting variety in the museum. Visiting this park with children can be an enchanting experience. The well-known zoological expert Reuben David designed the Kamla Nehru Zoological Park.

Kankaria Lake

A polygonal lake almost a mile in circumference, it was constructed in 1451 by Sultan Qutb-ud-Din. In the centre of the lake is an island-garden with a summer palace known as



Nagina Wadi. The lake is now a popular recreational centre and is surrounded by parks, 'Bal Vatika', children's gardens, a boat club, natural history museum and a zoo.

Lalbhai Dalpatbhai Museum

If you are an ace bibliophile you must necessarily visit the Lalbhai Dalpatbhai Museum in Ahmedabad. The Museum covers a wide variety of topics from Buddhism, Jainism and its darshans, grammar, tantra and poetics to Vedas, agama to the different branches of Indian philosophy. It is learnt that this museum has the largest collection of Jain scripts which come around 75, 000 manuscripts with 500

illustrated versions and 45,000 printed books. The books of different languages like Sanskrit, Pali, Old Gujarati, Apabhramsa, Hindi, and Rajasthani are found in Lalbhai Dalpatbhai Museum.



This museum houses wide collection of ancient books that includes rare manuscripts. Also called as the institute of Indology the museum has a library, which was established in the year 1984 and it holds admirable compilations of miniature paintings, stone sculptures, cloth paintings, bronzes, wood work, textiles, terracottas, coins, metal sculptures along with famous paintings of Tagore and artwork from Nepal and Tibet

Law Garden

Most popular picnic spot in the city, the Law Garden in Ahmedabad would be a fantastic experience to all. Located at the heart of the city, the lovely ambiance of the garden provides the visitor with enormous and splendid pastime hobbies. Along with lots of recreational activities, one can make the evenings more colourful by tasting the mouth-watering delicacies of Gujarat. Law Garden is not just a beautiful place but it is a hub of local vendors who sells excellent clothing items and handicraft materials. These shopping centers are more popular with the locals since it sells fine varieties of Navaratri outfits. Other frequent visitors in the park are college students, who prefer to eat and shop in affordable prices. This pictorial place is named after the law college that situates adjacent to it. Law garden offers something to everybody, be it kids, youth or the old. The sprawling expanse of the garden is usual venue of cultural activities like Music concerts and dance festival.

Lothal Archaeological Site

Visit the small but informative museum, displaying the artifacts and explaining the unearthed remains. There



is also an artist's visualization of what Lothal may have looked like at its peak. Use the stories and visualizations from the museum to re-create your own, as you wander among the ruins. When observing the dock, bear in mind that the harbor may now lie 20 km from the navigable Sabarmati, because of the shift in the river's path, but even as recently as 1850 boats could moor at Lothal, which shows the extent of hydraulic expertise of Harappans.

Nalsarovar Bird Sanctuary



The lake - Nalsarovar - and the wetlands around it were declared a bird sanctuary in 1969. Spread over 120 sq.kms, the lake and the extensive reed beds and marshes are an ideal habitat for aquatic plants and animals. The lake attracts a large variety of birds like plovers, sandpipers and stints. There are 360-odd islets in the lake. Most of them lie exposed when the water level is low. The lake gets filled with water that drains from the adjoining Surendranagar and Ahmedabad districts in the monsoon. With this fresh water inflow, brackishness in the lake is reduced considerably.

The migratory birds arrive in vast numbers, homing in on the lake. There are flocks of pelicans, flamingoes, ducks, demoiselle cranes, common cranes, and several waders occupying huge patches of the lake during the season. With the approaching summer the lake water dries up making it brackish, and the fish and other insect life becomes scarce. The migratory birds and most of the resident birds, such as cormorants, grebes and openbill storks, begin to leave by April.

Raj Babri Mosque

The Raj Babri Mosque, south-east of the railway in the suburb of Gomtipur, also has shaking minarets. The Roza of Sarkhej, in a suburb of Ahmedabad,



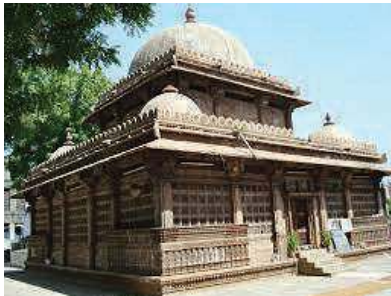
contains the tomb of the Sultan Mahmud Begado. The adjoining tomb of Ahmed Khattu Gang Baksh, a Muslim saint, who helped Ahmed

Shah to build the city of Ahmedabad, has a great central dome and a shrine with finely carved brass lattice work.

The Roza of Shah Alam is another monument built in memory of the equally important Muslim saint, Shah Alam. The Roza is supposed to have been built by the brother of the Moghul empress, Noor Jahan, the consort of Jahangir. The complex of the Roza is said to contain the Footprints of the Prophet, in marble.

Rani Rupmati Mosque

Named after the Hindu wife of Sultan Mehmed Beghara, this mosque was built between 1430 to 1440 A. D. having three domes supported by pillars with the



central dome slightly elevated to allow natural light into the mosque. The tomb of Rani Rupmati is next to it. Rani Rupmati Masjid named for the princess of Dhar who married the Sultan of Ahmedabad, is another fine example of the Indo-Saracenic blended style. A high central arch, 3 imposing domes, slim minarets, carved galleries and an exquisite mihrab are the high points. Its three domes are linked together by a flat roof. However, the mosque and tomb of Rani Sipri at Astodia surpasses it for its planning and structural arrangement.

Rani Sipri Mosque

A little south-east of the centre this small mosque was built in 1514 and is also known as the Masjid-e-Nagira or 'jewel of a mosque' due to its extremely graceful and well executed design. Its slender, delicate minarets are again a blend of Hindu and Islamic styles. The mosque is said to have been built by a wife of Sultan Mehmood Begada after he executed their son for some minor misdemeanour.

Sabarmati River

Ahmedabad is divided by the Sabarmati into two physically distinct eastern and western regions. The eastern bank of the river houses the old city, which includes the central town of Bhadra. This part of Ahmedabad is characterised by packed bazaars, the clustered and barricaded pol system of close clustered buildings, and numerous places of worship. It houses the main railway station, the General Post Office, and few buildings of the Muzaffarid and British eras.

The colonial period saw the expansion of the city to the western side of Sabarmati, facilitated by the construction

of Ellis Bridge in 1875 and later with the modern Nehru Bridge. This part of the city houses educational institutions, modern buildings, well-planned residential areas, shopping malls, multiplexes and new business districts centred around roads such as Ashram Road, C.G. Road and Sarkhej-Gandhinagar Highway.

Sanskar Kendra

The Sanskar Kendra was built by none other than the renowned architect Le Corbusier himself in 1954 as a cultural center of Ahmedabad. Located near the Sardar bridge in the vicinity of the famous Tagore Hall, across the National Institute of Design it is a discerning example of modernist architecture.

In order to preserve its architecture, and nurture a space of culture and community, the Vastu Shilpa Foundation has made efforts to revitalize and restore this space by starting a City Museum. This museum is aimed to celebrate the living heritage of the city and the pioneering spirit of its people. As Vastu Shilpa states, "To capture these nuances of the city of Ahmedabad, the museum is consciously conceived as a linear journey through overlapping and interconnected facets of city life ranging from art to industry, craft to culture, history to architecture, individual to institution. Also on display here are old relics, sculptures and the history of this city, informed by photographic, illustrated and textual panels.

Sanskar Kendra also houses the famous Kite Museum designed by Bhanu Shah who has created a fascinating and striking collection of kites with a rare devotion since he was 21 years of age. This collection that gradually grew in range and repertoire is today showcased in the museum accompanied with interesting illustrations and photographs. The museum needs some revision to connect with changing times, but it can still be worth a visit to a kite enthusiast.

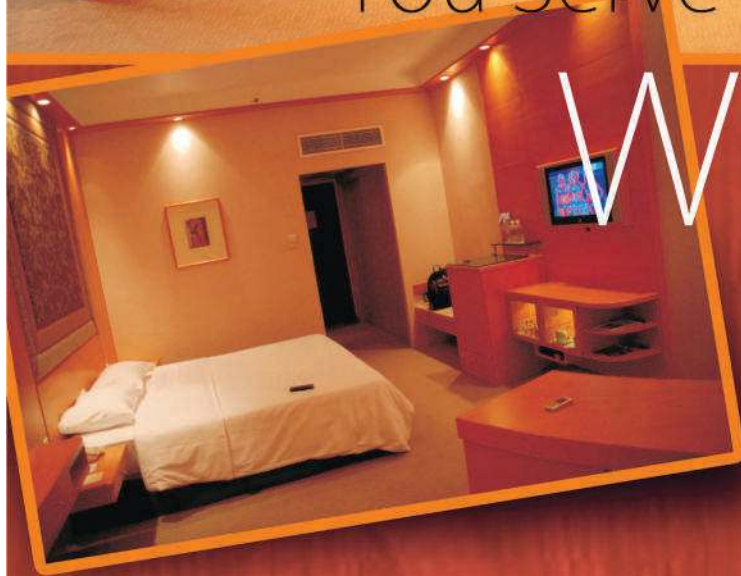
An exciting combination of traditions and modernism, Ahmedabad captures all visitors with its diversity of places, religious and ethnic communities. It is interesting to see how Indian atmosphere mix with the colonial British influence, how Hinduism, the world's oldest existing religion develops in the globalizing world. ■





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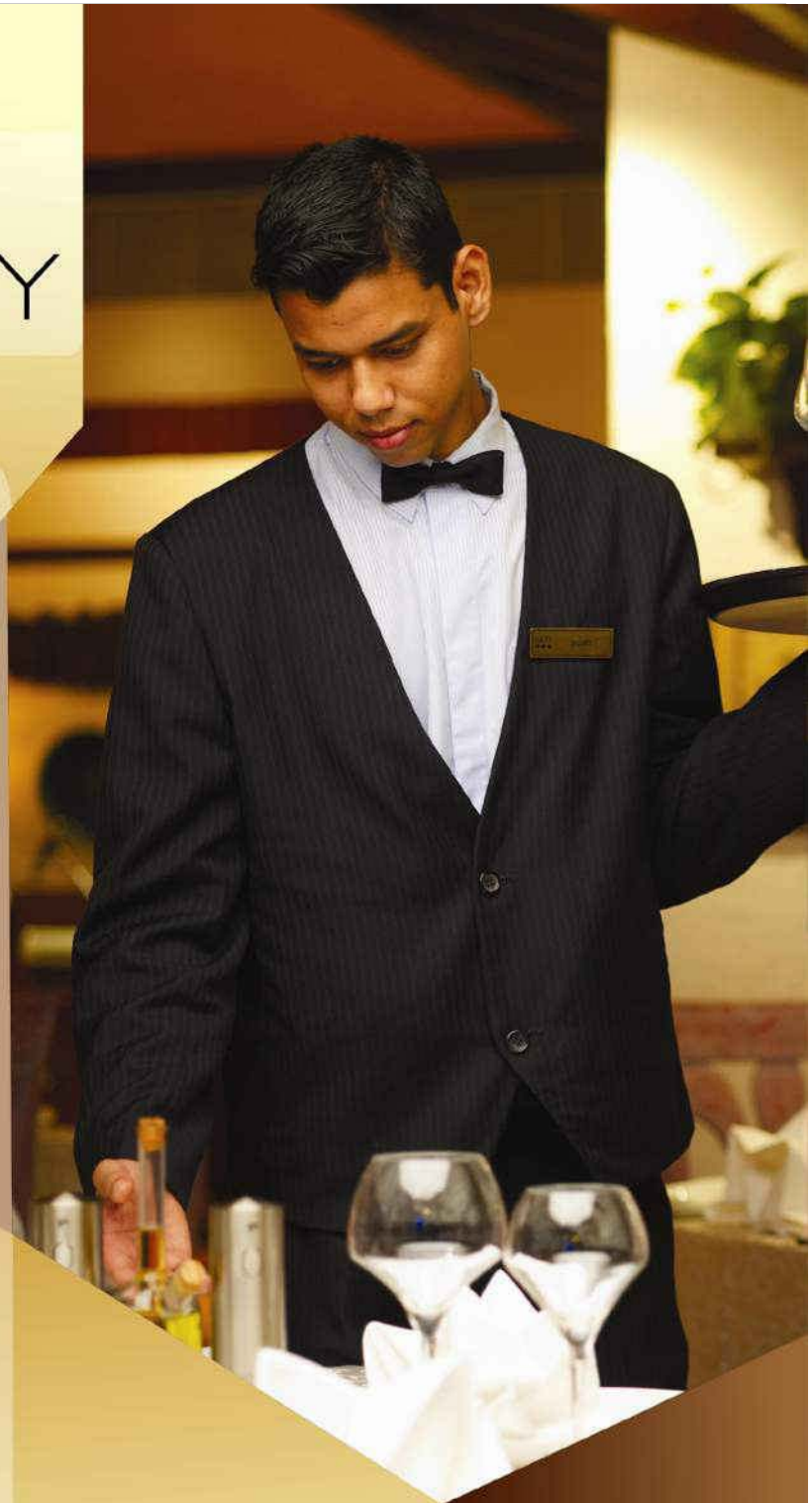
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STYLING HOSPITALITY

Today, there is a growing trend of Designer uniforms for the hospitality & corporate sector. A stylish yet practical uniform adds value & unifies the complete experience of hospitality. Most hotels, corporates and institutions do have fine uniforms but there is yet so much richness in our culture that a Designer with a holistic approach can offer. Zubin Mehta – MD & CEO – Uniforms Unlimited, heads his designer brand “Dezenzia” and is one such designer with the holistic approach towards uniform design. Besides being well known for his manufacturing skills, Zubin has also made a mark in the hospitality world by delivering stunning concepts of uniforms for niche hotels, resorts and corporates. His uniforms are now being flaunted by the clients as their brand differentiator.

Zubin in his designs imbibes the value of a region / culture into design by repackaging the couture into finely styled garments that enhance the image of the client to the highest standards. His endeavor has always been focused on amalgamating top style with highly practical attire. This is a huge challenge for fashion designers persay, but Zubin having the thorough knowledge of uniforms and a state-of-art facility to back his experience can bring about this fusion with ease. Modern travellers are extremely selective of hotels & especially seek advice on the experience shared by others in internet and word of mouth.

Today a guest looks closely for classy interiors, bathrooms, amenities provided & even at the uniforms, whether they are clean, finely tailored & intricately designed. The uniform speaks volumes about the organization. Zubin emphasizes on the textures of fabrics used, the princess lines on the uniform, the subtle detail of embroidery and pleats that turn a uniform into a couture garment.



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