

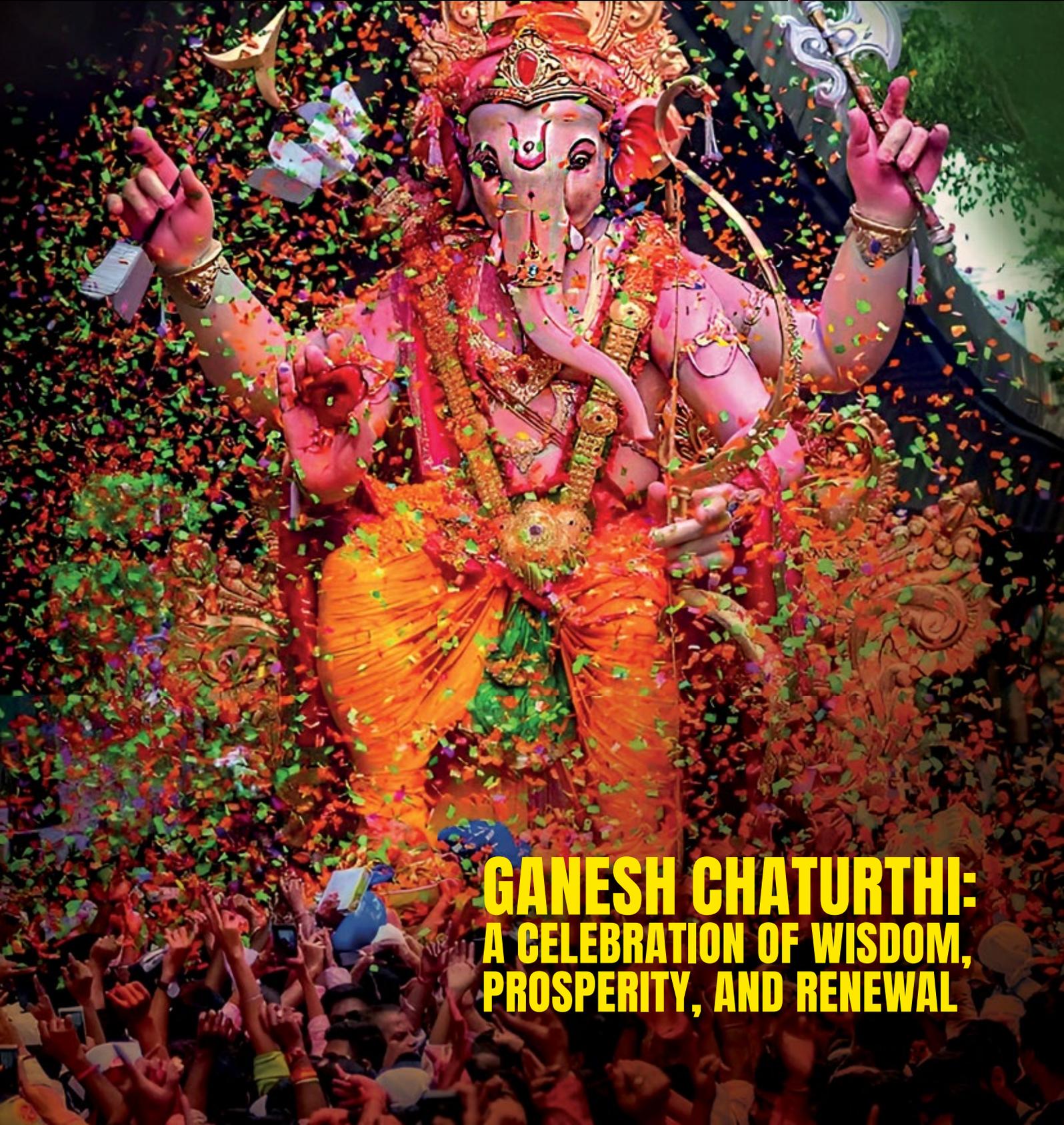
# HRA Today



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OFFICIAL PUBLICATION OF HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)

A MONTHLY ON HOSPITALITY TRADE  
By Metro Media



**GANESH CHATURTHI:  
A CELEBRATION OF WISDOM,  
PROSPERITY, AND RENEWAL**

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# HRA Today

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### PRINTER, EDITOR & PUBLISHER

Siji Nair\*  
sijicn@gmail.com

### SECRETARY GENERAL

Kunal Gujral

### EXECUTIVE EDITOR

Prasad M.

### ASSOCIATE EDITOR

N. Vijayagopalan

### MANAGER-MARKETING

Sreekanth K.S.

### ASST MANAGER-MARKETING

Sibu Nair

### DESIGN

Naveen A

### National Representatives

Mail: today.hra@gmail.com

Mumbai : Raveendran  
Kolkata : Priya Kundu  
Chennai : Subramaniam  
Bangalore : Hans Injackel

### International Representatives

Mail: today.hra@gmail.com

Muscat, Oman : Dr. Sanjaiyan  
Dubai, UAE : Binoy Syama Krishna  
Abu Dhabi, UAE : Sabari R Nair  
London, United Kingdom : Narendra Shah  
Zurich, Switzerland : Johnson Pereira  
KL, Malaysia : Sudarshan  
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Kuwait : Jayashree Ganga Prasad  
Doha, Qatar : Raghesh  
Düsseldorf, Germany : Abraham George  
Sydney, Australia : Rakesh Devadas  
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Canada : Shinto Mathew

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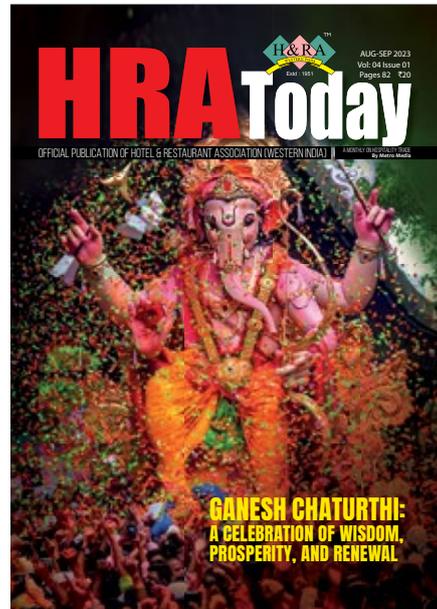
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AUG-SEP 2023

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## President's Message

**D**ear Members,  
I trust this note finds you in high spirits as we step into the promising month of October. It brings me immense pleasure to share some noteworthy updates and initiatives that have shaped the recent course of our Association.

Firstly, I am delighted to inform you about the significant developments at both the national and regional levels. Our 73rd AGM held on September 16, 2023, saw my re-election as President. Your unwavering support and trust in my leadership are profoundly inspiring and I am grateful for the opportunity to continue guiding our Association in this capacity.

Furthermore, I am honoured to share that the Federation of Hotel & Restaurant Associations of India (FHRAI), recently held its 67th AGM in the capital. During this meeting, the members unanimously elected me as its President. I will assume this esteemed role starting from January 1st, 2024. In this capacity, I am committed to addressing pressing priorities with a sense of urgency.

Our focus is on actively engaging with the Government to create a more conducive regulatory framework for the hospitality sector. At the forefront of our agenda is the long-pending request to grant infrastructure status to our sector. This move can be transformative, facilitating long-term loans at competitive interest rates and accelerating growth in our industry. Additionally, we are advocating for more stimulus packages and incentives from the Government, including a favourable GST regime and Ease of Doing Business measures, to achieve the ambitious target of welcoming 100 million international tourists by 2047.

In conjunction with our national initiatives, HRAWI remains deeply committed to sustainable

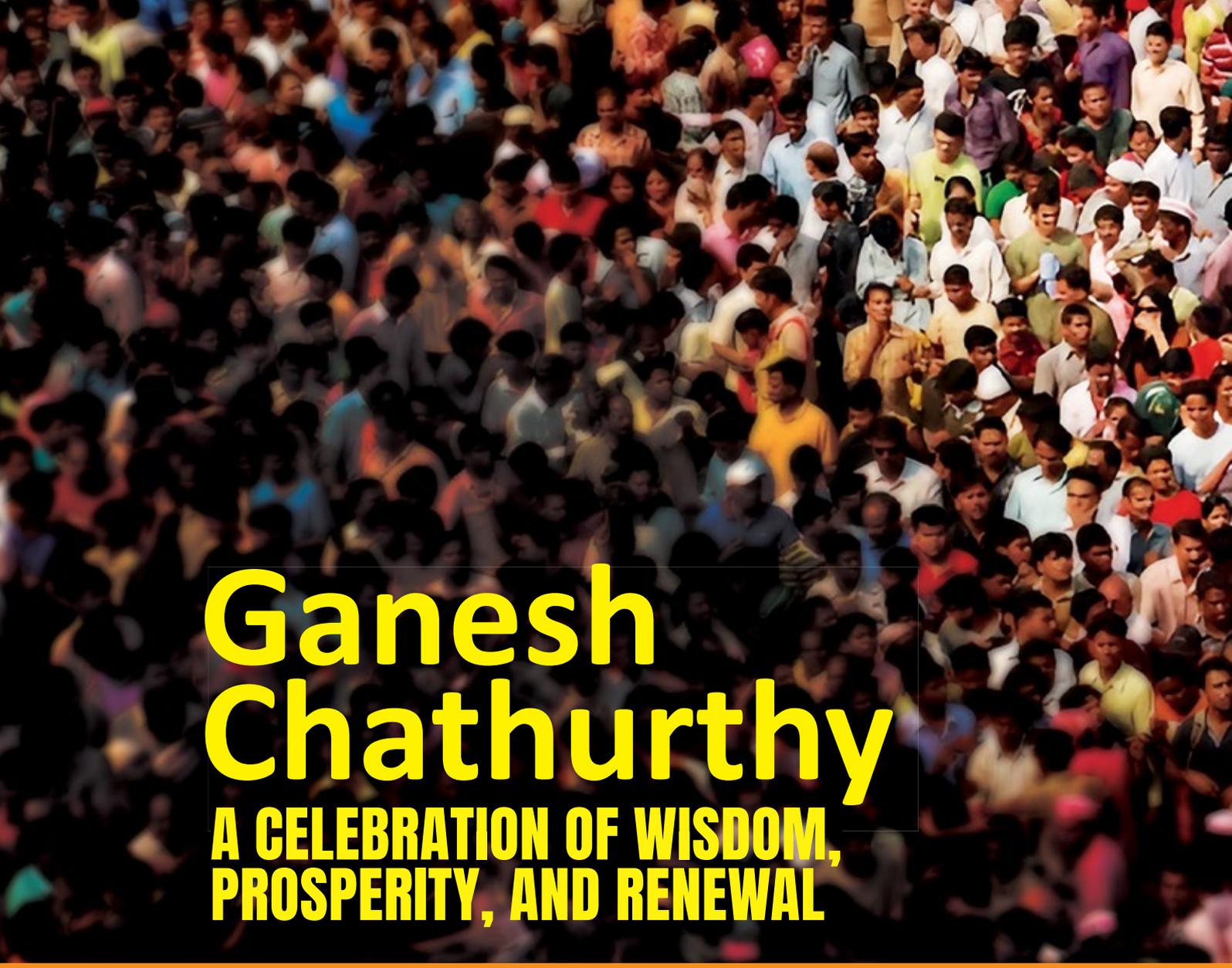
practices within our industry. Recently, on the occasion of World Tourism Day, Maharashtra's tourism and hospitality stakeholders gathered at the IMC Building to strategize the future of sustainable tourism in our State. We discussed 'Tourism and Green Investments', exploring avenues to promote eco-friendly practices within our establishments. This reaffirms our pledge towards sustainable tourism, championing green investments for a greener future.

Furthermore, our collaborative efforts with the Food Safety and Standards Authority of India (FSSAI) continue to bear fruit. The Food Safety Supervisor Training in Advance Catering (FoSTaC) programme, recently held in Mumbai and Matheran, equipped 74 hospitality professionals with essential knowledge and skills to ensure safe and healthy food practices. With this, we have now trained and certified close to 3000 hospitality professionals across the Western region. We remain dedicated to this collaborative mission of promoting safe and healthy food practices in the hospitality industry. With each successful training session, we take a step closer to ensuring that every dining experience is not just delightful but also safe.

On the international front, the Cricket World Cup hosted in India starts from the 5th of October. This presents a splendid opportunity for our industry to shine. Let us prepare ourselves to deliver exceptional experiences to the influx of global visitors, making this event memorable for all. As we move forward, let us continue our collective efforts to elevate our industry. Your dedication and support are invaluable and together, we will create a thriving and sustainable future for the hospitality sector in the Western region.

*Warm regards,*

**Mr. Pradeep Shetty**  
President - HRAWI



# Ganesh Chaturthy

## A CELEBRATION OF WISDOM, PROSPERITY, AND RENEWAL

**G**anesh Chaturthi, a vibrant and joyous festival celebrated across India, holds profound significance in Hindu culture. The festivities, marked by the installation of Lord Ganesha's idols, elaborate decorations, and communal gatherings, are a testament to the rich mythology and cultural heritage associated with this auspicious occasion. Ganesh Chaturthi 2023 not only commemorates the birth of Lord Ganesha but also symbolizes the cyclical nature of life, death, and renewal.

### **Legend of Ganesh Chaturthi:**

The legend behind Ganesh Chaturthi is deeply rooted in Hindu History. According to the tale, Maa Parvati, using

sandalwood paste, created Lord Ganesha and left him to guard while she took a bath. Unaware of this arrangement, Lord Shiva returned and was surprised to find Ganesha blocking his entry. In a fit of rage, Lord Shiva severed Ganesha's head. Witnessing this, Maa Parvati transformed into Kaali, threatening to end the world. To remedy the situation, Lord Shiva ordered his men to find the head of a child whose mother was not looking. They returned with the head of a baby elephant, and thus, Lord Ganesha, with an elephant head, came into existence.

### **Spiritual and Cultural Significance:**

Lord Ganesha, revered as the god of wisdom, knowledge, prosperity,



and happiness, is a source of divine blessings for devotees.

Ganesh Chaturthi is a time when people seek the deity's guidance and blessings before embarking on new ventures, exams, weddings, or jobs. The festival exemplifies the triumph of good over evil and serves as a reminder of the power of devotion and righteousness.

#### **Historical Significance:**

Ganesh Chaturthi's celebration as a public event gained momentum during the reign of the Maratha ruler Shivaji. It was later revitalized in 1893 by Indian nationalist leader Bal Gangadhar Tilak, who used the festival to foster a sense of unity and nationalism among the people, especially during the British

colonial period. Today, Ganesh Chaturthi is celebrated globally and is particularly prominent in Maharashtra and other parts of western India.

#### **Ganesh Chaturthi 2023 Celebrations:**

The fervor of Ganesh Chaturthi is palpable across the country, with Maharashtra, Telangana, and Karnataka leading the celebrations. Devotees bring intricately crafted idols of Ganpati Bappa into their homes for varying durations—ranging from one-and-a-half days to ten days.

The festival culminates with Ganesh Visarjan, where devotees bid a heartfelt farewell to Lord Ganesha by immersing the idols in water. The processions during

Visarjan are a spectacle, with people chanting 'Ganapati Bappa Morya, Purnima Varshi Laukariya' (O Lord Ganesha, come back soon next year).

Ganesh Chaturthi is not merely a religious festival; it is a cultural extravaganza that brings people together to celebrate the virtues of wisdom, prosperity, and renewal. As the idols of Lord Ganesha are immersed in water, devotees believe that the deity takes away the obstacles of their homes, symbolizing the cyclical nature of life and the hope for a better future. Ganesh Chaturthi 2023, like its predecessors, continues to be a testament to the enduring spiritual and cultural values that enrich the tapestry of Indian heritage.

# FOOD SECTOR ON A HIGH GROWTH TRAJECTORY

Recent reports on India's food sector indicate that it is one of the largest in the world, and its output is expected to reach \$ 535 billion by 2025-26. The expectation is that this sector will generate 9 million jobs by 2024. Further, the Indian food industry is expanding at a CAGR of 11%, and the food processing sector accounts for 32% of the total food industry. It is noteworthy that India's food sector attracted \$ 4.18 billion in foreign direct investments between April 2014 and March 2020.

Indian annual household consumption is expected to triple by 2030, making India the fifth-largest consumer in the world.

There are a few key growth drivers which stand to lead to the growth of the food sector by 2030. The foremost among them is an Innovative, Competitive Food sector driven by Technology and talent. India has been making good progress in embracing technology and innovation in recent years. In the period to 2030, a wide range of new digital innovations and data capture

and analysis techniques are likely to emerge. These are expected to change how we manage our natural assets; produce, process and distribute food and its by-products and residues; and improve transparency along the food chain.

The government has been liberalizing the food industry which is helping it to immensely grow in the coming years. If the government opens up the food sector further and takes many amazing initiatives, this food industry will grow many folds in the next few years.





There are certain key aspects which could augment the pace of growth of the food sector. The areas which could receive better and continued attention include the ease of doing business, licenses, and tax compliance, all of which could be brought under one roof.

The giant leaps of technology in the Food Sector have made a paradigm shift in the sector. Thanks to the proliferation of technology, we now have access to numerous innovations — and the food industry has experienced noteworthy transformations as a result. These developments give us a chance to overcome challenges on various scales, including food delivery, food shortages and everything in between. The increasing demands of the consumers are being well responded to by industry leaders with technological advances. Resultantly, food has become healthier, more accessible and

more considerate.

Sustainable Packaging and Waste Reduction measures have drastically changed the game.

Brands have started honouring a major need of today's times, i.e., sustainability. Now more consumers want to reduce waste, which mainly starts with choosing food products that come with reusable packaging. That's where technology comes into play. The latest technology has made eco-friendly packaging alternatives more available.

As technology grows, AI-powered solutions help restaurants create forecasts. To keep a well-stocked kitchen, restaurants keep a track of demand and order supplies accordingly. AI technology in daily usage can allow businesses to gauge sales so they can order the exact amount of products they need. As a result, this can surely save the money and time too of the restaurants.

The emerging food technology trends mark a shift towards sustainable and personalised food choices.

These include alternative protein sources, local foods, nutraceuticals, and personalised nutrition. The concern over environmental impacts is causing FoodTech restaurants and brands to integrate waste reduction practices as well as zero-waste workflows. Also, a substantial rise in food safety concerns directly impacts food transparency across the food value chain.

Factors such as the rise in health issues, busy lifestyles and an increase in food adulteration have brought about a change in the consumer's buying behaviour, and there is now increasing demand for ready-to-cook, ready-to-eat meals and healthy, immunity-boosting snacks, which is expected to catch up further momentum as the current decade moves forward.

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For Visitor  
Registration

Farzana Poonawala  
Relationship Manager  
+91 9321889984  
[farzana@worlddexindia.com](mailto:farzana@worlddexindia.com)

Hasina Dhopaunkar  
Project Associate  
+91 8169240529  
[hasina@worlddexindia.com](mailto:hasina@worlddexindia.com)



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# HRAWI Forms Special Task Force to Tackle Hospitality Industry Talent Shortage



In the aftermath of the pandemic's impact on the hospitality industry, although there has been a gradual recovery, the sector continues to grapple with workforce management challenges.

The post-pandemic era has exposed vulnerabilities within the industry, leading individuals, including both students and professionals, to explore alternative career paths. Notably, between 2019 and 2022, there was a significant decline in student admissions to hospitality programs.

In response to this concerning trend, the Hotel and Restaurant Association of Western India (HRAWI) has established a specialized task force comprising educational experts. Their primary objective is to address the shortage of skilled professionals, workforce gaps, and the declining interest of students in hospitality courses.

The core team of this special task force includes individuals such as Arun Kumar Singh, Principal of FIHM; Irfan Mirza, Principal

of V M Salgaonkar IHM; Ms. Pallavi Chaudhari, Director of D.Y. Patil School of Hospitality & Tourism Studies; Dr. Rohan Soni, Principal of Amro College of Hotel Management, Nashik; Dr. Jagat K. Mangaraj, Principal of IHM Ahmedabad; Mr. Pradeep Shetty, President of HRAWI; Mr. Jimmy Shaw, Honorary Secretary of HRAWI; Mr. Vishal Kapoor, General Manager of Radisson Blu Mumbai; Mr. Kamlesh Barot, Ex-officio Member of HRAWI; and Mr. Sandeep Talaulicar, Executive Committee Member of HRAWI.

“As new opportunities continue to emerge, the hospitality sector recognizes the importance of attracting fresh talent. In response, HRAWI has established a specialized task force with three primary objectives. These include developing an enticing framework or strategy to encourage students to pursue careers in hospitality, reassessing the current hospitality education system and curriculum with input from educators and industry experts to provide relevant recommendations to the National Council and the Ministry of Tourism. Furthermore, the task

force aims to address the shortage of skilled professionals by offering effective training resources such as informative videos, visual aids, data-driven analysis, and supportive literature,” explained Mr. Pradeep Shetty, President of HRAWI.

Statistics reveal significant skill gaps within the Indian hospitality industry, particularly in hotel management and food production. Concerns include deficiencies in practical knowledge (33 percent) and outdated courses (24 percent) in the food production field. Similarly, managerial personnel face challenges due to inadequate practical understanding (43 percent) and the prevalence of outdated courses (29 percent).

According to industry experts, specific job positions suffer from a pronounced talent shortage. Skilled chefs and proficient food and beverage managers are in high demand but are challenging to find. Likewise, positions within the front office and housekeeping sectors struggle to attract suitably qualified candidates. Recognizing the urgency of addressing this issue, HRAWI is actively recruiting experienced chefs to join their ranks and contribute to the training of aspiring hospitality professionals. Additionally, HRAWI plans to release a comprehensive report that evaluates various aspects of contemporary hospitality education and proposes solutions to enhance the quality and effectiveness of academic curricula. The association is optimistic that the industry's increased revenues in the post-pandemic era will contribute to achieving these objectives.

# Curriculum of Hospitality Management

Curriculum development, approval and implementation is very long and complex process in Indian education system. We took year after year to do the process and by the time we are ready to implement by developing module, lesson plan, method of delivery and update faculty for changes, the relevance of that changes/ upgradation is lost.

In Cornell School of Hospitality Administration, U.S.A. in our visit in 2013 we were surprised to see that faculty of the subject need to upgrade their curriculum, content, method of delivery every year after 6 months Industry / research experience thus making the curriculum fit to the need and that keeps faculty on toes all the time.

We also need to simplify the process of curriculum development in our setup with the inclusion of

**I**ndustrial Exposure - Students are compulsory needed to be deputed for industrial exposure in all professional program but in HM it utmost needed for reasonable period of time in "one capsule only" not in 3 spells of 4-5 weeks as suggested in NEP-2020 as entry level, middle level and managerial level exposure. Therefore, IHMs were among first educational Institutions in the country offered 17 weeks comprehensive industrial training.

The model of internship for NEP is excellent but practically it is not feasible for all 3 stakeholders i.e., Students -for arranging travel and accommodation, Industry - to plan and monitor 4 weeks training schedule and Institute to plan and execute multiple training spells.

We expect that hospitality industry should treat students on IT, in professional manner as 'Young mind and future professionals' not as unskilled labourers but we also needed to accept that, when they are going for IT, they possess very basic knowledge and skill, thus we can't

several capsule of knowledge as minors (Additional knowledge) like Retail Mgmt, service marketing, luxury, hospitality consultancy cloud kitchen, fast food setup and operation, bar setup and operation, revenue Mgmt, digital marketing, hospitality HR, cruise catering, hospital catering and industrial catering and so on.

Online mode of teaching needed to preferred for certain subjects with its implication in hospitality operation. Teaching all subjects that too in classroom must to avoided. Self-learning is to be infused in a scientific and acceptable manner as it is lifelong asset. Case study, problem solving must to added in curriculum to develop that mindset among students.

So many steps are needed to be taken in a situation where students are losing interest in

expect that hotels will give them any highly skilled work, thus will be used basic level of work and once they prove and supervisors have confidence in trainee, they will get that work suited to them.

Hotels and Institutes need to sit together and develop monitored IT plan so that students get requisite exposure and must not lose interest in Hotels and Restaurants career.

Hotel Industry is also NOW understanding the dignified IT of students by providing good learning atmosphere, good stipend and meals, encouraging work environment. A screenshot of above said point from a luxury hotel is given below.

We also understand that hotels are business thus we can't expect that they'll will do mere social service, but need to have bigger heart and give due support to young and future hospitality professionals.

Students on IT need to project themselves as a disciplined



Contributed by  
Mr. Arun Singh,  
Director at  
FHRAI- IHM  
on LinkedIn.

Hospitality Management year after year is unforeseen situation needed immediate attention and swift action to check the drop in enrolment first then thereafter continuous well thought digital and social media marketing with online / physical sessions with probable students.

All these actions needed clear mind, unified direction from all stakeholders' holders otherwise we all are heading to the phase of darkest hospitality education and employment. Industry also can't keep their eyes closed and wait for the outcome. They need to do their bit in larger scenario.

keen learner, responsible young professionals and show potential to grow as a sincere Hospitality professional.

In NEP-2020 Hospitality Institutes need to permit industrial training in all hospitality establishments including Hotels, individual Restaurants, retail companies, marketing and revenue organisations, research and survey organisations engaged in Hospitality business and even work with hospitality start-ups for holistic development of students. If students and all concerned stakeholders including institutions, plan and work with aim of rightful exposure of the students without selfishness, then I am sure IT exposure will be an asset in the professional life of students.

*During their internship, students will be entitled for:*

Monthly Honorarium - 5000/- (calculated on number of days worked)

Six (6) offs per month (subject to operational requirements)

Duty Meals at our Colleague Restaurant, Art of the House Café

Ladies and Gentleman separate Locker facility

## Pradeep Shetty Re-elected As President At HRAWI's 73rd AGM



During the 73rd Annual General Meeting (AGM) held on September 16, 2023, the Hotel and Restaurant Association

of Western India (HRAWI) re-elected Pradeep Shetty, Director of Maharaja Hotels as its President. Pradeep Shetty brings a wealth

of experience in his role as the President and has been an active member of the Association for over a decade. His longstanding commitment to the industry is further underscored by his role as Vice President of the Federation of Hotel & Restaurant Associations of India (FHRAI). In the new term, Nirav Gandhi will continue in office as the Sr. Vice President; Chetan Mehta – Vice President; Jimmy Shaw – Hon. Secretary and Paramjit S. Ghai – Hon. Treasurer of HRAWI. Gurbir Bedi takes charge as the Jt. Hon. Secretary in the new term.

## Pradeep Shetty elected FHRAI President



The Federation of Hotel & Restaurant Associations of India (FHRAI) announced that its members have unanimously elected Pradeep Shetty, Director, Maharaja Hotels, Mumbai as its President. Prior to this, he held the position of Vice President and has been an actively engaged member of the association for more than a decade. He also serves as the President of the Hotel and Restaurant Association of Western India (HRAWI).

## 'Goa beyond beaches' is step towards encouraging green tourism: Minister Rohan Khaunte



Goa Tourism Minister Rohan Khaunte on Tuesday said that to move to promote tourism beyond beaches in the coastal state is a step towards encouraging green tourism. Speaking to reporters on the eve of World Tourism Day, Khaunte said green tourism is a way forward for the sector, which is the backbone of Goa's economy.

## Hilton Mumbai International Airport opens a bottling plant



By adopting cutting-edge solutions, the hotel aims to not only be environmentally responsible but also sustainable

in the long term, contributing positively to the ESG objectives and the broader 'Travel with Purpose' initiative. Hilton Mumbai International Airport announced the opening of its bottling plant in a resounding demonstration of their commitment to Blue Energy, ESG (Environmental, Social, and Governance) principles, sustainability, and its global initiative called 'Travel with Purpose'.

## Goa aims to become zero carbon emission State before 2050



Chief Minister Pramod Sawant on Wednesday said that the State government is working overtime to transform Goa into a

zero carbon emission state before 2050. Speaking at an event to mark World Tourism Day, the CM also stated that attracting

green investment in the travel and tourism sector in the coastal state to make the sector more sustainable. “We believe that Goa should be declared carbon emission zero before 2050. We are working to be the number one State in every way by creating infrastructure for green energy, which includes charging stations. We have also decided to make Panaji a solar city in the near future,” he said, as the stakeholders earlier discussed the year’s theme ‘Tourism and Green Investments’.

## Goa Has Approved A New Beach Shack Policy To Promote Local Tourism Within The State



The Goa government has unveiled the “Goa State Shack Policy 2023-2006” to improve beach tourism, bolster sustainability, and stimulate economic growth within the local community. Goa, often referred to as the “Pearl of the Orient,” is a coastal paradise in India known for its stunning beaches, vibrant culture, and rich history.

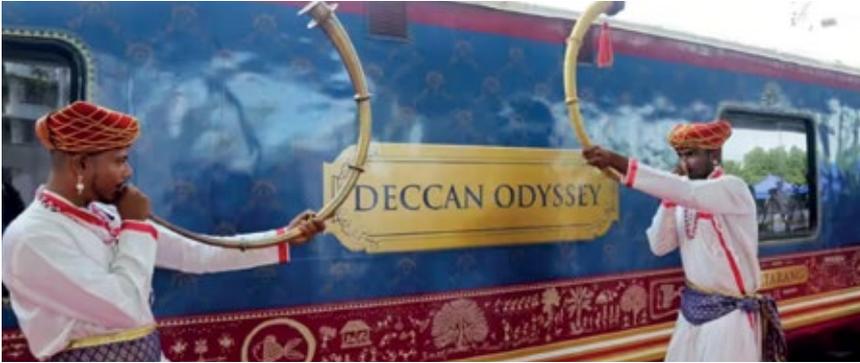
Recently, the government of Goa has approved a groundbreaking policy named “Goa State Shack Policy 2023-2026” to enhance the beach experience for tourists while promoting sustainable tourism and economic opportunities for the local community. This policy is set to redefine the beach scene in Goa.

## MOT launches Travel for LiFE initiative to show commitment to sustainability, ministers pledge towards greener future



Ministry of Tourism has launched a Travel for LiFE initiative where a booklet was unveiled for the same on occasion of World Tourism Day. Speaking at the event, V. Vidyavathi, Secretary, Tourism, said, “This shows our commitment towards a sustainable, resilient and inclusive tourism sector.” The event witnessed the global launch of the pathbreaking initiative and 5 TravelForLife pledges by MOS. These pledges mark a significant step towards a greener and more responsible tourism future.

## We are showcasing Maharashtra as a safe and secure tourist destination': MTDC MD



**M**TDC has its own resorts, and we want to provide better facilities to our customers. One of our primary focuses is on improving the facilities and accommodations offered to customers. In addition to this,

MTDC is actively promoting MICE tourism, which stands for Meetings, Incentives, Conferences, and Exhibitions. This sector is experiencing rapid growth in the global tourism industry, and India, especially Mumbai

and the surrounding areas, has substantial potential. We have recognized a significant demand and the capability to cater to it. For instance, a convention centre at our Great Park Resort in Nashik. Similarly, we have conference halls and other components of international standards at visitor centres near Ajanta cave and Ellora cave. There's also a focus on Karla, a location near Lonavala, Mumbai, and Pune, where there are MIDCs and Karla caves, making it an attractive destination for both tourism and conferences. MTDC intends to promote Karla as a 'MICE Tourism Centre.'

## Sofitel Mumbai BKC pioneers food waste reduction with Winnow AI partnership



**I**n a move towards sustainability and responsible management, Sofitel Mumbai BKC, located in Mumbai's prestigious Bandra Kurla Complex, has announced a partnership with Winnow, a leading food waste management solutions company, to revolutionise and significantly reduce food waste. Sofitel Mumbai BKC holds the distinction of becoming the first hotel in India to adopt Winnow's cutting-

edge AI technology aimed at dramatically curbing food waste within the hospitality sector. Food waste is a global challenge, with approximately 931 million metric tonnes discarded annually, of which 26% is attributed to food service establishments. According to the World Economic Forum's 2021 report, food loss and waste impose a staggering cost of \$936 billion on the global economy each year.

## FSSAI urges consumers and vendors to stop using newspaper for packing or serving food items



**T**he Chief Executive Officer (CEO) of Food Safety and Standards Authority of India (FSSAI) G Kamala Vardhana Rao has strongly urged consumers and food vendors across the country to immediately stop

using newspapers for packing, serving and storing food items. Expressing concern over the use of newspapers for wrapping or packaging food, Rao highlighted the significant health risks associated with this practice, with the aim to alert consumers, food vendors and other stakeholders.

## Balancing profit and planet: Exploring green investments on World Tourism Day 2023



**S**P Jain, Chairman and Managing Director, Pride Hotels Group, says that his quest for LEED Zero certification

continues and highlights how the hotel is executing several green practices. “We’ve replaced our old chillers with newer ones to improve energy efficiency. In addition, most of our properties are equipped with heat pumps, which benefit the units as the cold water generated

can be used in chilling units, thus saving us from significant water and energy waste.” Conversely, Atmantan Wellness Centre has received Gold LEED certification, and while the founders are eyeing expansion, they find themselves in a dilemma. “My wife and I, at times, find ourselves contemplating the challenge of striking a balance between luxury and sustainability as developers,” says Kapur.

## Lemon Tree Hotels recognized among India’s Best Workplaces



**L**emon Tree Hotels has been recognised among India’s Best WorkplacesT for Women 2023 and India’s Best Workplaces for

Diversity, Equity, Inclusion and Belonging 2023 by Great Place to Work. These attributes are the front and center of building and sustaining a new-age organisation that drives both, purpose and performance. These recognitions are an outcome of the Workplace Inclusion Index assessment. This is the

only study in the country that captures the voices of historically excluded communities (including individuals who identify as women, other gender identities, LGBTIQ+, persons with disabilities, veterans, individuals returning from a career break, individuals from indigenous tribes, and other under-represented minorities in the country). To be eligible for these recognitions, organisations need to have at least 10% from historically excluded groups from the overall workforce.

## New Lemon Tree Resort set to grace Somnath, Gujarat



**L**emon Tree Hotels has inked the deal for a new addition to its expanding portfolio. The

Lemon Tree Resort, Somnath, Gujarat, is the latest property to be franchised by Lemon Tree Hotels

Limited, and it’s set to welcome guests in the fiscal year 2025. The forthcoming Lemon Tree Resort, Somnath, Gujarat, will offer 52 well-appointed rooms along with a restaurant, a boardroom, a fitness centre, a recreation room, a swimming pool, an outdoor events venue, and other public areas. Conveniently located, it is approximately 80 kilometres from Diu Airport and just 2 kilometres from Veraval Junction Railway Station. The hotel enjoys excellent road connectivity for both public and private transport.

## Govt's ONDC reaches 50K restaurants, takes on Zomato-Swiggy dominance



Giving a tough fight to Zomato-Swiggy dominance in online food delivery market, Open Network for Digital Commerce (ONDC), an initiative of the government, on Monday said that 50,000 restaurants are now live for placing online orders on the Open Network, across 172 cities. The number of restaurants on the Open Network shot up from 500 in February 2023 to 50,000 in August 2023, depicting exponential growth.

## HDFC Bank joins hands with Marriott Bonvoy® to launch India's first co-brand hotel credit card



HDFC Bank, India's leading private sector bank, has joined hands with Marriott Bonvoy, Marriott International's award-winning travel program, to launch the 'Marriott Bonvoy HDFC Bank Credit Card', India's first co-branded hotel credit card. The co-branded credit card will run on

Diners Club, part of the Discover Global Network and aims to be one of the most rewarding travel cards in India. The Marriott Bonvoy HDFC Bank credit card leverages the strengths of the two brands, offering consumers an unprecedented array of travel benefits, including Silver Elite Status with Marriott Bonvoy, that comes with benefits such as priority late checkout, exclusive member rates, Marriott Bonvoy bonus points and much more.

## Govt to penalise illegal tourism trade businesses



The development of Gujarat's first privately-owned public

Hospitality and Convention Centre has been completed. The

formal Gruh Pravesh (Hotel Stay) on September 17 will also coincide with the birthday of Prime Minister Narendra Modi. Hospitality and Convention Centre, developed by leading real estate developer Hindava Group will witness a Gruh Pravesh on September 17. The occasion will mark a significant milestone in Surat's growth as a thriving hospitality, business and cultural hub.

## North Goa Airport Announces Direct Indigo Flight Services To Abu Dhabi



The Manohar International Airport in North Goa on Monday announced a direct Indigo flight service to Abu Dhabi

International Airport (AUH) thrice a week, starting September 2. A senior official of the airport operator GMR Goa International

Airport Limited (GGIAL) said that the inaugural Indigo flight to Abu Dhabi from Manohar International Airport is scheduled for Saturday, September 02, 2023 at 00:25 am. “The return Indigo flight from AUH will take off at 03:15 AM and touch down at GOX (Manohar International Airport) at 08:10 AM. This remarkable service is set to operate three times a week, on Monday, Thursday, and Saturday,” he added.

## RELIANCE, OBEROI HOTELS TO JOINTLY MANAGE THREE HOTELS IN INDIA, U.K.



Reliance Industries, the Indian multinational conglomerate, has teamed up with Oberoi Hotels to jointly manage three hotels in India and the U.K. The hotels include the upcoming Anant Vilas Hotel in Mumbai’s Bandra Kurla Complex (BKC), the historic Stoke Park in the U.K. and another project in the Western Indian state of Gujarat. This development comes after Reliance Industries

Chairman Mukesh Ambani acquired a controlling stake in Mandarin Oriental New York for around \$98.15 million in 2022. In 2021, Ambani acquired the iconic country club and luxury golf resort Stoke Park for £57 million (\$72.25 million). Stoke Park Ltd., a Reliance subsidiary, owns the property in Stoke Poges, Buckinghamshire.

## Amended Act opens up vast forest areas in Goa



Amidst opposition across the country, the Central government notified the Forest (Conservation) Amendment Act 2023 that seeks to restrict the

conservation scope of the Act to only certain forest lands while it also allows some non-forest activities on forest lands like running zoos and eco-tourism

facilities. The amendments, which have come into force from August 14, have caused concern among environmental activists as well as former forest officials who say that the new Sections dilute the mandate of forest protection and conservation. According to them, of the total 60.62 per cent forest cover, only 50 to 60 per cent of it is government forest, which means a large portion of the forest cover will be available for exploitation. The amendments also exempt border lands from the obligation to seek permissions to clear forests in order to construct “strategic linear projects of national importance”.

## Chalet Hotels, Tata Power Renewable Energy Limited (TPREL) partner for a sustainable future



Chalet Hotels Limited has announced one more significant step towards a greener and more sustainable future. The company partnered with Tata Power Renewable Energy Limited (TPREL), subsidiary of Tata Power, for pioneering a Group Captive Project. Tata Power Renewable Energy Limited has committed to generate 13.75 million units

of clean energy from renewable sources through this collaboration. This project aims to significantly reduce carbon emissions by ~9762 tonnes annually (CO2 Baseline Database for the Indian Power sector guideline), fostering a more sustainable and environmentally friendly future for its valued hospitality industry clients.

## Maharashtra News: Tadoba Tiger Reserve Online Booking Suspended Indefinitely Due To Alleged Corruption



Online booking for the Tadoba Tiger Reserve has been indefinitely suspended, impacting reservations during the Diwali and Christmas vacations. Businesses like resort booking, gypsy booking, and taxi booking have come to a complete halt as a result. The reason for this suspension is attributed to financial mismanagement within the online booking system. The Maharashtra Forest Department has levelled allegations of a Rs 12

crore corruption against the WCS company, which was contracted by the department. A formal complaint has been registered against the company, and the matter of online ticket booking and its current state has entered the legal realm. In an interim ruling, the court has placed a stay on online booking until the matter is resolved in court. This court order has heightened concerns among business owners who rely on tourism.

## How AI will affect paid search for hoteliers



Artificial Intelligence or AI, is already making a huge impact on a variety of global industries, including hospitality. Google has already seen success with their own AI implementations, including their fully AI-powered Performance Max ads, which have

seen 'on average over 18% more conversions at a similar cost per action' vs. other paid search ads. A separate case study by Google found that India's travel booking engine, Goibio, saw a 25% increase in hotel transactions with Smart Bidding, with a 22% lower cost per

conversion rate for non-brand paid search campaigns. With any new innovation, adopting AI into your tech stack requires understanding how and where this evolving technology can help your business, while also understanding the areas that need improvement and may become more helpful down the line. To help you learn how AI is improving digital marketing strategies such as paid search this article outlines everything you need to know and what to expect as this technology continues growing in usage and importance.

## WelcomHotel by ITC Hotels to be the venue for IATO's 38th convention from 29th September to 2nd October



WelcomHotel by ITC Hotels, Rama International, Aurangabad, will host the 38th IATO Annual Convention in Chhatrapati Sambhaji Nagar, from 29th September- 2nd Oct. The theme of this year's convention is "Inbound Tourism and Emerging sustainable trends".

## How Madhya Pradesh's Responsible Tourism Is Empowering Rural Communities And Offering A Unique Experience



When it comes to tourist attractions, not many states in India offer the diversity like Madhya Pradesh. From wildlife to historic monuments, religious places, and unique arts, Madhya Pradesh has something for everyone. That is why over 3.4 crore tourists including domestic and foreign visited Madhya

Pradesh in 2022, which was an increase of 33 per cent from the previous year. Recently Madhya Pradesh Tourism embarked on a mission to make tourism sustainable and empower rural communities, at the same time giving a unique village life experience to tourists.

## Courtyard by Marriott Pune Chakan celebrates a decade of excellence



Courtyard by Marriott Pune Chakan has announced of its upcoming 10th-anniversary celebrations, set to take place on August 23, 2023. The event promises to be a momentous occasion, bringing everyone together and commemorate a decade of exceptional hospitality. Courtyard by Marriott Pune

Chakan is a premier hospitality destination renowned for its exceptional service, modern amenities, and unwavering commitment to guest satisfaction. With a decade of delivering unparalleled experiences, the hotel stands as a testament to excellence in the hospitality industry.

## The role of AI in personalised travel recommendations



The travel industry has witnessed a profound

transformation with the advent of Artificial Intelligence (AI). From streamlining booking processes to managing customer interactions, AI has significantly improved efficiency and convenience for travellers. However, one of the most promising applications of AI in the travel sector is its

ability to provide personalised travel recommendations. By leveraging vast amounts of data and sophisticated algorithms, AI is empowering travel companies to cater to individual preferences, interests, and needs, thus enhancing customer experience and engagement.

## Transforming Dining Experiences with Artificial Intelligence - By Mandeep S Lamba, Dipti Mohan and Dhvani Gupta



Artificial Intelligence (AI) is transforming industries across the world and as per a recent IBM report, global AI adoption is increasing steadily, reaching 35% in 2022, up four points from the previous year. The food and beverage (F&B) industry is also gradually catching up with this trend. From streamlining processes and assisting with waste management to improving guest

experiences, AI is emerging as a key facilitator for the industry's growth. With the addition of Machine Learning (ML) and Big Data, this could become a game-changer for the F&B industry, with endless potential. The global market for AI in the F&B industry is expected to grow from over USD 4 bn in 2022 to nearly USD 28 bn in 2027 at a CAGR of ~44%.

## Women boat operators to host tourists at Omkareshwar. Madhya Pradesh



More than a dozen women from local villages and vicinity are being trained to row boats to ferry tourists and the first batch of trained boat operators are expected to take the job within the next two months. As part of the 'Safe Tourism Destination for Women' a programme by the state tourism board, the department is grooming women in hospitality, driving,

guards, photography, self-defence and art and craft. The initiative is aimed at making women friendly tourist destinations in MP. Madhya Pradesh tourism principal-secretary Sheo Shekhar Shukla said, "We are committed to make our destinations safe and tourist friendly. Special emphasis is on to make it more inclusive and sustainable.

## Only 2k food samples tested this yr, Maharashtra FDA requires urgent upgrade



The state Food and Drug Administration (FDA) requires an urgent enhancement of its food testing infrastructure, data shows. In 2022- 23, the regulatory body could barely collect 2,039 food samples from the city, and results for almost a quarter of these are still pending. What's even more alarming than the shortage of public testing infrastructure is the fact that the FDA, the nodal agency responsible for upholding drug and food standards, has not established positions for full-time food analysts in any of their three labs located in Mumbai, Aurangabad, and Nagpur.

## Agri-Tourism in India: Why is it Called Beneficial, Economical, Sustainable Agriculture Practise?

Agritourism in India melds agriculture and travel, offering a unique lens into rural life. Travelers engage in farming activities, savour authentic cuisine, and immerse themselves in local customs. From Himalayan terraced fields to expansive tea plantations, this growing industry lets visitors embrace India's agrarian heritage, fostering connections with farming communities while relishing breathtaking landscapes and cultural experiences.

## Importance of baking and pastry in the culinary world



Baking goods create such a heavy impact on our daily life without even screaming its

presence! From humble bread to indulgent decadent chocolate pastries, this age-old technique has transcended generations, crafting timeless classics that captivate taste buds and nurture souls. None of us can imagine a world without mouth-in melt pastries, buttery croissant, Chocolate creativity, frosted muffins, middle eastern naans, or simple chapatis. Baking goods create such a heavy impact on our daily life without even screaming its presence! From humble bread to indulgent decadent chocolate pastries, this age-old technique has transcended generations, crafting timeless classics that captivate our taste buds and nurture our souls.

## MOT, UNWTO jointly launch G20 Tourism and SDG Dashboard with imprints of India's Presidency



MOT launches G20 Tourism and SDG Dashboard in collaboration with UNWTO. The dashboard has been developed to showcase key takeaways from Goa roadmap, the outcome document of TWG meeting and to promote sustainable development goals through tourism.

## Shine On: India holding the G20 Presidency has only created a brighter and more beautiful path for the Indian hospitality industry



“Our ancient scriptures have a saying. ‘Atithi Devo Bhavah’ meaning ‘Guest is God’. And that is our approach to tourism. From transport infrastructure, to the hospitality sector, to skill development, and even in our visa systems, we have kept the tourism sector as a focal point of our reforms.” - PM Modi

## International Tourism Festival To Take Place In Mumbai In January 2024



After months of planning, the Maharashtra government has decided to schedule the nine- day international Tourism Festival in Mumbai next year. The international festival will be held between January 20 and 28, 2024. It will be held every year from 2024 onwards along the lines of the Dubai International Festival. It has also been decided to form a foundation that will plan the festival, decide its scope, destination, formulate guidelines and take all policy decisions among other things.

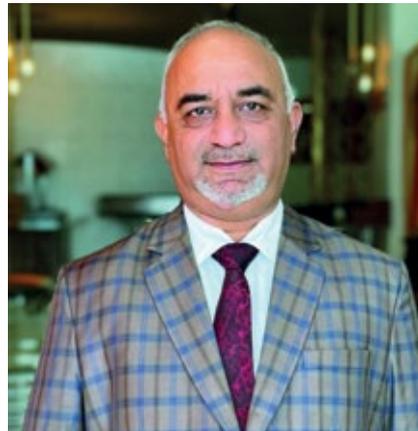
## The G20 Impact



India holding the G20 presidency provided an exceptional opportunity for the hospitality sector, as it led to an increase in international tourism, resulting in a surge in demand for accommodation, dining, and other hospitality services. This global event also allowed the country to showcase its diverse tourism sector, local arts, crafts, cuisine, culture, and infrastructure, especially in non-metropolitan cities. But how is it going to impact the future of the industry? Rajan Bahadur, CEO, Tourism and Hospitality Skill Council, elaborates, “The G20 summit is a major event that is likely to have a significant impact on the hospitality industry in India. The increase in room rates is just one of the ways in which the summit could impact the industry. The long-term impact of the summit will depend on how well the hospitality industry responds to the increased demand for hotel rooms.



## Generation Z and the Hospitality Industry



Dr. Bhuvan G M, Principal, Apeejay Institute of Hospitality, Navi Mumbai, addresses the issue of bridging the

gap for talent attraction. Post-pandemic, a battle is underway to attract, manage, and retain talent within the hospitality industry. The global reach of the COVID-19 pandemic had consequences for the hospitality sector, leading to the loss of jobs for thousands of individuals employed in the industry. Many faced both professional and personal crises. The workforce migrated to their hometowns, and a significant portion chose not to return. Instead, they sought out alternative employment opportunities.

## The Postcard Hotel repeats victory as Asia's leading boutique hotel brand at prestigious World Travel Awards 2023



The prestigious World Travel Awards 2023 witnessed The Postcard Hotel once more solidifying its supremacy, claiming numerous accolades that reaffirmed its status as an unrivaled leader in the industry. The Postcard Hotel has been voted yet again as ‘Asia’s Leading Boutique Hotel Brand’. The Postcard on the Arabian Sea, the brand’s ocean front hotel has been awarded ‘Asia’s Leading

Boutique Hotel’ and The Postcard Gir Wildlife Sanctuary, Gujarat has been voted as ‘Asia’s Leading Wildlife Resort’. Other notable recognitions include The Postcard Hideaway, Netravali, South Goa as ‘India’s Leading Boutique Hotel’, The Postcard Mandalay Hall, Kochi as ‘India’s Leading Design Hotel’, and The Postcard Dewa, Thimphu, Bhutan as ‘Bhutan’s Leading Boutique Hotel’.

## G20 Delegates To Experience Indian Hospitality With 'Maharaja' Dining Table At Taj Palace



As the G20 Summit draws closer, hotels across the national capital including the Taj Palace have decked up with luxury

from across India to provide the most pleasant stay and impress distinguished delegates. In the preparation phase, the hotel

has arranged top-tier culinary offerings to cater to each delegate's taste palate. The food table designed with luxury crafts stands out with the 'Maharaja' table offering multiple dishes to the foreign delegates.

A dedicated team of more than 100 chefs are on their toes to craft an exclusive menu, with food ingredients being sourced from across the country. With over 500 dishes, luxury table dishes and trained professional servers, the Taj Palace aims to provide an exceptional dining experience to the dignitaries of the G20 Summit.

## Kamat Hotels Group in India joins NGOs in rakhi celebration, promoting unity and happiness



The Kamat Hotels India Ltd (KHIL) group, renowned for its exceptional hospitality, celebrated the auspicious occasion of Raksha Bandhan by joining hands with various NGOs across the nation.

This heartwarming initiative aimed to foster a sense of togetherness and spread joy among the underprivileged communities while also emphasizing the group's commitment to social

responsibility. In a unique endeavor, Orchid Hotel Mumbai collaborated with the National Association for the Blind India (NABI) to craft an extraordinary Rakhi experience. Guests and employees were invited to partake in a rakhi-making event, orchestrated by the representatives from NABI. The rakhis, creatively fashioned from clay and infused with plant seeds, epitomized environmental consciousness and empowerment.

## IHCL announces opening of WOW Crest



Indian Hotels Company (IHCL) has announced the opening of WOW Crest, an IHCL SeleQtions hotel in Indore, Madhya Pradesh. Nestled in the heart of Indore, the hotel is a captivating gateway to a city adorned with tales of its rich history and vibrant present. Deepika Rao, Executive Vice President – Hotel Openings and

Corporate Communications, IHCL, said, "We are delighted to open the doors of WOW Crest – IHCL SeleQtions. This hotel marks the debut of the SeleQtions brand in Indore, an important commercial city. With this opening, IHCL is expanding in Madhya Pradesh and will now have all its brands present in the state."

## Radisson Hotel Group unveils Radisson Blu Pune Hinjawadi



Radisson Hotel Group has announced the much-anticipated reopening of the Radisson Blu Pune Hinjawadi post comprehensive renovations. Positioned as a gateway to the

city's business and entertainment hubs, this hotel enjoys proximity to major corporate parks. The hotel is easy to reach from Pune International Airport, Pune railway and bus stations. It also

has ample parking space for those travelling by car. Boasting its strategic location, Radisson Blu Pune Hinjawadi further offers proximity to notable landmarks such as Rajiv Gandhi Zoological Park, Shaniwar Wada, Dagadusheth Halwai Ganapati Temple, and Aga Khan Palace. "We are delighted to welcome guests to the re-imagined Radisson Blu Pune Hinjawadi. The hotel's strategic location in the heart of Hinjawadi, coupled with its modern amenities and dining options, makes it a preferred choice for both business and leisure travelers. This reopening marks an exciting chapter in our commitment to providing exceptional hospitality experiences.

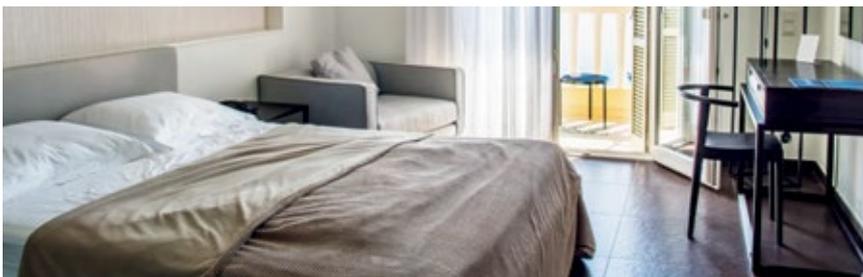
## Home away from home



Ever wondered how a five-star hotel would look in a residential frame? Head to the newly-opened Marriott Executive Apartments Navi Mumbai! Nestled strategically between the eye-catching Navi Mumbai skyline and the tranquil Parsik Hills, this 32-floor executive apartment offers nature's serenity with elegant accommodation.

"Welcome to your newfound haven in Navi Mumbai's tallest residential tower, where you can revel in lavish amenities and find tranquil respites to embrace novel experiences, all while escaping the urban bustle without leaving the city!" voices Siddharth Sathe, General Manager of Marriott Executive Apartments Navi Mumbai.

## Indian hotels witnessed marginal deceleration in average occupancy and rates in July 2023



As per the HVS Anarock Monthly Hotel & Hospitality Overview report for July 2023,

India's hotel industry has seen a marginal decline in average occupancy, rates and RevPAR

compared to June 2023. After steady and uninterrupted growth in all parameters of performance for many months, the organised hotel industry in the country has witnessed a marginal dip in average occupancy, room rates (ADR) and revenue per available room (RevPAR) in the month of July, 2023.

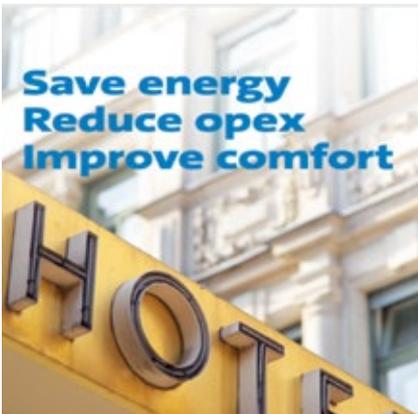
## Gilbert Hill in Mumbai to be revamped, developed into international tourist spot



The Gilbert Hill is 66-million-year-old monolith formed when molten lava was squeezed out of the Earth's clefts during the Mesozoic era. The Gilbert Hill in Mumbai - a geological wonder - would be transformed into an international tourism spot. Located in Andheri West, the Gilbert Hill was formed into a rock with a sheer vertical face

and was formed when molten lava was squeezed out of the Earth's clefts during the Mesozoic era about 66 million years ago. "We would transform Gilbert Hill into an international tourism spot," said Mangal Prabhat Lodha, Minister for Skills, Employment, Entrepreneurship and Innovation, who is also the Guardian Minister of Mumbai Suburban district.

## Fast adoption of sustainable energy practices is key to industry growth



The escalating energy costs have driven industries to prioritize energy efficiency through innovative methods. In particular, the hospitality sector faces the challenge of offering exceptional guest experiences while managing operational costs effectively. However, this can lead to substantial expenses if not executed efficiently. In this context, we examine the

current energy and water waste scenarios in the hospitality sector. Outdated Lighting: Many hotels continue to use outdated and energy-inefficient lighting systems, neglecting the shift to energy-saving LEDs & light control systems. This not only results in excessive electricity consumption but also contributes to environmental harm.

## How does IoT help in food safety and preserving



As Industry 4.0 continues to evolve, leveraging advanced technologies such as analytics, artificial intelligence (AI), and the Internet of Things (or IoT), has become all but essential to aid decision-making and productivity. With an anticipated higher compound annual growth rate (CAGR) of 28.61 percent through 2028, the machine-to-machine

(M2M) services sector has emerged as a potential possibility for growth in this environment. M2M, also known as machine-type communication (MTC), gives machines the ability to communicate with one another and make decisions on their own, demonstrating the promise of M2M in areas like the Internet of Things and 5G networks.

## Plan a monsoon getaway in Goa with aqua yoga, coastal indulgence, fishing trail and more



Hyatt unveils a host of offerings at its properties under The Goan HYline campaign. Goa is one of the key monsoon travel destinations in India. Keeping that in sight, Hyatt has launched its Goan HYline campaign, where

summer and monsoon become your playground of unforgettable experiences! It's an all-inclusive invitation to dive headfirst into the magic of Goa with the hotel's gateway offers at Grand Hyatt, Alila and Hyatt Centric.

## Government says no coercion on e-commerce platforms to join ONDC



In a written reply to a question in the parliament, Piyush Goyal, Union minister for commerce and industry informed that ONDC works on the principle of voluntary participation and adoption. The government has stated that there will be no coercion on its part on e-commerce operators to join the Open Network for Digital Commerce (ONDC) promoted by the government with an intention

to create a level playing field in digital commerce in the country. In a written statement in the Parliament, Union minister for commerce & industry, Piyush Goyal has said that the ONDC platform is created on the principle of voluntary participation and adoption and the government has no plans to force e-commerce platforms to comply and join the ONDC Network.

## Hiring intent for freshers in travel & hospitality sector to rise 15 pc in second half of 2023: Report



With the travel and hospitality industry booming, the hiring intent in the sector is expected to grow by 15 per cent for freshers in the second half

(H2) of this year, according to a report. The hiring intent for the travel and hospitality sector stands at 15 per cent for H2 (July-December), compared to 10 per cent in the first half of this year, according to learning and employability solution company TeamLease EdTech's 'Career Outlook Report HY2, 2023'. While

Bengaluru, Delhi and Gurugram are the top cities with maximum hiring intent for food and beverage (F&B) associates, Delhi, Ahmedabad, Indore are for travel consultants, it said. Hyderabad, Chandigarh and Nagpur are the top cities for highest intent to hire freshers for event coordinator in the second half of this year, while Mumbai, Chennai, Chandigarh for junior chefs and Chennai, Kolkata, Pune for business development executives, it added. (PTI)

## ITC Hotels' 'millet recipes' now available at Marriott International Hotels, supporting 'UN International Year of Millets'



The tide has now turned. The forgotten grain is back. The search for nutritious food grains which are planet-friendly as well as climate resilient has put the spotlight on an ancient Indian superfood 'millets'. Contributing towards growing their preference and popularity not only in India but also internationally, the ITC Hotel Group, known for its superior culinary excellence, and sustainability ethos has taken the initiative to launch an extensive

range of millet-based breads across ITC Hotels and select Marriott International hotels in India and the APAC region that includes countries like Japan, South Korea, Australia, and Indonesia. The initiative aspires to make a meaningful contribution to the Government of India's pioneering role in promoting the goodness of millets across the world by commemorating 2023 as the International Year of Millets along with the United Nations.

## In 1 Year, Jobs In Travel & Hospitality Sector Have Increased By 66%; Top 5 Indian Cities Are...



The hospitality sector in India has seen a sharp decline during the pandemic. Concerns about the industry's employment numbers were also high. But now, it seems like the sector has made a complete comeback. Since the pandemic, travel agent jobs in India reportedly saw a 66% rise, leading to the demand for job roles

in the past year. As per a report by Skift, job postings for the hospitality sector witnessed a 66% rise from June 2022 to June 2023. This was as per the data provided by the global job site Indeed, stated the report. The report also noted the significant turnaround from big declines during the pandemic.

## The Fern Hotels & Resorts unveils Mysa Zinc Journey by The Fern, Nani Devati, in Gujarat



The Fern Hotels & Resorts, India's leading environmentally sensitive hotel chain, is announces the launch of Mysa Zinc Journey by The Fern, Nani Devati, Gujarat.

This is the company's 25th operational hotel in Gujarat. The resort is located a short 45- minute drive from Ahmedabad, making it an attractive staycation option

for both corporate and leisure guests, for their conferences and meetings, corporate events, social celebrations or just a get-away break from the city. Mysa Zinc Journey by The Fern, Nani Devati offers 24 luxurious rooms and suites with a refreshing view of the golf course. All the rooms are fully air-conditioned, with eco-friendly lighting and bathroom amenities. The property is spread over nine acres inside the exquisite Glade One Golf Club, allowing guests to indulge in the 9-hole Gary Player-designed golf course.

## MakeMyTrip and ministry of tourism observe Independence Day with a 'Traveler's Map of India'



This Independence Day, MakeMyTrip joins hands with the ministry of tourism to showcase 600+ destinations beyond the country's most popular travel wonders. The Traveller's Map of India microsite developed by MakeMyTrip provides an interactive platform for travellers to discover tourism gems that lie within the country's borders based on their preferences. This thoughtfully curated microsite has been designed in line with

the Government of India's visionary 'DekhoApnaDesh' programme.

G Kishan Reddy, Union minister of tourism, culture and DoNER, said, "We welcome MakeMyTrip's initiative to present India's diverse destinations and to promote domestic tourism. We invite more such initiatives to realise our collective dream of showcasing our country to the world."

## Hospitality Industry witnesses the Gen-Z influence



In a world marked by rapid technological advancements and evolving consumer behaviours, the hospitality industry is undergoing a transformation of monumental proportions. With millennials firmly established as a target demographic, a new generation is now entering the spotlight, commanding the attention of hoteliers and shaping the future of travel. Enter Generation Z, a

generation defined by its digital prowess, value for experiences, and commitment to sustainability. The generation was born approximately from 1997 to 2012. The hospitality landscape is undergoing a seismic shift as it adapts to cater to the distinct preferences and demands of Gen Z, a demographic that is expected to represent 50% of travellers by 2027.

## Hyatt Hotels Corporation Sets Ambitious Expansion Plans in India, Aiming for 70% Growth by 2023



According to Business Today, Hyatt Hotels Corporation's Managing Director for India & Southwest Asia, Sunjae Sharma,

emphasizes the longstanding importance of India as a key market for the company. "Hyatt has consistently regarded India as

a priority market. Our approach has always been prudent, ensuring that we introduce our brands in locations already popular among travelers or in demand.

Our objective is to establish a diverse presence across cities, encompassing multiple brands," Sharma explains. "Maintaining India's significance as a priority market, our strategic vision involves expanding our brand's reach in the country by over 70% by 2023.

## TajSATS unveils flight kitchen at Goa's Manohar International Airport



TajSATS Air Catering Limited, an industry leader in inflight catering, announced the opening of a new kitchen located at the recently inaugurated Manohar International Airport at Mopa in Goa. It is already present at Dabolim Airport in the state. Manish Gupta, Chief Executive Officer, TajSATS, said, "As an industry leader in air catering, TajSATS continues to strengthen and scale its operations. Goa is a globally recognized leisure destination and the second airport will significantly boost the tourism sector.

## 15 eco-parks set up by Coal PSUs for mining tourism



Coal PSUs like BCCL, CCL, SECL, ECL etc. have established 15 Eco-parks during the last 5 years. Noteworthy thing is that no fund has been allocated by the Government for Eco-parks. These eco parks have been established by Coal/Lignite PSUs. Maintenance and upkeep of Eco-parks are also funded by respective Coal/Lignite PSUs. These eco-parks are spread across the states & UTs.

These eco-parks are spread across the states & UTs. Jharkhand and Madhya Pradesh each state have 3, Tamil Nadu and Odisha each state have 2 while Chhattisgarh, West Bengal, Telangana, Uttar Pradesh and Maharashtra each state have 1 eco-parks. 15 eco parks have been developed in these states and 19 more to be set up in different states in near future

## Freshers hiring improves by 3% : Report



Intent to hire freshers in the second half of this year has witnessed a marginal increase of 3 percentage points and the top three industries with the highest hiring intent for freshers are e-commerce and technology startups, telecommunications and engineering, and infrastructure, says a report. According to TeamLease EdTech, there is an increase of 3 percentage points

in the second half of 2023 at 65 per cent as against the first half of 2023 (62 per cent) in freshers hiring in India. Additionally, the overall hiring intent for all categories of jobseekers has risen to 73 per cent from 68 per cent over the same duration. Such sustained growth implies an optimistic job market in the coming months, especially for freshers.

## Clarks Collection signs a property in Pune



Clarks Collection signs a new property in Pune under its umbrella. The brand Clarks Collection Pune will cater to business travellers, upscale tourists, and experiential-seeking travellers. The brand is already making a presence in the western part of India, by opening many properties in different cities of

Gujarat. They are now entering Maharashtra by opening the first property in Pune. By the end of the financial year 2024, the brand will add 10 more properties to the current portfolio. They are looking for geographical expansion in Ajmer, Udaipur, Kumbalgarh, Ahmedabad, etc.

## Hotel industry to contribute \$ 1.5tn to GDP by 2047



The Indian hotel market has significant growth opportunities and is poised to contribute \$1,504 billion to the country's overall GDP by 2047, from \$65 billion in 2022, suggests a report by the Hotel Association of India shared exclusively with

Mint. It forecasts that the demand for hotels will increase over the next 25 years, however, the supply will grow in the same ratio if there remains a continuous development plan for the pipeline and new projects.

## 5 trending culinary careers in the food service industry



**A**s an executive chef, you are responsible for leading and managing the entire kitchen team. This involves providing guidance, training, and support to chefs and kitchen staff, ensuring a cohesive and efficient work environment. Executive chefs play a key role in creating and developing menus that reflect the

culinary vision and concept of the restaurant. They need to have a deep understanding of flavours, ingredients, and culinary trends to design innovative and appealing dishes. Culinary creativity, menu development, leadership, kitchen management, food cost control, staff training, and culinary trend analysis

## The Indian hospitality industry loses a gem



**D**r Pramod Sawant, Chief Minister at Government of Goa, on his heartwarming LinkedIn post, expressed, "I am deeply saddened by the untimely demise of Senior Vice President of IHCL, Shri Vincent Ramos, a leading personality in the

hospitality industry. Vincent was always keen to promote our youth in hospitality industry. He wholeheartedly extended his support and expertise to state Govt in creating various programmes in the hospitality and tourism sector.

## Indian hospitality sector catching up on sustainable practices



**S**ustainability is expeditiously becoming a global responsibility and the hospitality industry is catching up to take a call for environmental accountability. Amidst the growing cognisance of sustainability, India's hospitality sector has become an area of reforming amendments. Post pandemic, the travel market has drastically changed and with people

being more inclined towards sustainable travel, only the hospitality brands that can fulfil this exigency, will strive. There are numerous ways in which we can alter our traditional practices towards making them more sustainable, thereby ensuring the subsistence and evolution of the hospitality industry.

## Rise of good old khichdi: From grandma's recipe to modern culinary marvel



**I**f you were to cook nostalgia, nutrition and comfort in one pot, the result would be khichdi. And in this maddening age, when people look for solace and comfort in their food, it is khichdi they are turning to. So, as the humble khichdi comes of age, it has avatars like the baked khichdi, quinoa khichdi and butter paneer khichdi among dozens of others. Celebrity chef Sanjeev Kapoor agrees that

our good old khichdi has seen a phenomenal rise in recent years. "Now, restaurants and complete menus are dedicated to khichdi. I have seen khichdi give a tough competition to risotto. I have seen Michelin-star chefs make khichdi and add lots of truffles on top. So yes, khichdi has definitely come of age," Sanjeev Kapoor tells IndiaToday.In.

## CEE to take the 'Green Key' global certification for accommodation units to the grassroots level



Ahmedabad-based Centre for Environment Education (CEE), a member organisation of Foundation for Environmental Education (FEE), Copenhagen-based environmental education and certification body, has recently announced the official launch

of 'Green Key', an international certification scheme for hotels and tourism facilities in India. After 'Blue Flag', Green Key is the second global environmental certification from FEE stables that CEE is introducing in India

## *FY24 strong for Lemon Tree Hotels: Mumbai Airport hotel opening remains key*



Lemon Tree Hotels reported Q1FY24 consolidated revenue of INR2.2bn (up 16% YoY) in line with I-sec estimates as portfolio ARRs grew 8.6% YoY to INR5,237 while occupancies also increased by 514bps YoY to 70.2% resulting RevPAR growing 17% YoY to INR3,678. As per the company reports, July'23 occupancies have trended higher than Q1FY24

occupancy of 70% and initial wedding season demand for Q3FY24 is strong. With the Mumbai Airport Aurika Hotel of 669 keys expected to open in Oct'23 (Occupation Certificate awaited by end of Sep'23 with most licenses in place), performance of this hotel is key monitorable going forward.

## SOTC Travel sets its sights on growing demand for festive travel in Gujarat



Gujarat features as a key source market for the company and is witnessing over 50% surge in demand YoY for Diwali Holidays. Therefore, with a focused intent to maximize on the significant demand, SOTC Travel, a leading omnichannel travel and tourism company, has unveiled a new campaign targeting the festive season. SOTC's Gujarati Diwali Holidays brand film focuses on family holidays and plays on the stereotypical mother-in-law – daughter-in-law dynamics where the film's main character – the daughter-in-law narrates her holiday plans for the Diwali break with the excitement of taking the whole family on an international holiday.

## The Leela Palaces and Resorts celebrates the graduation of their inaugural Leadership Development Programme



The Leela Palaces, Hotels and Resorts celebrated the graduation of the inaugural batch of Leela Leadership Development Programme, Class of 2023 with

a formal ceremony which took place recently at The Leela Palace New Delhi. This momentous occasion was graced by notable dignitaries including Amitabh

Kant – G20 Sherpa India, who also addressed the graduating batch, industry stalwarts and the proud parents gathered to celebrate this achievement.

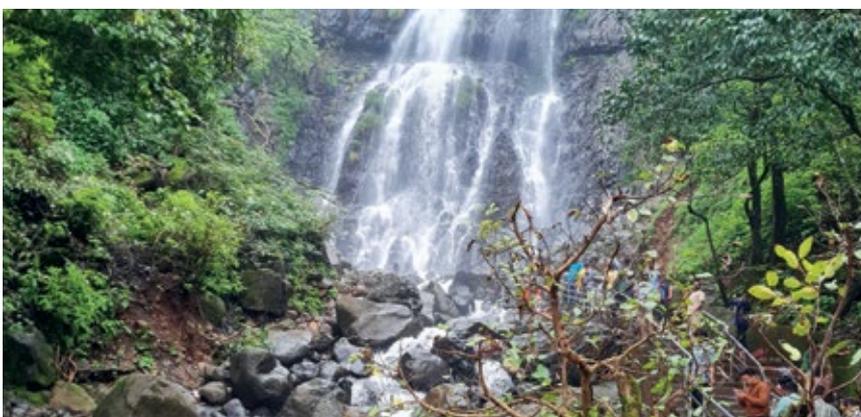
## Goa Prepares to Welcome Charter Tourists from Multiple Countries for the Upcoming Tourism Season



As the new tourism season approaches, Goa is gearing up to welcome charter tourists from Moscow on October 1. The roster includes charters from Russia, the UK, Kazakhstan, and Israel. Although last season's attempts to engage with Israeli tour operators yielded no results, there's

confidence this season will fare better. "We are confident about receiving charters from Israel in the new season, though our talks fizzled out last year," said Sheikh Ismail, senior vice-president of Concord, while speaking to a section of a press.

## Amboli to become new international tourist destination



Amboli, a hill station in Sindhudurg District and also known for Cherapunji of

Maharashtra, will soon become an international tourism destination attracting tourists not only from

Maharashtra and India but also from the world due to its rich bio-diversity, serene nature and wildlife, said Deepak Kesarkar, Minister of Education and Marathi Language, Government of Maharashtra at the inauguration of the first Varsha Mahotsav (Monsoon Festival). Kesarkar stated that Amboli is known for the highest rainfalls could be well-developed as a round-the-year tourism destination by introducing new-age tourism activities such as adventure tourism, jungle safaris, hang gliding.

## ICT in Hospitality



Information technology is crucial to the success of any hospitality business, offering tools that allow hotels, restaurants, and other enterprises to simplify operations and deliver improved customer service. Companies may track client data, manage inventory levels, process payments, and handle bookings by deploying systems such as POS systems, property management systems, and CRM solutions. This helps cut expenses, enhance efficiency, and provide better customer service. Businesses may now go beyond the physical borders of their premises, thanks to advances in information technology. Today, empowered by technology, guests can compare hotel rates and research the hotel's amenities by looking at guest feedback before making the final bookings. They can visit the hotel website, look for availability as per their itinerary and book their rooms. They can also book their rooms via OTAs and metasearch engines.

## Independence Day long weekend triggers travel surge



The long weekend trend has been growing over the past few years as it makes a great opportunity for people looking for quick and short respite to break the monotony, believes Zubin Saxena, Managing Director & Area Senior Vice President – South Asia, Radisson Hotel Group. “At Radisson Hotel Group, we are observing an upward trend in travel demand this month with a double-digit increase in booking inquiries. The average duration for the stay preferred by consumers is around 2 to 2.5 days. As the luxury travel trend is shaping the industry, there is a significant inclination of consumers who are opting for luxury and upscale accommodations during this period.

## Culinary entrepreneurship: A flourishing industry



At the nexus of food and business, culinary entrepreneurship flourishes and offers exciting job opportunities outside of the kitchen; a rising need for skilled chefs, food entrepreneurs, and culinary specialists is fuelling a boom in the culinary arts industry. Increased food tourism, improved earnings,

and a strong hospitality sector all contribute to this expansion. Globally, the relevance of culinary arts has grown due to the influence of cooking programs, food blogs, and social media awareness. These platforms have given skilled and aspiring individuals a place to showcase their abilities and become well known.

## Average interest during construction of hotel projects witnesses marked decline post-pandemic: Survey



The Hotel Development Cost Survey 2023 by Hotelivate, the hotel consultancy, has revealed notable disparities in project cost of hotels with same positioning primarily because of lack of standardisation of products. Against the popular belief that hotel projects suffered hugely because of cost and interest overruns during the pandemic,

the hotel development cost survey by Hotelivate has revealed a remarkable decline in average IDC (Interest During Construction) of hotels in the last three years. As per the report, while the average IDC of hotel projects between 2015-19 was 15.46 percent, the same has come down to 11.65 percent after 2020.

## Innovation in Amenities



In the ever-evolving landscape of luxury hospitality, a remarkable transformation is underway, as hotels and resorts embrace a forward-thinking approach to cater to discerning guests. This paradigm shift is marked by a profound commitment to general awareness about sustainability, and eco-consciousness, redefining the provision of exceptional

guest experiences. In response to the challenges posed by the new normal, the amenities industry has grown even more adaptive, integrating innovative and sustainable solutions to meet the evolving needs of guests and the environment. This article explores the major areas in the amenities industry that are rapidly evolving.

## How digital tech is changing hospitality security



One of fields that has shifted significantly, is how surveillance works. Old-style CCTV cameras are out, and smart high-res IP cameras are in. These new tools let hotels have real-time monitoring on their spaces, spotting possible security threats and nipping them in the bud, or at least prepare beforehand. With smart cards and authorized access,

hotels can keep guests safe even when there's a crowd. That means knowing who's where in the hotel, right from the basement to the rooftop. Plus, with wireless access control, hotels can level up their security or set up a new access system. There's even an app for security managers to control it all right from their phones.

## Challenges ahead for tourism in Goa



Food, fun and feni not necessarily in that order are some of the key attractions that bring in Indian and international tourists to Goa. Blessed with scenic beaches like Colva Beach, Palolem Beach and Butterfly Beach, sun and sand and the architectural splendour of its Goan temples, churches, and Old Portuguese houses, Goa remains

a favourite tourist destination for travellers from around the world. Goa offers a uniquely distinct way of life where people of all religions live in harmony. A blend of Portuguese and Roman influences, its cuisine is mouthwatering. The locals are friendly and hospitable, aiding this state in truly becoming a 'Tourist's Paradise'.

## HRAWI sets up special task force to address skill gap in hospitality industry



The Hotel and Restaurant Association of Western India (HRAWI) on Friday said it has created a special task force of academic think tanks to address the shortage of talent in the hospitality industry. “As new opportunities continue to open up, the industry is also realising the need to attract new talent. To address this, we have created a special task force with key

objectives including devising a strategy for making a career in hospitality attractive for students,” HRAWI president Pradeep Shetty said in a statement. HRAWI will also look to revisit the current hospitality curriculum by involving academicians and industry experts to make suitable recommendations to the National Council and the Ministry of Tourism, he said.

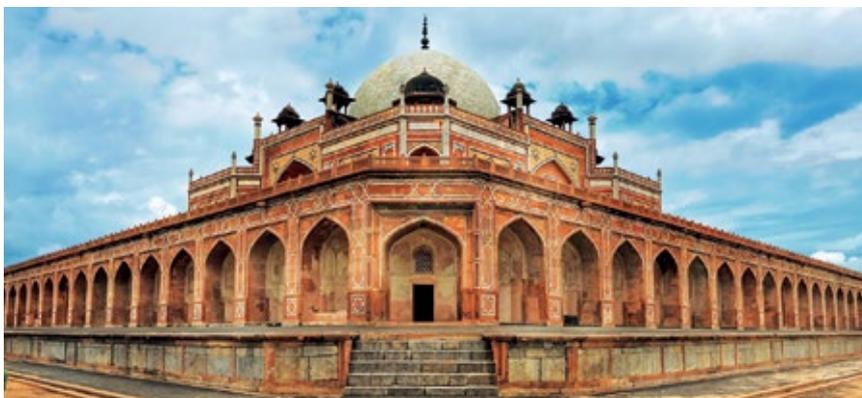
## Surat is about to get the first multi-purpose Hospitality and Convention Centre ‘The World’



Surat, the city that topped among India’s smart cities, was ranked as the best city to live in the years 2013 and 2019, is now home to Gujarat’s first privately-owned public Hospitality and Convention Centre. The development of this remarkable centre has been completed, and a Gruh Pravesh is scheduled for the 17th of September, 2023, in honor of the birthday of the country’s

Prime Minister, Narendra Modi as a gift to the country. The soft launch of this project took place earlier in the presence of Darshanaben Jardosh (Surat MP & Union MoS - Railways and Textiles) and C. R. Paatil (Navsari MP and BJP State President), where Darshanaben mentioned that “The World is an innovative venture that extends its impact beyond Surat.

## Govt selecting religious places to promote spiritual tourism



In a step towards promoting Goa as a hub for spiritual tourism, the state government will identify temples, churches, mosques, etc. across Goa which can be

marketed as part of spiritual tourism. Based on the shortlisted spiritual destinations, spiritual tourist circuits like – Single Faith Spiritual Tour Circuit and Multi-

Faith Spiritual Tour Circuits – would be developed. The tourism department has started the process for appointment of an agency for the development and promotion of spiritual tour circuits. “Goa has some of the oldest temples and churches with the finest architectural styles in the world. These religious heritage sites have the potential to bring in quality and high-spending tourists. Hence, there is a need to organise, structure and promote these spiritual destinations,” the tourism department said.

## Goa Tourism showcases innovative tourism products by participating in the three-day Travel & Tourism Fair 2023 organized in Gandhinagar



Goa Tourism Development Corporation (Goa Tourism) participated in the three-day Travel and Tourism Fair (TTF) - 2023 organized in Gandhinagar. This was organized from August 23 to 25, 2023, at the Mahatma Mandir Convention and Exhibition Centre, Gandhinagar. This is one of the premier travel trade fairs of Gujarat and the country. This is one of the premier travel trade

fairs of Gujarat, and the country provides an excellent platform to share travel-related insights and opportunities, creating significant B2B contacts to advance opportunities in the sector. Goa Tourism presented various tourism products at TTF 2023 and shared information about various tourist destinations and upcoming mega events organized by Goa Tourism.

## RIL partners with Oberoi Hotels to co-manage hospitality projects



Reliance Industries has partnered with The Oberoi Hotels and Resorts to co-manage three hospitality projects, including the Anant Vilas Hotel in Mumbai's Bandra Kurla Complex, Stoke Park in the UK, and another project in Gujarat. The Mumbai Anant Vilas hotel aims to offer an

iconic experience in the bustling business district. As part of the luxury 'Vilas' portfolio run by Oberoi, Mumbai Anant Vilas has been conceived as the first metro-centric property being located in Bandra Kurla Complex which is denoted to be the bustling business district.

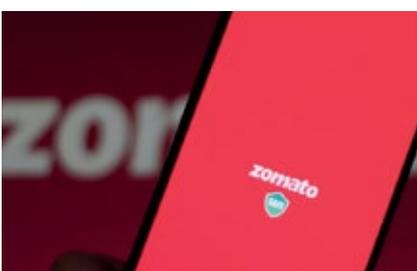
## International tourists with e-visa can enter India from Goa's Mopa Airport



The Manohar International Airport (MIA) has been granted immigration check post status for allowing entry to individuals holding e-visas, according to an official statement. International flights commenced at the Manohar International Airport in Mopa on July 21, with the arrival of a flight from London-Gatwick airport. The North Goa airport is developed and operated by GMR Goa International Airport

Ltd (GGIAL), a subsidiary of the GMR Airports Infrastructure Ltd. "To ensure seamless and hassle-free experience for international travellers, the MIA has achieved the status of an authorised ICP for entry of individuals possessing e-visas. E-visas are granted to foreigners with travel intentions such as leisure, visiting friends or relatives, medical treatment and business purposes," PTI quoted an official as saying.

## Japan's SoftBank will likely sell shares in India's Zomato - Report



Japan's SoftBank Group will likely sell shares in Indian food delivery firm Zomato as the lock-in for investors post the company's acquisition of Blinkit ends on Aug. 25, CNBC-TV18 reported on Friday, citing Zomato, which acquired the quick grocery-

delivery startup Blinkit for 44.47 billion rupees (\$538.05 million) last year, had issued a 3.55% stake to investor Softbank as part of the deal. U.S.-based firms Sequoia and Tiger Global, who were investors in Blinkit, had also received shares in Zomato after the acquisition.

# GST Council's 50th Meeting clarifies applicability of GST on certain services



Circular No. 201/13/2023-GST dated August 01, 2023, issued by CBIC, provides elucidations on the applicability of GST to specific services based on recommendations from the GST Council during its 50th meeting on July 11, 2023.

## **Several inquiries have been received, seeking clarifications on the following matters:**

- Whether services provided by a director of a company in their personal capacity, such as renting immovable property to the company or a corporate body, are subject to the Reverse Charge Mechanism.
- Whether the provision of food or beverages in a cinema hall should be treated as taxable under the category of a restaurant service.

These concerns have been meticulously reviewed by the GST Council during its 50th meeting on July 11, 2023, and the Council's recommended clarifications are outlined below:

### **Clarification on Services Supplied by Directors of Companies in Their Personal Capacity:**

An inquiry has arisen regarding

the taxability under the Reverse Charge Mechanism (RCM) of services provided by a director of a company or corporate body in their private capacity, such as renting immovable property to the company.

As per Entry No. 6 of notification No. 13/2017-CTR dated June 28, 2017, services offered by a director of a company or corporate body to the same company or body corporate shall be subjected to payment of tax by the company or body corporate under the Reverse Charge Mechanism.

To clarify, services furnished by a director to a company or corporate body in their personal or private capacity, including services like renting immovable property, are not taxable under RCM. Only services provided by a director in their capacity as a director of the company or body corporate are subject to tax under RCM as per notification No. 13/2017-CTR (Sl. No. 6) dated June 28, 2017.

### **Clarity on Taxation of Food and Beverages in Cinema Halls:**

Inquiries have been raised regarding the taxation of food and beverages supplied in cinema halls under the category of restaurant services, which attract a GST rate of 5%.

As per Explanation at Para 4 (xxxii) to notification No. 11/2017-CTR dated June 28, 2017, "Restaurant Service" encompasses the supply of goods, namely, food or any other article for human consumption or any drink, as part of or during any service, provided by a restaurant, eating joint, mess, canteen, whether for consumption on or away from the premises where the said goods are supplied.

The term "eating joint" broadly covers refreshment or eating stalls, kiosks, counters, or restaurants within a cinema complex.

These refreshment stalls may be managed by the cinema operator or outsourced to a third party. Customers may opt to use or abstain from using these services. Additionally, cinema operators may also introduce vending machines or provide other entertainment services through coin-operated machines, which customers may or may not avail of.

It is clarified that the supply of food or beverages within a cinema hall is

taxable under the category of "restaurant service" provided that:

- a) The supply is made as part of or during a service, and
- b) The supply is independent of the cinema exhibition service.

Furthermore, if the sale of cinema tickets and the supply of food and beverages are bundled together and meet the criteria for composite supply, the entire supply will be subject to GST at the rate applicable to the principal supply, i.e., the cinema exhibition service.

## Pench launches 48km cycle safari from Kolutmara



After agro-tourism, Pench Tiger Reserve (PTR), Maharashtra, has added cycling tourism as an added attraction to the Kolutmara range in West Pench. Prabhu Nath Shukla, deputy director of Pench, said a 48km route has been finalized from Kolutmara to Kunwara Bhivsen Bhivsen through forested Narhar, Banera, and Chargaon route. Pench will provide cycles to tourists for ₹300 per day

per person. If the cycle belongs to the tourist, ₹100 will be charged for the safari. A dedicated guide is being provided for a group of 2-6 persons, which will cost ₹1,000. To start with, and draw the attention of naturalists, the maiden cycle safari was organized on Sunday at Kolutmara. Around 80 participants of different age groups participated enthusiastically in the event.

## 'Our innovative solution offers a 30% reduction in hiring costs and a faster closure cycle': Rachit Mathur, CEO, Shiftz



Shiftz the technology-enabled platform is reshaping the way the industry connects with skilled professionals, tackles staff shortages, and enhances the hiring landscape. Asmita Mukherjee spoke with Rachit Mathur, CEO, Shiftz to delve into how the platform's unique approach can streamline hiring and empower job seekers within the hospitality industry. The

comprehensive platform is designed exclusively for the hospitality sector. Offering full-time, part-time, and on-demand hiring solutions, it caters to the diverse needs of the industry. "We have tied up Training and skilling academies to enable our member workers to upskill themselves and ensure having access to growth opportunities and a thriving career," said Mathur.

## IHCL's Puneet Chhatwal: Defining hospitality 2.0



It's a bright, sunny day as the Capital enjoys a brief interlude from rain. From the boardroom at The Chambers—a members-only club at the Taj Mahal, New Delhi, on Mansingh Road—Lutyens' Delhi looks lush green. I am there to meet Puneet Chhatwal, the managing director and chief executive officer of Indian Hotels Co. Ltd (IHCL), which owns hospitality brands like the Taj, SeleQtions, Ginger, Vivanta and āma Stays & Trails. When Chhatwal joined IHCL in 2017, after a long stint in Europe and North America, one of his first measures was to better define the sense of "Tajness", or the core values of the group.



Food delivery major Swiggy has not seen any adverse impact from its recent decision to levy a platform fee on its users and believes food delivery or dine out services has not slowed despite macroeconomic conditions. "The platform fee is a standard feature across consumer tech categories like ticket booking etc., and we have not seen an interaction with TOI on Friday. The food delivery platform started charging all users a 'platform fee' of Rs 2 per order irrespective of cart value earlier in April.



## Is the future of travel and hospitality data-driven?



Exciting developments are underway in the realm of travel and hospitality brands, as they find themselves armed with an unprecedented wealth of customer data. Capitalizing on this trend is crucial, given that a significant portion of travelers willingly share their personal information in exchange for personalized services. Now is the prime opportunity for brands to amass their arsenal of first-party data, a move that will prove invaluable as they navigate an intricate landscape of privacy regulations and the waning influence of thirdparty cookies.

However, this surge in data availability also shines a light on a distinct challenge – the effective management of this wealth of customer information. Although grappling with customer data is not a novel issue, numerous travel and hospitality brands have long been attempting to piece together data fragments well before the pandemic. Regrettably, without a unifying key to connect the dots between diverse data sources, they wrestle with attaining a comprehensive understanding of their customers or delivering tailor-made services and experiences.

For those brands and companies

already facing difficulties, the influx of new data only serves to plunge them deeper into the abyss of data complexity. Let's delve into the hurdles that travel and hospitality brands encounter as they strive to comprehend their customer data:

- **Chaotic Booking Data:** The sheer volume of data amassed by online travel agencies, hotels, airlines, and car rental services, among others, poses a formidable challenge. The intricacies of connecting these disparate data points and pinpointing data ownership prove to be daunting tasks. Consequently, personalization often takes a backseat, hampering the ability to grasp individual preferences and cater to them effectively.

- **Fragmented Identities:** Customers share inconsistent identifiers – like email addresses, phone numbers, zip codes, and usernames – as they engage with brands through various channels, touchpoints, and devices. The more interactions a customer has, the more fragmented their identity becomes. Inadequately equipped systems fail to recognize that “Business Traveler Joe” and “Vacation Joe” are one and the same, albeit with different loyalty

accounts. The absence of an accurate, unified customer view leads to issues such as subpar personalization and inaccurate insights.

- **Isolated Data:** Effective personalization should span the entire customer journey, from online booking to customer service. However, the isolated nature of data and the lack of confidence in its accuracy impede seamless personalization at each touchpoint. Bridging these gaps necessitates a comprehensive grasp of the customer journey and the ability to integrate employee data, feedback, and surveys into the personalization process.

- **Outdated Tools:** The effectiveness of Data Management Platforms (DMPs) is dwindling. This decline stems not so much from the technology itself, but from the shifting landscape in which DMPs operate. Originally instrumental for marketers seeking insights into unfamiliar audiences, DMPs have encountered challenges arising from mounting privacy concerns, evolving data regulations, and the lockdown of original equipment manufacturers (OEMs). Consequently, available audiences and insights have become considerably more elusive. As DMPs lose functionality and effectiveness, brands increasingly turn to alternatives like Customer Data Platforms (CDPs), which utilize first-party data to

create a unified customer truth, offering a more suitable solution for the new data environment. Given the urgent need for data intelligence, travel and hospitality brands find themselves in a critical juncture in today's rapidly evolving digital landscape. Customer loyalty

is at stake, and addressing legacy issues is no longer a luxury these brands can afford. What they require are swift, potent, and flexible Customer Data Platforms (CDPs) capable of revolutionizing their end-to-end data management processes in three key ways:

- **Swift and Potent Identity Resolution:** Identity resolution serves as a foundational step in leveraging customer data. All aspects of personalized marketing and services hinge on possessing a clear, coherent record for each customer. Intelligent identity solutions stand out due to three critical

factors:

- **Comprehensive Data Collection:** Robust identity platforms seamlessly ingest customer data in its raw, native formats, irrespective of its source. This eliminates the issue of data silos and obviates the need for time-consuming reformatting and conversion, preserving data richness from the outset.

- **Flexible Probabilistic Identity Resolution:** AI-powered algorithms in probabilistic identity resolution facilitate the establishment of identity matches by making insightful judgments and creating probable links between seemingly disparate data sets and identifiers. Unlike rigid deterministic approaches, probabilistic platforms enable identity resolution at a larger scale while accommodating updates and adaptations with each influx of new data.

- **Massive Computing Power:** To handle the massive influx of data, identity systems must be built on a robust infrastructure that allows brands to scale their operations according to business needs.

- **Real-time Access to Comprehensive Customer Profiles:** The ability to access 360-degree customer profiles in real-time is pivotal. Armed with this holistic perspective, brands can craft personalized experiences and services that resonate with customers at every touchpoint.

- **Data Intelligence and Campaign Orchestration:** Employing data intelligence and orchestrating campaigns based on insights gleaned from customer data enhance the efficacy of personalized services, ultimately fostering deeper connections and engagement.

For travel and hospitality brands in Europe, the road to authentic personalization involves embracing robust data management systems, harnessing employee data, and prioritizing the enhancement of guest experiences. By embracing personalization's power, brands can forge unforgettable travel experiences that leave an indelible imprint on their customers, contributing to their success within the evolving travel industry.

Here are four data-driven strategies for travel and hospitality brands to consider:

- **Swift Response to Intent Signals:** As travelers shorten the time between planning and booking trips, brands must swiftly initiate targeted marketing as soon as they detect a potential shopper. Navigating this challenge requires brands to efficiently extract meaningful insights from their data.

- **Beyond Loyalty Members:** With post-pandemic shifts in traveler preferences, brands must reclaim loyalty. This involves fusing data



from loyalty programs with other sources to comprehend individual customers better. By targeting high-potential customers based on their immediate and lifetime value, brands can lay the foundation for effective personalization strategies.

- **Universal Personalization:** Beyond marketing, data can drive customized experiences for travelers throughout their journeys. This involves understanding customer needs and desires without direct inquiries, enhancing overall service quality.

- **First-party Data Collection:** Escalating privacy restrictions underscore the need to pivot away from relying heavily on third-party data. Brands must transition toward building robust first-party data collections to enhance their understanding of customers and their preferences.

By harnessing the power of data, travel and hospitality brands can transcend current limitations and create a future where every traveler feels understood, valued, and inspired by their experiences. This journey commences with a commitment to data-driven strategies and an unwavering dedication to crafting exceptional moments that resonate deeply with travelers, ultimately reshaping the trajectory of the travel industry.

## India's Food Delivery Sector Rallies to Combat Packaging Pollution



Recent reports indicate that a significant shift has occurred among Indian adults, with nearly two-thirds now favoring restaurant takeout and delivery compared to pre-pandemic times. Despite the gradual return to normalcy, the demand for food delivery services remains robust. The remarkable convenience offered by food delivery apps has revolutionized the dining landscape in India. The simple act of tapping a mobile app allows individuals to order their preferred dishes from favored restaurants, which are then promptly delivered to their doorstep. However, this newfound convenience comes at an often overlooked expense: the substantial surge in waste generated by food delivery.

Each food delivery order comes accompanied by an assortment of packaging materials, including disposable plastic containers, utensils, and bags. Unfortunately, these items are utilized briefly before being discarded, frequently finding their way to landfills, water bodies, and public areas. This mounting issue poses a significant environmental concern across various regions of the country.

Complicating matters is the non-biodegradable nature of much of this waste, leading to

decomposition periods spanning hundreds of years. This prolonged degradation implies that the waste generated today will continue to exert its toll on the environment for generations to come. Beyond environmental implications, the excessive waste stemming from food delivery also poses a notable risk to public health by attracting pests and vermin that can propagate diseases.

The surge in delivery and takeout orders has consequently led to an alarming upswing in plastic waste, largely stemming from packaging materials. This predicament of plastic pollution is a pressing national concern, prompting a burgeoning movement in India to tackle the excessive reliance on single-use plastics and disposables within the restaurant sector. At both federal and local legislative levels, efforts are underway to promote more sustainable practices.

Taking inspiration from global endeavors, India is actively striving to reduce the utilization of fossil fuel-based plastics and replace them with biodegradable alternatives. Led by Prime Minister Narendra Modi, the government has set ambitious goals to achieve a 90 percent reduction in fossil fuel-based

plastics within the next two decades. This commitment is reinforced by executive orders prioritizing environmental justice, including measures to address the crisis of plastic pollution.

Numerous restaurants, ranging from small establishments to larger chains, have already initiated proactive measures to eliminate harmful plastics from their operations. Nonetheless, this transition is not without its challenges, encompassing the search for suitable partners, securing insurance coverage, and ensuring cost-effectiveness.

Food delivery platforms themselves possess the capacity to contribute to waste reduction. Collaborating with restaurants that employ eco-friendly packaging and encouraging customers to opt for minimal packaging are key strategies. Additionally, exploring reusable packaging solutions or introducing deposit systems for packaging materials could significantly mitigate the waste generated.

In response to the environmental repercussions of plastic waste, authorities in Mumbai have taken a proactive stance by aiming to reduce the use of plastic containers for food delivery, following the successful nationwide ban on single-use plastics. The Brihanmumbai Municipal Corporation (BMC) recently proposed the adoption of steel containers as a viable alternative. This phase II initiative seeks to build upon the city's anti-plastic efforts and promote ecofriendly practices.

Mr. Pradeep Shetty, president of the Hotel and Restaurant

Association of Western India (HRAWI), express concerns about the feasibility of steel containers. They argue that steel containers may prove impractical and substantially elevate delivery costs. Mr. Shetty emphasizes the challenge of meeting the demands of an already expectant customer base, which anticipates swift services, including deliveries within 10 minutes.

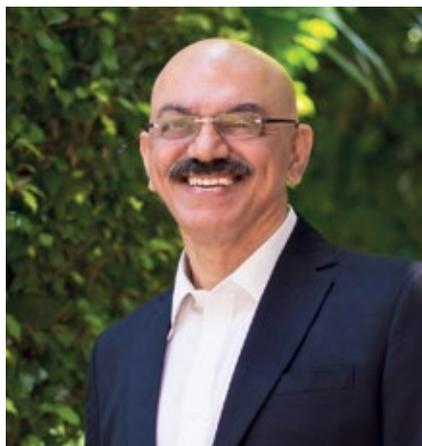
The restaurant industry faces significant hurdles in adopting

eco-friendly options, primarily related to costs and limited availability. While bagasse, derived from sugarcane residue, offers a relatively affordable alternative at INR 3,000 per tonne or INR 3 per kilogram, other environmentally friendly alternatives, such as reusable glass containers, bamboo, or edible cutlery, come at higher costs compared to plastic, which averages INR 15-18 per kilogram.

A significant challenge lies in the lack of standardization across

various reusable programs, resulting in varying investment requirements for operators. This discrepancy hampers efforts to mandate or encourage widespread participation. Experts emphasize the need for a universal system akin to the standardized plug system for electric vehicles, which would streamline the adoption of reusable practices. Government intervention may be essential to facilitate the integration of reusable solutions into daily routines.

## Sayaji Hotels Group Celebrates a Successful First Quarter



Sayaji Hotels has achieved a successful first quarter marked by an accelerated expansion of its portfolio, which includes recent openings in Harda (Madhya

Pradesh), Bhopal (Madhya Pradesh), Sarola (Maharashtra), and Udaipur (Rajasthan). The Sayaji Group is steadfast in its growth journey across various regions of India, with these recent additions and a robust lineup of upcoming launches in the near future.

Mr. Raof Dhanani, the Managing Director, expressed his thoughts on the achievements, stating, "This quarter has been particularly dynamic for us, with a series of launches and partnerships. These new establishments will significantly enhance our commitment to expanding within

key Indian markets. Leveraging our esteemed brand and well-established presence, we are poised for continued growth and advancement."

Renowned as India's premier upscale lifestyle hospitality brand, Sayaji Hotels is acclaimed for delivering tailor-made experiences, distinctive hospitality, and elevating the standards of luxury in the 4-star and 5-star hotels segment. Each property within their portfolio offers lavish accommodations along with an array of banquet and food & beverage facilities, reflecting their dedication to excellence.

## Hyatt Hotels Corporation Sets Ambitious Expansion Plans in India, Aiming for 70% Growth by 2023

Mr. Sunjae Sharma, the Managing Director for India & Southwest Asia at Hyatt Hotels Corporation, underscores the enduring significance of India as a pivotal market for the company.

"India has consistently remained at the forefront of Hyatt's priority markets. Our strategic approach has been astute, ensuring the introduction of our brands in locations that resonate

with travelers or are in high demand. Our overarching goal is to establish a comprehensive presence across various cities, encompassing a diverse portfolio of brands," Mr. Sharma articulates.

"As we continue to uphold India's stature as a priority market, our strategic vision entails a robust expansion of our brand's footprint in the country, aiming to exceed a growth rate of 70% by 2023.

With aspirations to elevate our existing roster of 34 hotels to 50 by the ensuing year, our trajectory of growth anticipates reaching an impressive tally of approximately 80 to 90 hotels within the coming five years. Our foremost emphasis within the Indian market revolves around amplifying the presence of the Hyatt Place and Hyatt Regency brands," Mr. Sharma delineates.

# World Tourism Day Interaction session on Tourism and Green Investments held on 26th September, 2023 at IMC Building, IMC Marg, Churchgate, Mumbai”

# IMC

Chamber of Commerce and Industry

## WORLD TOURISM DAY Interaction on ‘Tourism and Green Investments’

Tuesday, September 26, 2023 from 04:00 p.m. to 06:00 p.m.

Below are the pointers of World Tourism Day Interaction session on Tourism and Green Investments held on 26th September, 2023 at IMC Building, IMC Marg, Churchgate, Mumbai

- The state has adopted the policy for the promotion of women entrepreneurship, promoting all-women tourism set-ups, creation of infrastructure for women, prioritizing the safety of women tourists
- MTDC is actively encouraging innovation in order to produce new technology and business models that would aid in the emergence of sustainable solutions in the tourism sector. Adoption of local practices, inclusion of available local raw materials at resorts, using sustainable and reusable materials and few immediate steps adopted by the tourism industry in Maharashtra.
- Green tourism must move from being just a buzzword to sustainable action on ground.
- It requires immediate collaboration between various stakeholders & the industry must clearly prioritise & define its sustainability agenda. It also requires a paradigm shift in the manner the sector operates today.
- We could learn & adopt best practices prevalent in countries such as Sweden & Slovenia that have done stellar work in the area of green tourism.
- The Tourism Industry has to also focus on skilling programs for green tourism as the sector continues to grow exponentially. We recommend that the government offers fiscal incentives like tax breaks, borrowing at lower interest rates, structured accreditation to support green tourism projects.
- Government has taken a lead in ESG space, SEBI has put in place the regulatory mechanism for Sustainability Hotel sector is showing various initiatives towards sustainability
- Sustainability should be in the vision statement of the organization, the required strategy & structure should be in place. Initiatives like electricity from renewable energy may help
- Collaboration in hotel industry is required instead of working alone which may help to accelerate the ecotourism or sustainable tourism
- Regulations and incentives are there in setting up of hotels on green parameters but there is lot more to be done
- Communication needs to happen all over about the initiatives about Green Investment as everybody has to work on it
- We need a subject on Sustainability in education
- The taskforce has been formed to prepare the white paper on Education Curriculum of hotel industry to present it to the government
- The hotels are using various technologies to control the waste treatment
- We need to put sustainability in practice
- We need to market the hidden places to attract tourists.



## FSSAI - Food Safety Supervisor Training in Advance Catering in collaboration with HRAWI was conducted on 25th September, 2023 at Hotel Diplomat, Mumbai

We would like to inform you that the FSSAI - Food Safety Supervisor Training in Advance Catering in collaboration with HRAWI was conducted today i.e., on 25th September at Hotel Diplomat, Mumbai.

Inaugural for aforesaid training

was done by Mr. Vivekanand-Trainer, Mr. Gurbir Bedi- Owner of Hotel Diplomat and Jt. Hon. Secretary, HRAWI and Mr. Kunal Gujral- Secretary General, HRAWI.

The same was attended by 40 participants.

Till date HRAWI has successfully

trained and certified 2,726 hospitality professionals across India's Western region in FoSTaC and FSSAI's Management Training Program.

Furthermore, please find attached photographs of the aforesaid training programme.



# FSSAI - Food Safety Supervisor Training in Advance Catering in collaboration with HRAWI was conducted on 26th September, 2023 at Usha Ascot, Matheran.

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Inaugural for aforesaid training was done by Mr. Vivekanand-Trainer, Rahul Munot -Resi. Manager, Usha Ascot and Mr. Sharma- Manager, Byke Hotel.

The same was attended by 34 participants.

Till date HRAWI has successfully trained and certified 2,760 hospitality professionals across India's Western region in FoSTaC and FSSAI's Management Training Program.

Furthermore, please find attached photographs of the aforesaid training programme.



# VMSIHE Students Sweep Victory at Chef Miguel Arcanjo Awards 2023

In a tribute to the culinary legacy of Chef Miguel Arcanjo, the Agnel Institute of Food Crafts and Culinary Sciences hosted the prestigious Chef Miguel Arcanjo Awards 2023 on August 12th, 2023. This annual event honors the memory of Chef Miguel Arcanjo, the first Indian (Goan) Executive Chef at the Taj Mahal Hotel, Bombay, in 1939.

The competition, themed around Traditional Goan Cuisine, centered on both Christian and Hindu Saraswat culinary traditions. Representing the esteemed V. M. Salgaocar Institute of International Hospitality Education (VMSIHE), Mr. Atharv Hede and Mr. Flenio Rodrigues, second year B.Sc. Culinary Arts students showcased their exceptional skills in this culinary showdown.

Innovatively blending tradition with contemporary techniques, Atharv Hede presented a remarkable trio of dishes. “Bharillyo Mankyo,” stuffed squids adorned with a fisherman’s net-inspired coral touille, squid tentacle crisp, and kokum chutney mayo, opened the culinary journey. A daring interpretation

of the classic “Chicken Xacuti” followed, with a pan-seared chicken coated with xacuti masala alongside the rich xacuti curry, accompanied by fragrant Korgut rice grown in the Khazans of Goa. To conclude, Atharv deconstructed “Mangane,” a festive sweet kheer, into an exquisite presentation featuring chana dal praline, dehydrated sago crisp, jaggery-coconut milk jelly, and a dramatic pour of hot mangane.

Flenio Rodrigues, on the other hand, embarked on an equally mesmerizing gastronomic voyage. His “Sopa de Peixe” unfolded as a seafood broth masterpiece, served piping hot in a soup plate that showcased his artistry. “Chicken Caffreal” emerged as a standout, a chicken galantine stuffed with a caffreal masala-infused farce, presented with a captivating dark rum flambe. Rounding off his culinary prowess, Flenio’s unique take on “Baath” featured coconut chocolate discs, coconut mousse, and lemon curd, harmoniously melding tradition with innovation.

Eminent culinary luminaries formed the judging panel, including Executive Chef Manjit Singh (Holiday Inn Goa),

Executive Chef Rohit (The Park, Calangute), Executive Chef Yogi (Planet Hollywood, Goa), Chef Jason D’Souza (White Plate, Candolim), Mrs. Sunita Fernandes from the Goa Culinary Club, Executive Chef Amol Desai (Lazy Lagoon).

The accolades, however, belonged to the aspiring chefs. Mr. Atharv Hede earned the title of First Runner-up, while Mr. Flenio Rodrigues captured the coveted First Place along with the prestigious Rolling Trophy for VMSIHE.

The remarkable journey of these talented chefs was nurtured by VMSIHE’s Food Production Department faculty, led by Chef Sebastian Breitingner, Chef Sujatha Madhavan, Chef Sandip Madkaikar, and Chef Alriya D’Silva, under the visionary guidance of Prof. Irfan Mirza, the Institute’s Director and Principal.

In celebrating the culinary heritage of Goa through innovation and homage to tradition, the Chef Miguel Arcanjo Awards 2023 illuminated the culinary world with the brilliance of these emerging chefs.



## INTRODUCING YOU TO YOUR EXECUTIVE COMMITTEE

**H**olding a Commendable Position of the Vice President of the Hotel and Restaurant Association Western India (HRAWI). My Academics are from the background of Civil Engineering. Furthermore, Construction Management has been instrumental in shaping my approach to the Hospitality Industry. I have driven the success of The Emerald Hotel & Executive Apartments on Juhu Tara Road, Mumbai as an owner. With a strong commitment to the industry, I have actively contributed to HRAWI's Executive Committee from 2010 to 2016 and then again from 2017 to 2023.

My leadership roles extend beyond HRAWI, as a Member of respected organizations including the American Concrete Institute and the Bombay Management Association. Throughout my journey, I've spearheaded significant initiatives that have left a lasting impact. From leading as Joint Honorary Secretary of HRAWI from 2019 to 2020, to chairing Convention Committees, including the FHRAI Convention Committee in 2016 and the HRAWI Convention Committee in 2018 and 2022, my dedication is evident. I've also played key roles in exhibition organizing, served on committees such as IHQS, and chaired the Seminar Committee.



**Mr. Chetan Mehta**  
*Owner of The Emerald Hotel and Vice President- HRAWI*

I'm grateful for the chance to contribute to the advancement of the hospitality sector and to work alongside with the entire Executive Committee Team.

**I** currently hold the esteemed Position of Honorary Treasurer at the Hotel & Restaurant Association (Western India). Milestones of my educational journey is a Bachelor's degree in Commerce (Honors), a degree in Law (L.L.B.), and the prestigious designation of a Chartered Accountant (A.C.A.), I embarked on a path that would lead me to various domains and industries.

One of my primary ventures is in the world of hospitality and real estate. I am a proud Chairman & Managing Director of the Ghai Group of Companies, which includes prominent establishments like Hotel Samrat, The UniContinental Hotel, Hotel Singhs International, Samrat Restaurant, The Habitat Culture Café, Ghai Business Centre, and Samrat Studios Ltd.

I am the President of JVPD Co-op Housing Assn Ltd. which is the Apex Federation of 14 Co-op Housing Societies spanning 720 plots in Juhu. I am a Member of The Bar Counsel of Maharashtra.

Education is a cause close to my heart, and I am an active

Managing Committee Member at the Juhu Parle Education Society, overseeing institutions like Utpal Sanghvi Global School and Prabhavati Padamshi Soni International Junior College. My role as an Advisory Council Member at Jamnabai Narsee School and NMET (Narsee Monji Trust) further reinforces my commitment to quality education.

Additionally, I am actively involved in the Federation of Hotel & Restaurant Association of India (FHRAI) as an Executive Committee Member. These roles have given me a unique perspective on the ever-evolving hospitality industry. I've been a member of HRAWI and FHRAI for over 45 years.

I am proud to be a Trustee of the Guru Nanak Navnidh Trust at Sukhmani Gurdwara, Juhu, and serve on the Trustee & Working Committee of Guru Harkrishan School (G.H. Education Society). Moreover, I have the privilege of being the President of the Azad Nagar CH Society Ltd., Juhu, and the Chairman of Kusum Kunj CHS Ltd., Linking Road, Khar, as



**Mr. Paramjit Singh Ghai**  
*Chairman & Managing Director of the Ghai Group of Companies and Hon. Treasurer, HRAWI*

well as Sunay Garden CHS Ltd., Lonavala.

Beyond my professional and community commitments, I am a man of many interests. I find solace in the world of literature as an avid reader and prolific writer. Sports, too, hold a special place in my heart, whether it's the strategy of chess, the agility of tennis, or the discipline of karate, where I proudly hold a brown belt. Music, travel, and the marvels of wildlife are among my other passions, each adding a unique dimension to my life's tapestry.

# The Hotel and Restaurant Association of Western India (HRAWI), 73rd Annual General Meeting (AGM)

was held on September 16, 2023 followed by the 5th Executive Committee Meeting  
at ITC Grand Central, Parel, Mumbai.”



## **PRADEEP SHETTY RE-ELECTED AS PRESIDENT AT HRAWI'S 73RD AGM**



*Mumbai, Sept 26:* During the 73rd Annual General Meeting (AGM) held on September 16, 2023, the Hotel and Restaurant Association of Western India (HRAWI) re-elected Pradeep Shetty, Director of Maharaja Hotels as its President. In the new term, Nirav Gandhi will continue in office as the Sr. Vice President; Chetan Mehta - Vice President; Jimmy Shaw - Hon. Secretary and Paramjit S. Ghai - Hon. Treasurer of HRAWI. Gurbir Bedi takes charge as the Jt. Hon. Secretary in the new term.

Over the last year, under Mr Shetty's leadership, HRAWI spearheaded several campaigns covering various facets of the hospitality industry including food safety, regulatory advocacy, talent retention and development; and sustainability.

“In our on-going commitment towards environmental sustainability, HRAWI is proud to join hands with the Government's 'Mission Life' initiative. Our pledge to save the environment

underscores our dedication to adopting environmentally conscious practices within the hospitality industry. Our recent collaboration with IGBC is a significant step in this direction, reinforcing our commitment to reducing our environmental footprint and promoting sustainable practices. Together, we aim to create a greener and more eco-friendly future for our industry and our planet,” says Mr Pradeep Shetty, President, HRAWI.

HRAWI's activities over the past year included engaging with the Government during the Union Budget, collaborating with the Ministry of Tourism, simplifying GST compliance, addressing cyber-bullying, taking legal actions, addressing talent shortage, and taking up the matter of license simplification via recommendations on Ease of Doing Business (EoDB).

“We have been advocating the need to streamline and simplify

licensing procedures to enhance the EoDB in the industry and move them online to reduce administrative burdens on applicants. For the prosperity and growth of the industry, it needs a business-friendly environment with reduced administrative complexities. We will continue to engage with the policymakers and the Government to bring around the much-needed changes towards the EoDB initiative,” concludes Mr Shetty.

The AGM concluded with each member taking the Mission LiFE (Lifestyle for Environment) pledge to make all possible changes in their daily life to protect the environment while also committing to continuously motivating family, friends and others about the importance of environmentally friendly habits. Mission LiFE is an India-led global movement to protect and preserve the environment and, aims to promote sustainable living and combat climate change

# EXECUTIVE COMMITTEE (E.C.) MEETING

August, 2023

- The 4th HRAWI Executive Committee (E.C.) Meeting for the F.Y. 2023-2024 was held on Wednesday, 23rd August, 2023 at "Sofitel, Mumbai.

- The President, Mr. Pradeep Shetty took the chair and welcomed the Executive Committee Members and the Ex-Presidents who were present.

- Leave of absence was granted to the Members absent for the meeting.

- Minutes of the last EC meeting were approved.

- Mr. Akshay Narayankar, founder of 3D menu Tech presented "Augmented Reality - 3D Menu card". He briefed the EC Members about their company's 3D modelling of menu cards through a scanner-based model which could be accessed through a QR scanner and was cloud based.

- The President, Mr. Shetty apprised EC Members about the meeting held with Commerce Ministry which was attended by many copyright owners, music labels, NOVEX and FHRAI. Further mentioned about 300 suits spearheaded by FHRAI / HRAWI which were filed before the Bombay High Court on the same issue.

- The President then presented the issue on Google frauds, he mentioned that FHRAI had written to "Google India" on the concern of Hospitality Sector regarding rising incidents of frauds at online platforms. Some EC Members suggested to take up

this issue to the Chief Minister as they have appointed Mr. Brijesh Singh as a Cyber Expert who can address this issue with google but google has an Enterprise Division and does not have a separate Division to address such issues. Some EC Members suggested to lodge a complaint with the Ecom Ministry and the Ministry of Tourism.

- The Chairmen of respective Sub-Committees apprised EC Members on the following:

- a) The Chairman Legal - Mr. Pradeep Shetty apprised EC Members on the HRAWI Legal issues

- b) On behalf of Mr. Nirav Gandhi, Mr. Kunal Gujral apprised on current and upcoming FSSAI Training Programmes

- c) The Chairman Newsletter and Editorial, Mr. Sandeep Talaulicar apprised on News Wrap, News Letter, Magazine PR initiatives and the Website.

- d) The Chairman Seminars & Business Session, Mr. Gurbir Bedi apprised on the six month Seminar calendar, some of them are Cyber Frauds, GST, Fire Safety etc.

- e) The Chairman Membership, Mr. Jimmy Shaw apprised on New Membership Application for the concurrence of the Executive Committee.

- f) The Chairman Taxation, Mr. Dilip Kothari, informed the EC Members that the FAQ on GST was ready for circulation.

- g) Mr. Narendra Somani, the Gujarat State Coordinator, informed the EC members about Private Electricity Company who started collecting Security Deposit of 2-month average usage otherwise they would disconnect the supply. The Government had been approached to intervene in the matter.

- h) Mr. Sumit Suri, the Madhya Pradesh State Coordinator informed the EC that the Ground water Authority has started issuing notices in Delhi. It was applicable all across the country as it was a Central Government rule.

- The Honorary Treasurer, Mr. Paramjit Singh Ghai, presented the Financials for the year ended 31st March, 2023 to the EC.

- The President, Mr. Shetty announced names of the candidates who had filled their nominations and were elected unopposed.

- The Honorary Secretary, Mr. Jimmy Shaw then proposed the Vote of Thanks to all Members who attended the meeting as well as he thanked "Hotel Sofitel" BKC, Mumbai for graciously hosting the Executive Committee meeting.

- Announcement of the next EC meeting was done which is scheduled to be held on 16th September, 2023 at ITC Grand Central, Parel, Mumbai which is also the date of the AGM with a request to EC Members to be present for the same.

# The emergence of smart technology in hospitality



Smart technology is becoming the norm in contemporary lifestyle, especially in luxury spaces. In 2023 smart technology is reshaping how homes, resorts and even cities are managed.

Smart technology is predicted to revolutionise the hospitality industry by encompassing different interconnected devices and systems. According to Data Bridge Market Research, the smart hospitality market is expected to grow at a CAGR of 26.3% between 2022 and 2029 and is estimated to reach USD 117.26 billion by 2029.

From back-end operations to marketing, smart hotel technology offers a variety of cost savings and revenue opportunities.

## 1. Streamlined services and accelerated delivery

Smart Property Management Systems is a prime example of how digital migration creates a

better workplace for staff and simplifies processes. The remote access and seamless integrations in smart PMS solutions enable hospitality businesses to manage multiple operations from a central location.

Smart operations specially aid the restaurants sector which operates at an accelerated pace. Restaurants that embrace smart technology can effectively manage the high-demand periods, increasing their speed of service. This has proven especially useful in businesses such as quick service restaurants (QSRs) with multiple locations, where can be automated for faster, more accurate results.

The benefit of a smart PMS solution is that it integrates with multiple other operating modules, such as POS solutions, reservation systems and booking solutions, creating an ecosystem that works in synchronisation. This help employees build

better communication between departments, establish consistency and accuracy and streamline decision-making with easy access to data.

## 2. Smart energy management

Smart energy management, which uses advanced machine-learning algorithms to analyse historical thermodynamics, local weather and peak demand times to optimise energy consumption, is known to reduce energy costs by up to 20%.

In the hotel sector, smart rooms are becoming popular with tools such as occupancy sensors that monitor and respond to occupancy fluctuations. Restaurants, hotels and leisure centres alike are reaping the benefits of IoT-driven thermostats, AC, and HVAC systems can automatically adjust the room temperatures based on outside weather and switch off automatically when not in use.

Many global hospitality brands are using smart energy management to improve their operations. Marriott is already on this initiative, focussing on methods such as smart irrigation controllers and high-efficiency irrigation spray nozzles. The global hotel giant also has partnered with Samsung and Legrand to launch a prototype of its Internet of Things (IoT) hotel room to explore the potential to enhance the customer experience.

## 3. Predictive maintenance

As businesses that deal with many people who are expecting top-notch services, accidents and slip-ups are unaffordable in hospitality. Fortunately, predictive maintenance enables modern

businesses to use sensor data to identify wasteful or hazardous situations in venues and alert maintenance staff before an issue escalates. Especially the use of IoT technologies allows the management and the engineering staff to predict maintenance needs and prevent system failures and accidents.

For example, the spa and wellness sector can implement sensor-based monitoring systems for critical equipment such as pumps, filters and heaters to collect real-time data on parameters like temperature, pressure, and performance indicators. Advanced analytics and machine learning algorithms can analyse that data to identify anomalies or signs of equipment deterioration. This enables the staff to replace or repair the items before they get in the way of quality service delivery.

Predictive maintenance can reduce safety, health, environment, and quality risks by 14% and reduce maintenance costs by 12%, making it one of the best ways to sustain the service standards in hospitality.

#### **4. Big data and analytics**

The ability of smart technology to provide actionable data is one of the most significant benefits in the age where data is the new currency. Digital migration of the hospitality business led the way to large operational data silos. Smart technology and analytics help companies decode that data into actionable insights, optimising their service delivery, marketing, and reputation management.

Data analytics smart technology offers a complete view of guests and market segments more than ever, enabling businesses to leverage insights for targeted

messaging. Understanding consumer behaviour based on past purchases and forecasting market trends empower decision-makers to be proactive about their campaigns- whether it is about launching a new product, suggesting a complementary product to customers, or even communicating with diners post-reservation.

For example, a restaurant can use past sales data to identify popular dishes and ingredients and use this information to optimise menus, introduce new offerings, or tailor menu items to suit specific customer segments.

#### **Co-existing with technology: what should hospitality prepare for?**

As with every innovation, smart technology too needs a careful and a strategic approach. There also challenges to consider and overcome when adopting smart technology. Its implementation can require significant upfront investments, which may limit new and upcoming hospitality brands when using it. Further, it is imperative to ensure the integration capacity of smart tools, especially if the business is already using other systems; lack of compatibility can disrupt operations, even when the most advanced technology is used.

With the increased connectivity and data exchange in smart technology, the risk of data breaches and privacy concerns is also high. Businesses must implement robust security measures to protect guest information, secure networks, and comply with data protection regulations.

Further, while smart technology is meant to simplify and enhance the

guest experience, it can sometimes lead to frustrations. Technical glitches, connectivity issues, or difficulties in understanding and operating smart devices due to generational differences are some of them.

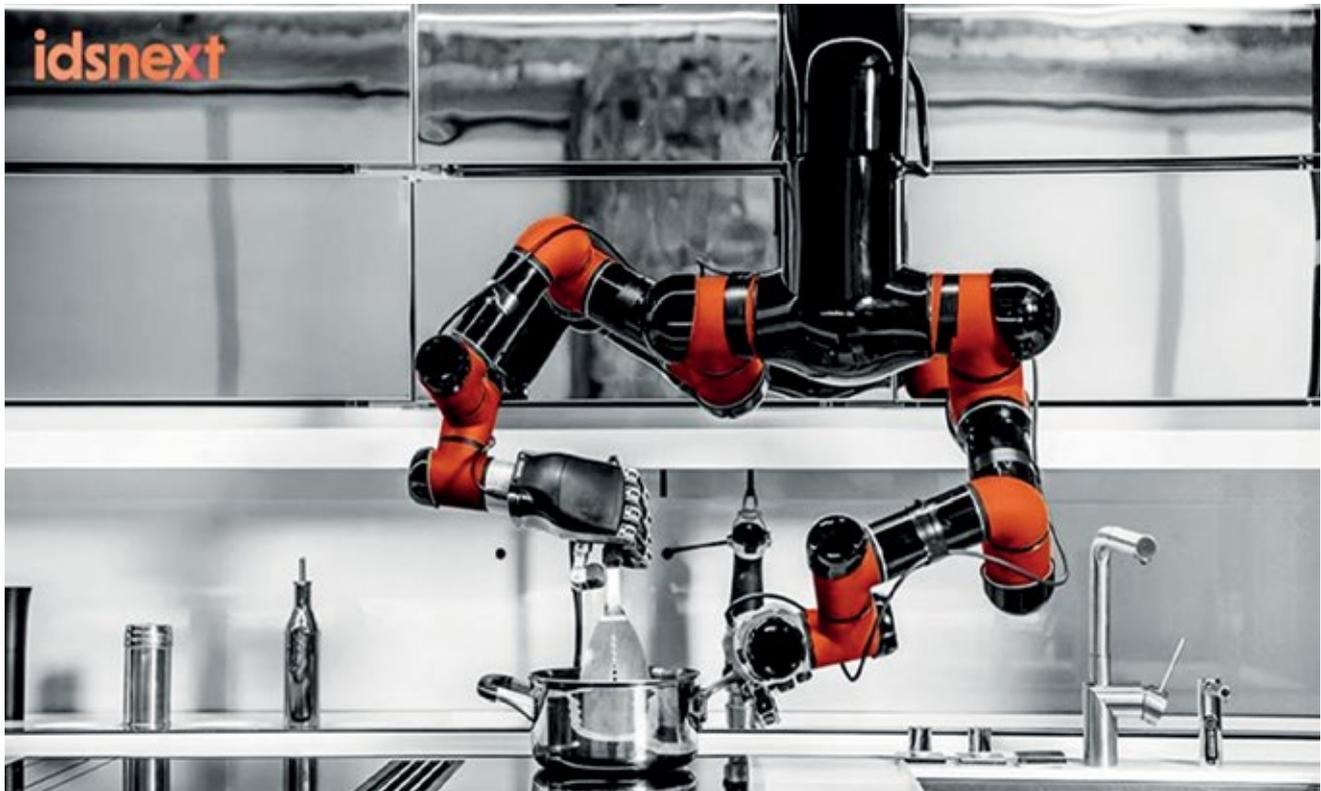
The way forward with smart technology is to be 'smart' when purchasing. Understanding the exact business requirements can help businesses purchase only the modules they need, which is far more cost-effective than complete digital migration. Businesses must also opt for solution providers who offer 24/7 support to manage technical issues and are updated about their cybersecurity standards.

Lastly, companies must invest in technology training for their staff. This will ensure that employees are confident to operate with new systems, can reap maximum benefits and is readily available to support their guests. After all, providing guest comfort is the ultimate factor driving hospitality revenue.

#### **About IDS Next:**

IDS Next is Asia's most prominent hospitality solutions provider, catering to global customers in 50 countries with award-winning software that automates and streamlines hotel, restaurant and leisure operations. IDS Next solutions integrate with over 100 leading technology partners. Having over 35 years of experience, the company promises the most secure operations with its PA DSS-certified and GDPR-compliant solutions. Today, the company powers 300,000+ rooms, 220+ hotel chains, 25,000+ POS outlets and 300+ leisure venues across the globe. For more, visit, [www.idsnext.com](http://www.idsnext.com).

# Food and beverage industry in the age of artificial intelligence



The food and beverage sector, like many other sub industries of hospitality, prefers to maintain its humanised front end, even as technology adoption and artificial intelligence (AI) becomes prevalent.

In the latest insights, it was noted that the market size of AI in the food and beverages sector is expected to reach USD 35.42 billion by 2028, growing at a CAGR of 38.30%. Yet, this poses the question, how can hospitality adopt artificial intelligence without losing its core service element?

## Automated kitchens

Moley Robotics has created the first domestic robot kitchen, which reportedly can replicate Michelin-starred recipes and

mimic the speed, sensitivity and movement of human hands.

A robotic workforce follows instructions consistently, ensuring that every dish is prepared with the same high quality and accuracy. Instead of completely replacing the kitchen staff, this new AI workforce can help them ensure the high standards and safety of food preparation are preserved at all times.

A robotic workforce also empowers front-end staff to focus solely on attending to customer requests, without manually coordinating the dining area and the kitchen.

Robot kitchens will also significantly reduce labour costs by automating tasks that would otherwise require multiple kitchen staff.

## Reducing wastage

A report by the International Data Corporation IDC industry implies that around 30% of food and beverage decision-makers consider consumer demand for eco-friendly products as their chief driver for organisational change toward enhanced sustainability. However, food and ingredient wastage is one of the main challenges faced by the F&B sector, hindering its efforts from being sustainable.

Demand forecasting by AI algorithms analyses historical data, seasonality, events, and other factors to predict future customer demand, helping restaurants prepare the right amount of food and reducing overproduction and waste caused by excess inventory. Material management solutions integrated

with predictive analytics can track inventory levels in real-time and anticipate when ingredients are running low, minimising deadstock, overstock and food spoilage.

### **Demand forecasting**

Along with reducing wastage, predictive analytics helps anticipate consumer preferences and demand, allowing one to adjust inventory levels, plan production schedules and ensure item availability at all times. Predictive analytics can identify which menu items are likely to be popular based on historical data from digital ordering modules or POS solutions and external factors such as seasonal sales.

Chefs and managers can make informed decisions; as a result, optimising the menu offerings based on diner preferences, expected trends and market changes, leading to more satisfying dining experiences. Analytics also help food and beverage businesses determine the most effective pricing strategies for different items, maximising profitability and preparing for seasonal variations in demand.

### **Predictive maintenance**

Another benefit of predictive analytics is that it helps businesses operate without interruptions. These AI-powered systems can analyse all machinery and tools used in production, spotting potential failures and alert the staff about maintenance needs. As a result, it allows the operators and engineers to rectify the issues, boost production capacity and reduce potential bottlenecks.

Food manufacturing workers reportedly have a 60% higher rate of occupational injury and

illness than in other industries; predictive maintenance and the ability to prevent machine failures create a much safer environment for employees in the F&B sector.

### **Transparency and accountability**

Increasingly, manufacturers and processors are expected to be transparent with customers and other stakeholders. AI-powered algorithms can analyse supplier data, certifications, and compliance records to verify the authenticity of ethical claims made by suppliers, helping food and beverage businesses to choose only reputable sources to do business with.

AI analytics can also deep dive into large data sets related to suppliers, helping businesses analyse their practices, certifications, and social responsibility efforts helping restaurants and customers make informed decisions about their suppliers and sources.

### **Balancing the Plateful: How to navigate the pros and cons of AI and analytics?**

The idea of robotics and AI analytics may not resonate well in the traditional kitchen, known to be where expert chefs cook from the heart, provoking scepticism among the employees in a restaurant. This may also raise concerns among guests regarding the expected human touch of hospitality. Restaurants need to consider whether guests are prepared for that change, or if it would take away the authenticity of the dining experience from the guests. While tech savvy modern generations would rather enjoy a futuristic dining experience, generations that did not grow up with smart technology and AI may feel alienated with the concept.

Further, investment in robotics may raise supply and production costs, consequently raising the cost of products. Businesses may have to adjust their pricing strategies as a result, to ensure exquisite experiences remain accessible to their target audience.

Business owners need to weigh their pros and cons when adopting artificial intelligence. AI and robots lack emotional intelligence but are an excellent alternative for handling repetitive tasks and taking some responsibilities off the shoulders of employees. Gradual adoption of AI that aligns with the budgetary limits of the business, rather than complete transition of operations, may help smoother management of finance strategies.

The right solution, in this light, is to complement the service element in the food and beverage space with standard technology rather than replace one with the other. After all, AI is yet another tool that needs to be managed and adopted in the right place, right time by the humans operating it.

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# Hospitality Can Become Sustainable

## YES, our hospitality universe can become greener and more sustainable – Vol 1



Contributed by  
Mr. Sandeep Talaulicar  
Managing Director, Jakson Hospitality  
Operator of India's first CII IGBC Platinum  
rated and Net Zero Energy Hotel

**M**y dearest hospitality family, YES, we can become a Greener industry with very little capital expenditure. In fact, our simple way of becoming green can save you huge amounts of money in operational expenditure. YES, the ROI is significant and is short term. Not only that but we can use this green lifestyle change to market ourselves better and to help Mother Earth as a whole.

Sustainable practices in the hospitality industry encompass various strategies to reduce environmental impact and promote responsible tourism. Some simple key practices include:

1. Energy Efficiency: Implementing energy-efficient lighting, heating, and cooling systems to reduce electricity consumption.
2. Water Conservation: Installing low-flow faucets and toilets, as

well as reusing towels, linens to reduce water usage, monitoring excess water wastage in the kitchen.

Also recommend to use locally made Pancha to replace Turkish towels.

3. Waste Reduction: Reducing single-use plastics, recycling, and composting to minimize waste generation.

4. Local Sourcing: Sourcing food and products locally to support local economies and reduce carbon emissions from transportation.

5. Green Building Design: Constructing or renovating facilities with sustainable materials and energy-efficient designs.

6. Eco-Friendly Transportation: Promoting eco-friendly transportation options for guests, such as electric vehicle charging stations or bike rentals.

7. Education and Awareness: Educating staff and guests about sustainable practices and encouraging responsible behaviour.

9. Certification Programs: Obtaining certifications like CII IGBC in Energy and Environmental Design) to showcase commitment to sustainability.

10. Renewable Energy: Incorporating renewable energy sources like solar panels.

11. Wormy culture: Reduce plant diseases/require less pesticides and promote healthy organic growing in your hotel kitchen operations.

By adopting these practices, the hospitality industry can reduce its environmental footprint while appealing to eco-conscious travellers.

# HOTEL FIRE LIFE SAFETY CHALLENGES

**F**ire is a significant risk to any business, but even more so in the hospitality sector: hotels, restaurants, bars, leisure centres etc. are at a higher risk of a fire as they can be occupied up to 24 hours a day.

A hotel building presents many of the same challenges as a residence when it comes to preventing fires. Guests tend to stay in hotels for long periods of time and are often unaware of their surroundings or are unaware about fire safety practices. This could pose a particular challenge for evacuations. Hotels need to be aware of this and take steps to improve their hotel fire life safety.

Furthermore, Guests come in and out of a building so rapidly that it is challenging to identify who is there at any given moment.

The best way to prevent hotel fires is to have a comprehensive hotel fire safety plan in place. This plan should include training staff on how to respond to an emergency and making sure there are evacuation procedures in place.

According to the National Crime Records Bureau (NCRB), India witnessed close to 63,557 fire-related accidents resulting in 62,832 tragic deaths between 2016-2020, which on an average translates to 35 people getting



killed by fire every day during the five years period.

When it comes to the main causes of fire in hotels or restaurants, kitchens are one of the most common starting points. Heated oil and fat can easily ignite if they overheat or are forgotten.

Electrical appliances continue to be one of the main causes of fire in the hospitality industry and in both commercial and residential settings.

For example, hairdryers and kettles in hotel rooms, lights and illumination in pubs and restaurants, as well as any heating/cooling systems, can all cause problems.

Electrical appliances are more likely to cause a fire if they are deteriorated or overused.

Regular every after two years fire life safety assessments plays vital role in fire prevention. Many international hotel operators follows their own brand standard check list to evaluate fire life safety. Architects and building engineers now started involving independent FLS specialist during planning stages so as to incorporate the stringent building codes for fire safe hotels. Additionally, strict adherence to the National Building Code of India (NBC 2016) and National Electrical Code of India (NEC 2023) published by the Bureau

of Indian Standards (BIS) are critical to ensure quality electrical infrastructure in buildings and overall safety.

The hotels buildings specially are high rise or of mixed use development type are more complex to design and comply the fire codes and practices. Special focus is to be given on ;

- Passive fire measures
- Smoke management
- Egress design
- Refuge spaces
- Fire Compartmentation
- Interior finishes
- Façade protection

On one hand, India is one of the fastest growing nations in the world, but on the other hand, non-adherence to Fire and electrical standards, codes & regulations exposes the threat our urban population is facing in the for of electrical accidents and negligence toward the issue. As India continues to see more urban spaces, a collective effort is required to focus on providing safe buildings to our citizens.

Regular training and audits are key to prevent and prepare for any adversities during fire emergencies. The owner or developer should invest in safety; it is not an expense!

Lets make Surakshit Bharat.

## Hemant Khadse

*About me:*

Hemant Khadse is CEO of East Corp Group, fire and life safety consultant. He is engineering graduate with work experience of 30 years in fire and security; He has travelled and worked internationally. He is also fire safety trainer and conducted many FLS audits and risk assessments

## HOTEL OF THE MONTH

# Taj Mahal Palace and Taj Mahal Tower



RITESH SHARMA

*General Manager – The Taj Mahal Palace & Tower, Mumbai*

### **A** Journey of Resilience, Leadership, and Remarkable Achievements

As I take a moment to reflect on my incredible journey with the Indian Hotels Co. Ltd. (IHCL), I am filled with profound gratitude for the experiences and personal growth I have attained over the past 22 years. From the very beginning, I made a steadfast commitment to demonstrate unwavering resilience and exemplary leadership in every assignment I undertook.

Having been granted the privilege of leading operations at prestigious institutions such

as the Taj Mahal in New Delhi and the Taj Falaknuma Palace in Hyderabad, Taj Santacruz in Mumbai, I have consistently endeavoured to be a hands-on leader and a source of inspiration for my colleagues and make a positive impact on both my team and our esteemed guests.

Leading by example and fostering collaborative relationships within teams has been an integral part of my leadership philosophy. Through my composed demeanor and keen business acumen, I have been able to forge lasting connections with various stakeholders, leveraging my strategic mindset to achieve

remarkable results. This approach has facilitated not only the success of our organization but also the growth and development of those who work alongside me.

One of the defining moment in my career has been being entrusted with the responsibility of managing the iconic The Taj Mahal Palace in Mumbai at a young age. This opportunity has proved to be a defining moment, allowing me to contribute to the exceptional service quality that the Flagship represents. I am immensely proud of our achievements, and I remain steadfastly committed to ensuring that we continue to deliver the highest level of service and elevate our guests' experiences.

Looking ahead, I am brimming with excitement for the opportunities that lie before us. In the fiscal year 2022-23, our unwavering dedication and collective efforts resulted in an impressive 32% growth, closing at INR 611 Crores compared to FY 2019-20. This resounding success has further fuelled my ambition to achieve even more ambitious targets for our organization. Our recent accomplishment of surpassing the budgeted INR 531 Crores and our stretched target of INR 585 Crores serves as a testament to our ability to dream big and consistently deliver outstanding results.

None of these achievements would have been possible without the unwavering support and dedication of each team member who has contributed to our collective success. Together, we have crafted a cohesive strategy that propels us towards even greater accomplishments in the future.

I extend my heartfelt gratitude to all those who have been part

of this incredible journey. Your unwavering commitment to excellence and your contributions have been instrumental in shaping our success. Let us continue to strive for excellence, making an indelible impact in the hospitality industry.

### **The Taj Mahal Palace**

The Taj Mahal Palace, Mumbai represents The Indian Hotels Company Limited's (IHCL) distinguished brand catering to the world's most discerning travelers in pursuit of authentic luxury experiences. Established in 1903 as IHCL's inaugural hotel, it has become the Group's crowning glory, setting unparalleled standards for refined living through creativity, elegance, and warmth. Recently trademarked, the group's flagship hotel is poised to commemorate 120 years in 2023. Conceived from Jamsetji N. Tata's visionary aspirations to revolutionize Indian hospitality and introduce unparalleled luxury, The Taj Mahal Palace, Mumbai, remains a cherished fixture of the city. It holds within its walls an irreplaceable trove of cherished memorabilia, with every pillar and corridor narrating tales of the past and each awning hosting a memory-filled celebration. Housing remarkable flagship dining establishments like Wasabi by Morimoto, Golden Dragon, Masala Kraft, Harbour Bar, Shamiana, Souk, Sea Lounge, and Aquarius, the hotel treats guests to exceptional culinary journeys. Originating as one of the world's original grand hotels, The Taj Mahal Palace, Mumbai, has evolved into an integral chapter of the city's history, ingrained within its very core. With a steadfast commitment to establishing Bombay as a global epicenter, Jamsetji N. Tata's

creation emerged in 1903 as a defining icon. In those days, it was a unique setting where British Viceroy's mingled with Indian Maharajahs—an atmosphere that predated the Gateway of India's rise by nearly two decades, welcoming the world to the city's embrace. As time advanced and its reputation flourished, its guest list became increasingly diverse. Hosting dignitaries, celebrities, monarchs, Hollywood elite, kings, queens, and rockstars, The Taj Mahal Palace, Mumbai, symbolized a "global village" long before the term gained common usage.

### **Taj Mahal Tower**

Rustam Patell, the visionary architect behind The Taj Mahal Tower, collaborated within the envisioned L-shaped structure crafted by American architect Melton Bekker, resulting in the creation of this iconic architectural marvel. Bekker masterfully integrated Indian design elements, incorporating Tanjore pillars from the South and arched balconies from Rajasthan, culminating in the tower's distinct character crowned by an intricate diadem. Unveiling its opulent hospitality in 1973, this luxurious establishment rapidly became an inseparable part of Mumbai's urban fabric. Half a century later, our Colaba-based hotel continues to captivate visitors with its opulent suites, renowned eateries, and captivating vistas of the city's renowned shoreline. As a guest at the Taj Mahal Tower, you're treated to world-class sophistication and impeccable service complemented by Mumbai's genuine warmth and dynamism. Our privileged location in Colaba's heritage district situates you at the epicenter of the city's artistic, cultural, and

glamorous scene. For those keen on exploration, our concierge desk orchestrates unique encounters that unveil the multifaceted layers of this megalopolis. Whether you're unwinding in your lavishly appointed suite, indulging in spa luxuries, or uncovering Mumbai's diverse identities along the waterfront, the Taj's hospitality promises an extraordinary experience.

## Food and Beverage Recipe:

### Millet Khichdi

This dish harmoniously combines nutrient-rich millets, aromatic spices, and wholesome vegetables, offering a flavorful and nourishing experience. From the goodness of ancient grains to the artistry of our chefs, our Millet Khichidi encapsulates the essence of wellness and culinary finesse. Indulge in a symphony of flavors that celebrates both taste and well-being.

#### Ingredients:

1. Pearl millet – 80 gms.
2. Split moong dal – 80 gms.
3. Salt – To Taste.
4. Ghee – 10 gms.
5. Cumin seeds – 2 gms.
6. Asafetida – 1 gms.
7. Turmeric powder – 2 gms.
8. Degi Chili Powder -
9. Onion – 30 gms
10. Garlic – 20gms
11. Green Chilies – 8 gms
12. Tomatoes – 40 gms
13. Fresh Coriander – 8 gms

#### Method:

1. Mix the millet and the moong dal wash and soak.
2. Pressure cook it until done.
3. Heat ghee in a pan, add asafetida, cumin seeds, turmeric powder.
4. Add the chopped garlic,

chopped onions, tomatoes and green chili and cook further.

5. Add the cooked millet-lentil mixture to the prepared tempering.

6. Season and finish with chopped fresh coriander.

7. Serve hot



#### Zing Factor

A fun and exciting mix of orange and pineapple juice made zingy with a pinch of rock salt and a healthy dose of soda

#### Ingredients

- 1) 45ml Orange juice
- 2) 45ml Pineapple juice
- 3) Pinch of Rock salt
- 4) Top up soda

#### Recipe

Add all ingredients in the glass. Mix all together and top up with the soda.



# HOTEL OF THE MONTH

## The Leela Venture Ltd



SAMEER SUD

*General Manager  
The Leela Mumbai*

### **Professional and personal journey so far:**

**M**r. Sameer Sud, the General Manager at The Leela Mumbai, is a testament to the power of determination, passion, and hard work. His journey in the hospitality industry is nothing short of inspiring, as he has climbed the ladder of success through dedication and a relentless pursuit of excellence.

Mr. Sud's story began in 1990 when he joined The Leela Palaces & Resorts as a Management Trainee. Right from the start, his enthusiasm and eagerness to learn stood out, earning him recognition and praise. During his three-year tenure as a Management Trainee, he absorbed knowledge, honed his skills, and developed a deep understanding of the intricacies of the industry.

After completing his training, Mr. Sud took on various roles within The Leela Group, each one adding new dimensions to his expertise. As an Assistant Manager at The Leela Goa, he showcased his leadership abilities and demonstrated a remarkable talent for creating unforgettable guest experiences. His dedication didn't go unnoticed, and he was soon promoted to the position of Duty Manager at The Leela Kempinski, Mumbai.

With every step forward, Mr. Sud's commitment to excellence shone brightly. He excelled in his role as an Assistant Front Office Manager at The Leela Mumbai, where he was part of the reopening team after an extensive renovation of the resort. This experience not only challenged him but also showcased his ability to adapt to new environments

and successfully manage complex projects.

In 2005, Mr. Sud embarked on a new adventure by joining ITC Hotels as a Front Office Manager in Kolkata. Although this was a brief tenure, it added diversity to his skill set and broadened his perspective on the industry.

Driven by his passion for the hospitality sector, Mr. Sud returned to The Leela Group as the Rooms Division Manager at The Leela Palace Bangalore. This role allowed him to make a significant impact on guest satisfaction and operational efficiency, further cementing his reputation as a reliable and capable leader.

Recognizing his exceptional talent and leadership abilities, The Leela Group appointed Mr. Sud as the Resident Manager at The Leela Palaces & Resorts in Bengaluru. During his tenure, he played a pivotal role in enhancing the guest experience, managing the day-to-day operations, and ensuring the highest standards of service were met consistently.

In 2015, Mr. Sud's remarkable journey reached a new pinnacle as he assumed the role of General Manager at The Leela Mumbai. As the head of this prestigious establishment, he has overseen its growth and success, steering the team towards new heights of excellence. Under his leadership, The Leela Mumbai has become renowned for its world-class service, luxurious accommodations, and memorable guest experiences.

Throughout his career, Mr. Sameer Sud has embodied the values of professionalism, integrity, and a genuine passion for hospitality. His unwavering commitment to providing exceptional service and creating magical moments for

guests has earned him the respect and admiration of his colleagues, peers, and the industry as a whole.

Mr. Sud's inspiring journey serves as a reminder that with hard work, dedication, and a relentless pursuit of excellence, anyone can achieve their dreams. He continues to inspire aspiring hoteliers and leaders, showing them that success is attainable through a combination of talent, passion, and unwavering determination.

Mr. Sameer Sud is very passionate about hospitality and believes in giving it back to the industry, and as a result, he has been mentoring, nurturing, and guiding numerous fresh talents. He has also initiated & created a group on LinkedIn under the name 'Help Hospitality Hopeful' for those who have lost their job during the pandemic. This group has helped many of them during such difficult times & now has 9000 active members. Sameer Sud is on the Board of Directors panel for various hospitality management colleges such as:

SVKM's NMIMS School of Hospitality Management

Sheila Raheja Institute of Hotel Management

Institute of Hotel Management Catering Technology and Applied Nutrition, Mumbai (Dadar Catering College)

D Y Patil Deemed to be University School of Hospitality and Tourism Studies.

### **Brief about "The Leela Venture ltd"**

The first hotel of The Leela Palaces, Hotels and Resorts, The Leela Mumbai is an oasis of tranquillity in the bustling metropolis and set amidst 11 acres of lush, landscaped gardens and cascading waterfalls. Leela Mumbai was the first hotel in entire North Mumbai to open its doors in the year 1986. A convenient 5-minute drive from the Chhatrapati Shivaji International Airport and a 15-minute drive from the domestic airport, the hotel is near North Mumbai's commercial centre and export zone. The hotel offers spacious and beautifully appointed 394 rooms and suites, including a 140sq. meters Presidential Suite. The exciting spectrum of culinary experiences includes Le Cirque Signature, the legendary Franco-Italian spectacle, a royal Indian dining experience at Jamavar, modern global dining at Citrus, authentic Chinese at The Great Wall, along a sophisticated retreat at Six Degrees bar by the poolside. Multi-purpose meeting and conference rooms with the latest technologies are available upon request. For blissful and revitalizing indulgence, the exclusive Spa at The Leela offers European and Oriental-inspired treatments.



**THE LEE LA**  
PALACES HOTELS RESORTS

## Your favourite food and beverage recipe

### Recipe for Gucchi Pulao

Gucchi pulao, also known as morel mushroom pulao, is a delectable North Indian rice dish celebrated for its rich and earthy flavours. The star ingredient of this dish is the Gucchi mushroom, a very delicate and exclusive wild mushroom found in the Himalayan region during the spring season.

#### **Ingredients:**

- Basmati Rice - 250 Kgs
- Jeera - 2 gms
- Cardamon - 1 gms
- Cinnamon stick - 1 gms
- Cloves - 1gms
- Bay Leaf - 2 nos
- Butter - 100 gms.
- Milk - 1 ltr
- Water - 1 ltr
- Saffron - 1 gms
- Pure ghee - 110 gms
- Brown onion - 100 gms
- Gucchi Mushroom - 40 grms

#### **Method:**

Soak rice in the water for ½ hour & keep aside. Heat oil and all whole spices, let it crackle and then add water, milk, butter. Let it come to boil & then add rice to it. Once it comes to simmering and water is absorbed add pure ghee, gucchi mushroom and brown onion and saffron and put it for Dum by covering it with foil. Place it on full flame once steam is built, foil is puffed, reduced the flame to minimum and Dum it for 4 mins and then put it off.



### Recipe for Fresh Lime Soda with Angostura Bitters

#### **Ingredients:**

- One can of Soda
- One Freshly squeezed lime
- 15 ml sugar syrup
- Pinch of Salt
- Dash of bitters.

#### **Method:**

Add all ingredients in the tall glass. Mix all together and add few drops of aromatic bitters.



### **Testimonial for Hotel and Restaurant Association (HRAWI)**

I highly recommend the Hotel & Restaurant Association to any hotelier or restaurateur looking to excel in today's challenging environment. Their steadfast support, advocacy and valuable assets have been instrumental in our achievements. We sincerely appreciate your exceptional dedication to our industry.

## RESTAURANT OF THE MONTH

# Ashoka Restaurant, Nagpur



**A**shoka is one of the Finest family Dining Restaurant, catering to the Elite of Nagpur, Ashoka was established in 1955 by Lt. Mohan Kishor Hansles & Lt. Phul Hansles. Ashoka Restaurant is not merely the best in town, but it's name & fame has spread across the seven seas. Since its establishment, it has been setting various culinary trends in Central India.

### **Ashoka is an ode to the true legacy of Nagpur.**

Ashok Hansles joined Ashoka in 1967 and since then he has been taking care of its operations. Ashok has introduced various new recipes, adding to the culinary perfection within the city.

Ashoka Restaurant serves multi cuisine delicacies like Chinese, Continental, Indian, etc.. bringing to the table the flavor of various

continents of the world. Some of its most famous, iconic dishes like the Sizzlers, Old style Chilli Chicken, Vintage Crème Caramel, Butter chicken, Fish Fry with Tartar sauce, Mutton Saoji, Kadai Paneer and various varieties of soups, cocktails & mocktails are today nurturing the taste palate of the city..

In 2007, Aum Hansles, son of Ashok Hansles joined the Family Business after attaining a Degree in Hotel Management from the Prestigious Les Roches Institute in Switzerland. Aum has given a modernized touch by adding new culinary techniques, equipment's & digital features in the operations for the enhancement of services & overall functionality, hence keeping up with the new trends. Aum aims & strives hard to take the Iconic Brand Ashoka to new Heights.

Ashoka Restaurant is serving the best since past 7 decades and is always the number 1 choice of food lovers, inspite of the city, growing massively over the years and the growing competition in the industry. It enjoys the status of the most popular restaurant of Nagpur, with memories etched in people's hearts of various celebrations like Reunions,

Birthdays, first dates, New years, anniversaries etc...Ashoka has always been an integral part of people's lives across generations.

As Jack Denton Scott of "The New York Herald Tribune" was lead to laud the restaurant in his book "Forest of the Night "and his article in "Traveller in India" ( a magazine issued by the Tourism

department of Govt. of India ) with this superlative encomium :” The Ashoka, in Nagpur was perhaps the Best restaurant we visited in India including the fancy places in New Delhi, Bombay & Calcutta. The cooking was superb and it created exquisite delicacies out of simple recipes. The Restaurant was like a Diamond buried in Dust. “

## Food Recipe:

**Paneer Malai Tikka** is a recipe of soft succulent chunky cubes of Paneer/Indian cottage cheese. A flavor of Indian spices embrace the taste buds while eating this paneer malai tikka.

### Ingredients:

- 1 Indian cottage cheese block paneer, cut into cube pieces
- 2 tbsp yogurt
- 2 tsp Ginger paste
- 2 tsp garlic paste
- 2 tsp green chili paste
- 1 tbsp cashew paste
- 1 tbsp poppy seed paste
- 2 tsp kasuri methi
- /2 tbsp lemon juice
- 1 tsp garam masala powder
- 1 tsp coriander powder

- Vegetable oil cooking spray
- Salt for seasoning
- Chat Masala

### Instructions :

- 1) In a bowl add paneer cubes, salt, ginger garlic paste, green chili paste and lemon juice and mix well. Marinate for minimum 1 hour.
- 2) After 1 hour in paneer cube marination add yogurt, poppy seed and cashew paste, garam masala powder, coriander powder, kasuri methi and mix well. Keep aside for another 30 minutes.
- 3) Heat oil in grill or grill pan. Line up paneer cubes in skewers. Spray vegetable oil on paneer cubes. In low heat cook paneer from both sides until soft and tender.



- 4) Sprinkle chat masala over it. Serve hot with Pudina and coriander leaves green chutney.

## Beverage Recipe:

### Fruit Punch

### Ingredients:

- 2 red apple finely chopped
- 2 green apple finely chopped
- 2 oranges finely chopped
- 2 pears finely chopped
- 2 peaches finely chopped
- 2 plum finely chopped
- 1 cup pomegranate pearls

- 1 lemon
- 2 cups orange juice
- 1 cup pomegranate juice
- liter water or soft drink of your choice add some sugar if you are using water
- ice cubes as required

### Method :

In a mixing bowl add the chopped fruits, drizzle lemon juice, and set aside. Into the large pitcher

or punch bowl add the fruits, orange juice, pomegranate juice, and soft drink or water. Stir well to combine. Add ice cubes and serve chilled. Also you may also add lime soda instead of soft drinks.  
Serve Chilled



## RESTAURANT OF THE MONTH

# Ivy Restaurant



### **A 29-Year Odyssey of Self-Exploration in the Realm of Hospitality**

For 29 years, I have been on a fascinating journey in the hospitality world. Think of it like an ever changing story, with each day bringing new challenges and exciting adventures.

This odyssey has transcended mere profession; it has metamorphosed into an extraordinary journey of self discovery. Journey with me as I unveil my narrative, from a youthful hospitality enthusiast to ascending the pinnacle as the General Manager of the illustrious Ivy Restaurant and Banquet in the heart of Chembur, Mumbai.

### **The Formative Years: IHM, Bhopal**

My expedition commenced in the year of 1994 when I graduated from the venerable Institute of Hotel Management (IHM) nestled in the cultural embrace of Bhopal. IHM bestowed upon me the

priceless knowledge and artistry that would become the bedrock of my vocation. It was the starting point for everything that followed.

### **The Inaugural Stint: Taj and Leela Hotels**

With a strong foundation in hospitality education and a passion for excellence instilled in me by IHM, I embarked on my career journey with prestigious establishments such as Taj and Leela Hotels. These renowned institutions are synonymous with the highest standards in the hospitality industry. During my time there, I had the privilege of immersing myself in the art of providing exceptional service, where guest satisfaction was always our foremost priority. This experience has not only honed my skills but also reinforced my commitment to delivering unparalleled guest experiences.

### **Taking the Plunge: A Sojourn in Bahrain (1997)**

Starting as a budding hospitality

professional, I embarked on a path that would ultimately lead me to new horizons in Bahrain. During this time, I faced numerous challenges and encountered diverse cultures, which broadened my horizons and expanded my understanding of the world.

As I immersed myself in the Bahraini hospitality scene, I took on the role of a restaurant supervisor. This experience not only allowed me to hone my skills but also introduced me to a world that was vastly different from my own. It was within this unique environment that I truly discovered my own strengths and determination.

Over time, I dedicated myself wholeheartedly to my work and climbed the career ladder in the hospitality industry. With unwavering determination, I reached the pinnacle of my career when I assumed the role of Food and Beverage Manager at the prestigious Gulf Hotel. This achievement stands as a testament to my dedication, perseverance, and the passion I have for the world of hospitality.

#### **Homeward Bound: Ivy Restaurant and Banquet (2004)**

In the year of 2004, I made a heartfelt decision to return to India, driven by my passion for contributing to the thriving hospitality industry in the homeland. My tenure as General Manager marked the beginning of an exciting chapter in my career. Ivy's state-of-the-art kitchen, equipped with top-notch culinary tools, and a team of talented chefs who shared my unwavering commitment to culinary excellence, positioned it as a culinary hub of remarkable potential.

Over the years, Ivy Restaurant and Banquet has blossomed into a heaven for food enthusiasts, offering a diverse range of culinary delights that celebrate the rich tapestry of Indian cuisine. Our culinary repertoire showcases the flavors of Coastal Indian cuisine, inviting you on a tantalising journey through the spices and aromas of the coastline. Additionally, we offer the comforting embrace of North Indian cuisine, brimming with aromatic curries and succulent kebabs. Furthermore, our Oriental cuisine represents an exquisite fusion of flavours, harmoniously blending the best of Eastern and Western culinary traditions onto your plate.

#### **A New Chapter (2015): TOSHIN Chocolatier Patisserie**

In 2015, a new chapter began as part of Team Ivy with the addition of Chef Toshin Shetty, son of Mr Kishore Shetty, 3rd generation to the hospitality world. We ventured into a new world with TOSHIN Chocolatier Patisserie, a place that would make its mark in the world of patisseries in India. Being a part of this journey, from the very beginning to witnessing the brand grow, was an incredible experience.

TOSHIN Chocolatier Patisserie is a brand known for its exquisite range of high-quality confectionery products. Our offerings are meticulously crafted to cater to a discerning clientele from High Net Worth Individuals, international fashion houses, luxury automobile brands and many more.

Our involvement with TOSHIN Chocolatier Patisserie goes beyond mere business transactions. It's a reflection of our deep passion and creativity. This emotional

investment is a driving force behind our brand's success and growth. It motivates us to push the boundaries of confectionery artistry, to strive for excellence in every aspect of our work, and to create products and experiences that truly resonate with our customers. It's this emotional connection that fuels our dedication to delivering exceptional products and services, ensuring that TOSHIN continues to shine in the luxury confectionery market.

It's not just about selling products; it's about creating unforgettable moments and experiences. I am confident that TOSHIN Chocolatier Patisserie will not only excel but also set new standards in the luxury confectionery market.

#### **29 years**

As time passed, I became more and more captivated by the magic of hospitality. I realised that a warm smile, top-notch service, and paying attention to even the smallest things could turn a regular visit into an unforgettable experience.

To the new generations considering a career in hospitality, I say this: Embrace the adventure, the challenges, and the opportunities that this industry offers. It's not just a job; it's a journey of self-discovery, a chance to learn and grow every day while making a difference in the lives of others. Join us in the world of hospitality, where your path may lead you to places you never imagined, and where you can discover your true potential while creating memorable experiences for others. We need more people to join this wonderful industry and be a part of something truly special.

### **Brief about “Ivy restaurant”.**

IVY, a culinary gem located in Chembur, is indeed a pinnacle of excellence. Established by Mr. Kishore Shetty, the son of the late Muddana Shetty, a pioneering figure in the South Indian restaurant scene in Mumbai, IVY carries on a rich legacy of culinary innovation and hospitality.

The Shetty family’s journey in the restaurant industry dates back to 1941 when Late Muddana Shetty laid the foundation for what is now renowned as “Ankur.” Over the years, Ankur has become an iconic establishment in Mumbai, synonymous with authentic South Indian cuisine and impeccable service.

Mr. Kishore Shetty, inspired by his father’s dedication to culinary excellence, has continued this tradition by establishing IVY. Situated in the eastern suburbs of Mumbai, IVY has emerged as the foremost destination for fine dining, banqueting, and conferences. It reflects the Shetty family’s unwavering commitment to offering an unrivaled experience to its patrons, blending tradition with innovation in the realm of culinary arts.

### **IVY RESTAURANT**

The IVY Restaurant is a masterpiece, boasting a seating capacity of nearly eighty-five patrons. Its grandiose decor mirrors that of an opulent manor, complete with a central courtyard and various rooms adorned in diverse interior styles.

The central sunken section of the restaurant replicates an open courtyard, replete with a masterfully simulated sky adorned with twinkling stars. Encircling this celestial oasis are several seating sections, each meticulously designed with

a distinct decor, reminiscent of the regal chambers of a princely estate. The bar itself is a masterpiece, and the entire restaurant is adorned with captivating objects, art and tasteful accessories.

The restaurant’s culinary offerings are a revelation, featuring a selection of coastal cuisines, including tantalizing specialties from Mangalore, Malwan, Goa, and Kerala, alongside a curated north Indian menu. To complement these coastal delights, an oriental menu presents an extraordinary array of Thai and Chinese dishes, establishing IVY as the eastern suburbs’ inaugural fine dining coastal heaven.

### **THE EARTH ROOM**

The Earth Room is a capacious banquet hall, capable of accommodating over 300 guests, ideal for social gatherings, corporate events, or even grand weddings and receptions. A welcoming pre-function room spans the length of the hall, adorned with sumptuous wall-to-wall carpeting and elegant chandeliers.

IVY Banquet takes pride in its diverse culinary offerings, boasting an extensive selection of both non-vegetarian and vegetarian menus. Guests can savor North Indian, Coastal, Lebanese, Chinese, Italian, Continental, and Thai specialties. The pièce de résistance of IVY’s banquet services is its live counters, featuring Mongolian, Barbecue, Tandoori delights, Lebanese delicacies, sizzling Tawa dishes, mouthwatering Chaats, and Dosas. All this, complemented by state-of-the-art audio and video equipment, as well as bespoke event planning and decor options.

### **THE WATER GRILL**

The Water Grill is a picturesque terrace garden, doubling as a spectacular banquet venue. Adorned with lush lawns and captivating foliage, the terrace’s centrepiece is a majestic water fountain, gently emitting a delicate spray of mist, enhancing the terrace’s natural beauty. In conjunction with the banquet halls, the Water Grill can collectively host over 500 guests. An additional highlight of the terrace is its open-air display kitchen, equipped with top-tier cooking equipment, allowing for interactive culinary experiences during banquets and serving as a live cooking station during parties and events.

### **IVY KITCHEN**

The heart of IVY’s culinary excellence lies in its state-of-the-art kitchen, spanning a generous 2200 square feet. Guests are invited to step inside and witness firsthand the uncompromising standards upheld by the IVY culinary team.

In sum, IVY is more than a dining destination; it’s an unforgettable experience where exceptional cuisine, splendid decor, and impeccable service converge to create lasting memories, with a storied history spanning 21 illustrious years, IVY has been a sanctuary for discerning patrons. It is a place where the bonds of hospitality run deep, and customers invariably consider it their second kitchen. This enduring legacy is a testament to the warm embrace of IVY’s hospitality, where generations of delighted guests have found solace, sumptuous cuisine, and a sense of belonging unparalleled in the culinary world.

## **Favourite food recipe:**

### **Kori Gassi**

For Gassi Masala

2 teaspoons oil

6 dried Byadgi dried chillies

1 inch cinnamon

1/8 teaspoon black mustard seeds

2 teaspoons coriander seeds

1/4 teaspoon fenugreek seeds

3 black peppercorns

1/4 teaspoon cumin seeds

1/4 teaspoon turmeric powder

60 grams grated coconut, (about 1 cup) roasted till light golden in colour

5 garlic cloves, peeled and chopped, add to roasted coconut

2 tablespoons oil

100 grams chopped onions,

250 ml thin coconut milk, 2nd press (about 1 cup), divided use

500 grams chicken thighs

salt to taste

120 ml thick coconut milk, 1st press (about 1/2 cup)

### **Procedure**

1. Add oil and heat in a small kadhai slide in dried red byadgi chillies and roast, stirring often, for about 2 minutes. Toss in cinnamon, black mustard seeds, coriander seeds, fenugreek seeds, cloves, black peppercorns, and cumin seeds. Roast, stirring, till aromatic. Add turmeric powder, stir, and remove from heat right away.

2. Make kori gassi masala paste: Once the roasted spices have cooled, place them in a grinder. Add roasted coconut mixed with chopped garlic to the grinder, grind to a fine paste, adding 1 tablespoon water if needed.

3. Place a kadhai or wok on high heat and pour in oil, add onion and sauté till golden brown, about 6 to 8 minutes. Add rkori gassi masala paste and stir vigorously.

4. Slide in chicken, mix well to coat with the masala, and sauté for a couple of minutes.

5. Reduce heat to medium, then add the remaining thin coconut milk, 120 ml water, and salt. Cook, stirring occasionally, till the chicken is cooked through and the curry has reduced and thickened, Pour in thick coconut milk (2nd press) and add curry leaves. Stir well and simmer on low heat for just 2 minutes.

Remove kori gassi from heat and transfer to a serving bowl.



## **Beverage:**

### **Guava Mary**

#### **Ingredients:**

- 105 ml tomato juice
- 15 ml lemon juice
- 1 dash Worcestershire sauce
- 2 dashes of Tabasco sauce (depends on spice level)
- 1 teaspoon celery salt
- Freshly ground black pepper
- 1 stalk celery, for garnish
- 1 green chilli, for garnish

#### **Procedure**

1. Pour the tomato juice and lemon juice into a cocktail shaker filled with ice cubes.
2. Add the Worcestershire sauce, celery salt, pepper, and tabasco sauce to taste.
3. Mix well all the ingredients and rim the serving glass with salt and red chilly power

4. Pour the drink over ice in serving glass and garnish with the celery stalk or slit green chilli . Serve and enjoy!



# APPOINTMENTS



**Vishal Gupta**  
General Manager  
Novotel Mumbai Juhu Beach

Vishal has 24 years of international hospitality experience in four countries. He started his career with Marriott International. He joined Hilton Worldwide as a General Manager in 2015 and worked at the Hilton Garden Inn Trivandrum and Hilton Jaipur until 2022. He did his Bachelors of Business in Hotel Administration from the Hotel School, Southern Cross University, Australia and passed out from IHM Chandigarh.



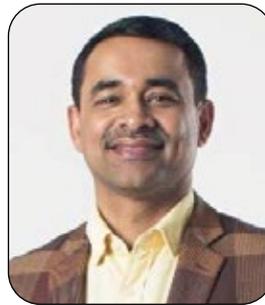
**Surajit Banerjee**  
General Manager  
T2 Beacon Hotel Mumbai

Banerjee has a rich experience in the hotel industry and has held key positions in renowned hotel brands, including Sarovar Hotels & Resorts as Assistant Front Office Manager and Taj Hotels & Resorts as Duty Manager, among others. Surajit has proven abilities in guest relations, revenue analysis, service strategies, and hands-on management.



**Supreet Roy**  
General Manager  
Sheraton Grand Pune Bund  
Garden Hotel

After completing his education from IHM Kolkata, Supreet Roy moved on to work with some of the most renowned hospitality brands such as Hyatt, Radisson, Imperial Hotel, and the Accor group of Hotels. He was formerly General Manager of Novotel Chennai Chamiers Road and then given the additional role of championing the food & beverage for the region of India and South Asia for Accor Hotels.



**Shwetank Singh**  
Chief Growth and Strategy Officer  
Chalet Hotels Limited

Shwetank, an IIT B.Tech. with MBA from FMS, brings with him nearly 25 years of diverse experience in the hospitality industry. Prior to joining Chalet Hotels, Shwetank played a pivotal role at Golden Sands LLC in Dubai, managing a portfolio of hotels affiliated with renowned brands such as Hilton, Marriott, and Taj. He has also served as the Vice President of Development and Asset Management at Interglobe Hotels and held influential positions at esteemed organizations such as Tata Steel, Citi Financial, IIDC, and Premier Inn earlier in his career.



**Dalpat Singh**  
Food & Beverage Director  
JW Marriott Mumbai Juhu

Dalpat has an impressive track record of leadership and accomplishments within the food and beverage industry over 14 years. He held the position of Head of Food and Beverage at Dusit Hotels & Suites, West Bay Doha. Dalpat has successfully managed prestigious brands, including Expo 2020 Dubai, The Ritz Carlton Bangalore, The Ritz Carlton DIFC Dubai and Four points by Sheraton Dubai.



**Vishal Chawan**  
Director of Food and Beverage  
Courtyard by Marriott,  
Pune Chakan

Chawan brings to the role an impressive background in F&B service. A graduate of the BVIHMCT Pune, he has honed his academic training in hospitality management with 18 years of service with leading brands like IHCL, Hyatt International, Marriott International, and Encalm Hospitality.



**Sidharth Shah**

Head-Finance  
Fortune Hotels

Sidharth, a Chartered Accountant with over 17 years of extensive experience in finance, brings a diverse skill-set to Fortune Hotels. His experience spans across operational and business finance, corporate finance, corporate planning, corporate audit, and management of information systems. He has successfully led various IT & planning process transformations and digitization initiatives during his tenure at ITC Infotech India Limited, a 100% subsidiary of ITC Limited. Sidharth has also served as the Head of the Eastern District of Trade Marketing & Distribution (TM&D) Division at ITC Limited. Prior to joining Fortune Park Hotels Ltd, he headed Finance for ITC's flagship hotel, ITC Maurya, where the Unit achieved the highest-ever revenue and profit during his tenure.



**Mahesh Singh Jasrotia**

Vice President, Hospitality  
Lansum Group

Mahesh Singh Jasrotia has worked with prestigious brands such as The Taj, ITC, The Leela, and ThePark. He has associated with Radisson Group of Hotels since 2019 as General Manager. In his new capacity, he will play a pivotal role in the launch of the country's first Radisson Collection hotel in Hyderabad, anticipated to open its doors by 2025.



**Om Prakash Bhatt**

Revenue Manager  
Novotel Ahmedabad

Bhatt has over eight years of experience in the hospitality industry. He began his career with Wyndham Hotels & Resorts. His most recent position was with the Marriott Mumbai Revenue Management Cluster. In his new role, Bhatt will be responsible for driving both strategic and tactical initiatives for the 222-room property to maximise revenue growth.



**Mohit Rajawat**

General Manager, Operations,  
Sayaji Hotels

Mohit Rajawat has more than 15 years of comprehensive experience as a hospitality professional across major hospitality brands like Stay Vista, Taj Group, Inter-Continental Hotels, Radisson Blu, The Ascott, Holiday Inn etc.. In his new role, he will be responsible to oversee overall operations, set operational policies, ensure strategic goals are met, create and maintain budgets etc.



**Rahul Chaudhary**

Director of food & beverage  
Conrad Pune

Chaudhary will be responsible for the entire F&B Operations across the seven restaurants and bars at the luxury property. His new role will be focused on positioning and improving revenues for the F&B division. Chaudhary has over 19 years of professional experience in the hospitality sector, with an emphasis on luxury operations. Chaudhary has worked with esteemed hotels such as Park Hyatt Hyderabad, Grand Hyatt Goa, Park Hyatt Goa, and Le Meriden Jaipur.



**Akshay Puri**

General Manager  
The Fern Residency,  
Subhash Bridge, Ahmedabad

Puri brings a wealth of expertise to his role as General Manager. Prior to this assignment, Akshay was General Manager at The Fern Residency, Mundra.

# APPOINTMENTS



**Sunil Avhad**  
Finance Manager  
Vivanta Aurangabad

**S**unil Avhad brings with him a wealth of experience in the hospitality industry. He has worked with some of the most renowned and prestigious brands in the industry, including IHCL, Sayaji, and Crown Plaza. He has gained vast experience in managing financial operations from these organizations.



**Kumar Manish**  
General Manager  
The Fern Residency, Mundra

**W**ith over 25 years of expertise in the hospitality sector, Manish is associated with The Fern Hotels & Resorts as General Manager for the last eight years, having led different Fern Hotels in several national and international locations - Mundra, Seychelles, Aurangabad and Navi Mumbai - before moving back to Mundra. He started his career with The Trident Chennai. He has previously worked for Marriott Hotels, ITC Hotel and East Park Hotel, where he handled daily operations and monitored the efficacy of all processes.



**Subhabrata Roy**  
General Manager  
Courtyard by Marriott  
Navi Mumbai

**S**ubhabrata has over 23 years of experience in operations and management within the hospitality industry. Subhabrata's remarkable career includes successful stints with prestigious hotel brands, where he played pivotal roles in pre-opening hotels, setting up standard operating procedures & policies, recruitment strategies, operational efficiencies, and more.



**Ranjan Banerjee**  
General Manager  
Sayaji Indore

**A**n alumnus of the IHM Kolkata, Banerjee has more than 25 years with the IHG Hotels across nine different hotels spanning various cities in India, Oman and Nepal. He has 10 years' experience as General Manager across Crowne Plaza Hotels and Marriot Resort & Spa. In his new role, Banerjee will lead the Sayaji Indore, featuring diverse dining options, tech savvy rooms, impressive event venues, lavish pool and the Grand Lounge bar. He will also be responsible for overall hotel management, launch and relaunch of restaurants and enhancing guest experience.



**Kumar Roushan**  
General Manager-Development  
Lords Hotels & Resorts

**B**uilding on a rich background in the hospitality industry spanning over 15 years, he will oversee all aspects of planning, implementation and development at Lords. He will also be responsible for establishing the brand in the new markets. An Alumunus of BHM Kolkatta, Roushan has worked with brands such as Zuri, Starwood, Svenska, Accor, Spree Hotels, etc.



**Vaibhav Verma**  
Chief Revenue Officer  
jüSTa Hotels & Resorts

**V**erma is a doyen in hospitality industry with a long successful track record having worked across locations with various brands and relationships across the country. He will have the overall responsibility of sales, revenue and distribution in jüSTa Hotels & Resorts.

## HAFELE INDIA PVT. LTD.



Häfele India is a wholly owned subsidiary of the Häfele Global network and has been operating in India since 2003 under the leadership of Mr. Jürgen Wolf (Managing Director). The subsidiary has a strong nation-wide presence with offices in Mumbai, Pune, Ahmedabad, Bangalore, Chennai, Hyderabad, Delhi, Kolkata and Cochin. It has full-scale operations in Sri Lanka and Bangladesh with Regional offices and Design Showrooms in both the countries; and has also spread its operations to other regions of South Asia including Nepal, Bhutan and Maldives. Häfele India services its customers with a base of over 1300 employees, a well-networked Franchise network of over 190 shops along with over 500 direct dealers and 90+ distributors who in turn cater to over 8000 satellite dealers. The subsidiary has a sophisticated Logistics center in Mumbai along with distribution centers in Delhi, Bangalore, Kolkata, and Colombo respectively.



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## MAHAJAN & AIBARA ADVISERS LLP



Mahajan & Aibara Advisers LLP specialises in providing Management and Business Consulting Services for the Hospitality, Real Estate & Tourism Sectors. The M & A team has extensive experience in India and abroad of over 30 years has offered advisory services to domestic and multinational clients as well as Government agencies.

Catering to the evolving market scenario, the organisation offers a spectrum of innovative advisory services ranging from site evaluation, concept, market assessment & feasibility studies to operator search & negotiations. In addition, we offer Asset Management services to assist owners and developers in optimising operations and enhancing profitability. We have also successfully helped clients raise private equity for their projects in the hospitality and real estate sector.

Our people are our key strength and the Hospitality, Real Estate & Tourism practice includes professionals with diverse backgrounds (MBAs, Chartered Accountants, Hospitality, Project & Engineering etc.) that bring their experience and educational qualifications to provide you with comprehensive personalised services.



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## WORLDEX INDIA EXHIBITION & PROMOTION PVT. LTD.



Incorporated in 2004, Worldex India is headquartered in Mumbai with a branch office in New Delhi. With over 18 years of global experience, we specialize in bridging the gap between suppliers and buyers by connecting them through our trade initiatives. We connect the world to markets in South Asia through our fairs in India, Sri Lanka and Bangladesh. Similarly, we take entrepreneurs and SME's from India to other international markets to explore business opportunities. We successfully organise and represent international trade show organisers in India, East Asia, Southeast Asia and European markets with the support of leading Government Agencies, Chambers of Commerce and Trade Associations.



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- ✉ [contactus@worldexindia.com](mailto:contactus@worldexindia.com)

# HRAWI MEMBER LIST SURGES

Hotel and Restaurant Association (Western India) continues to expand its membership base across the western reaches of India. In the recent past, the Association has added hotels, restaurants, and other affiliates from Goa, Maharashtra, Gujarat and Madhya Pradesh among other states. The Association's continued efforts and support for the hospitality industry in the regions under its ambit have helped its membership base grow exponentially.



HOTELS		
	Name of the establishment	Address
1	The Heritage Conventions	"332/19, Baghraj Ward No. 47, Kanera Dev Road, Sagar, Amet, Madhya Pradesh - 470002."
2	The Grand Gardens Resort & Spa	GAT No. 192, Village Pimpri Sado, NH-3, Mumbai Agra Highway, Next to Government Rest House, Pimpri-Bahuli Road, Igatpuri, Maharashtra - 422403.
3	Ramada Encore by Wyndham	"150/3, Near Iskcon Temple, Hare Krishna Vihar, Nipania, Indore, Madhya Pradesh - 452010."
4	Mayfair on Sea	"764(E), Gawdewada, Morjim, Pernem, Goa - 403512."
RESTAURANT		
	Name of the establishment	Address
1	Blabber All Day	Opp. Tata Steel, Shop No. 7, Esspee Tower, Dattapada Road, Borivali East, Mumbai, Maharashtra - 400066.
ASSOCIATES		
	Name of the establishment	Address
1	Entartica At Mayfair Raipur	Jhant Lake, Sector 24, Atal Nagar - Nava Raipur, Tuta, Chhattisgarh - 492018.
2	Swani Spice Mills Private Limited	"4, 1st Floor, Hari Niwas, C Road, Churchgate, Mumbai, Maharashtra - 400020."
3	TIA Products	Windermere - 2C/22, Oshiwara, Andheri (W), Mumbai, Maharashtra - 400053.
4	Tara Global	Gala no. 104, 1st floor, Italian Compound Ambedkar Chowk, Itt Bhatti Goregaon (E) Mumbai, Maharashtra - 400063.
5	Colour Coats Furniture	"115, Hubtown Solaris, Opp Teli Gali Andheri East, Mumbai, Maharashtra - 400069."
AFFILIATE		
	Name of the establishment	Address
1	Tuli College of Hotel Management	Tuli Educuity, Near Koradi Octoroi, Bokhara Road Nagpur, Maharashtra - 441123.

## THE HERITAGE CONVENTIONS



Hotel The Heritage Conventions, situated at Kanera Dev, Sagar (M.P) 470002, is proud to introduce itself as a distinguished and newly established property. Nestled in the heart of the city, our hotel offers a serene and tranquil atmosphere, perfect for both leisure and business travelers. Our hotel boasts of two beautifully landscaped gardens, providing a refreshing retreat for our guests. With 32 meticulously designed and well-appointed rooms, we offer a comfortable and memorable stay experience. Each room is equipped with modern amenities and offers a perfect blend of luxury and comfort. Furthermore, we take pride in our three spacious halls, each suitable for different functions and events. Whether it's a wedding reception, corporate conference, or a private celebration, our halls can be tailored to suit your specific requirements.



Kanera Dev, Sagar (M.P) 470002  
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## THE GRAND GARDENS RESORT



The Grand Gardens Resort, where luxury meets nature in a vegetarian paradise! Nestled amidst sprawling 10 acres of lush greenery & stunning waterfalls and dams in close proximity, you'll be able to connect with nature like never before. Our resort is easily accessible, making it the ideal location for big groups, grand weddings, and family get-togethers. Our spacious grounds provide ample space for children to run and play, while adults can relax and enjoy the serene surroundings. If you're looking for a pure vegetarian, family-friendly, luxurious resort in the heart of nature, The Grand Gardens Resort is the perfect destination for you. Whether you're planning a family getaway, a wedding, or a corporate retreat, we look forward to welcoming you to our little slice of paradise.



Pimpri Bahuli Dam Road, Igatpuri, Nashik

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## RAMADA ENCORE BY WYNDHAM, INDORE



Balaji Ventures is dedicated to hotel development and has recently finished a 92-key hotel in Indore, partnered with the esteemed Wyndham Group for their Lifestyle & Trendy brand Ramada Encore. The company also proudly owns and oversees a 72-room property in Ratlam. Currently, they are working on a luxury resort in the serene outskirts of Indore. Notably, Balaji Ventures is playing a part in the ongoing development of Indore, a city experiencing rapid growth and modernization.



150/3 Hare Krishna Vihaar, Near Iskcon Temple, Nipania, Indore

- 📞 0731 3538900 / +91 9753690001
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- ✉ [siddharth@balajicentral.com, gm@ramadaencoreindore.com](mailto:siddharth@balajicentral.com, gm@ramadaencoreindore.com)

## MAYFAIR ON SEA (A UNIT OF JUBLIANT HOSPITALITY SERVICES)



Nestled gracefully on the pristine shores of Morjim, Mayfair On Sea stands as a sublime beachfront haven. Poised upon the powdery, sun-kissed sands of this serene coastal town, the resort weaves an enchanting tapestry of tranquility and opulence, rendering it an unrivalled destination for leisure and rejuvenation. Be it a romantic rendezvous or an adventurous journey with beloved friends, Mayfair On Sea extends an irresistible invitation. Our haven boasts 35 meticulously designed rooms, an exquisite dining haven, an elegant bar, a spacious banquet hall harmonizing with a beachside lawn, a state-of-the-art gym, a serene swimming oasis, and a pampering wellness sanctuary, all orchestrated to elevate your sojourn.



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## BLABBER ALL DAY



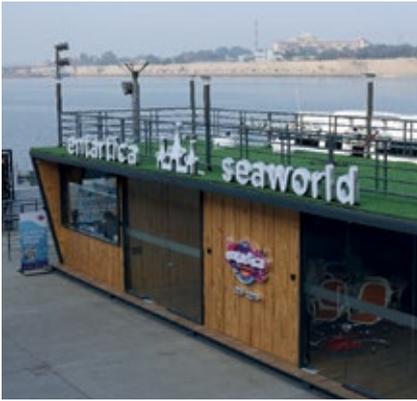
The Blabber all Day is intended to be full service, three meal-a-day restaurant /café. It is located in Mumbai. This would allow for roughly 150 seats inside and the balance on outside areas. It is a trendy and vibrant café that offers an all-day dining experience. The ambiance is modern and chic, with a colourful decor and a lively atmosphere that is perfect for catching up with friends or enjoying a casual meal. The menu features a range of comfort food and café classics, all prepared with fresh and high-quality ingredients. The food is flavourful and satisfying, with a focus on Indian and international flavours. The drinks menu is equally impressive, featuring a range of artisanal coffees, teas, and creative mocktails that perfectly complement the food. Blabber All Day is the perfect place to relax, unwind, and enjoy a leisurely meal or coffee break.



Opp. Tata Steel, Shop No.7, Esspee Tower Commercial Society Limited, Dattapada Road, Borivali East, Mumbai, Mumbai Suburban, Maharashtra, 400066

- 📞 +91 7208543098
- ✉ [nelson\\_saldhana@yahoo.co.in](mailto:nelson_saldhana@yahoo.co.in)

## ENTARTICA SEAWORLD



Entartica SeaWorld is not just a theme park; it's a world of wonder waiting to be explored. Our commitment to excellence and dedication to creating lasting memories have made us a preferred choice for events of all kinds. With a backdrop of thrilling water rides, mesmerizing marine life, and lush landscapes, our park sets the stage for extraordinary experiences.



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## SWANI SPICE MILLS PRIVATE LIMITED.



A company that first laid its roots in 1864 is now a 7th-generation family-owned enterprise. Headquartered in Mumbai with offices all around the country, Swani Spice is associated with more than 8000 farmers, 40 field officers, and 20,000 acres of pesticide-controlled land. With about 160 years of experience in spice trading, whether it was importing the first set of seed cleaning and gravity separator machines from the USA in 1962 or becoming the first company in India to achieve Rainforest Alliance (RFA) for sustainable farming in spices in 2015, each generation has spearheaded innovations, modernized the approach technically and qualitatively while leading the business beyond ever-widening horizons.

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- ✉ [marketing@swanispice.com](mailto:marketing@swanispice.com)

## TIA



My husband, Dr. Beheram Mehta, is the founder of SOHUM Wellness & Spas, which had 70 branches all over India, Jordan, USA, Dubai etc. With his vast knowledge one year back, we started a company under the brand name, TIA, on our daughter's name, who is a Savant. She has a battery of unusual talents like, an eidetic memory, lightening mathematical calculations, calendrical calculations, acute sense of smell, and most of all her passion for weather. Her acute sense of smell, gives her a great advantage in preparing fragrance blends for Shampoos, Conditioners, Body Wash, Massage Oils, Scrubs, Wraps etc. We provide best quality products at most reasonable rates. We provide, Shampoos, Conditioners, Body Wash, Massage Oils, Scrubs, Wraps, Gels, to various Spa chains and Hotels like Sohum Wellness, Four Fountains, HR Spas, Sage Ayurveda, Healthcare, Orritel Hotel Oakwood Hotel Iris Premiere Hotel, Spas in Raddison Blu, Holiday Inn, Planet Hollywood, Hilton Hotel, Rhythm Hotel, Express Inn, Iosis Spas, SAE Wellness Spa, Oceana Wellness etc.



Windermere 2C/22, Oshiwara, Andheri West,  
Mumbai 400053.

- ☎ 022 40106972 / +91 98331 34420 / 98211 3497
- ✉ [manijamehta@gmail.com](mailto:manijamehta@gmail.com) / [bbm.cwl@gmail.com](mailto:bbm.cwl@gmail.com)

## TARA CANDLES



It was 2005 and Emirates got in touch with us for a highly customized gifting requirement: 20 candle pieces that were non-standard in size, colour, and aroma. Unable to find a supplier anywhere across India, we decided to fulfill the order ourselves.

We went back to our study books, researched, experimented, analyzed, burned the proverbial candle at both ends, and managed to deliver the order within time and to specifications.

As they came alive in the showroom of Bollywood fashion designer Salim Asgar Ali, they also lit up our entrepreneurial imagination. Where others just made candles out of wax, we saw an opportunity to create a brand of candles that would be built out of our creativity and passion. We would create bespoke candles crafted out of ideas and love.

We called it Tara Global, which is Sanskrit for a star.

Like a star, a candle's purpose is not to give heat but to add a bit of light to the night. It is to bring a twinkle in the eye, create a feeling of warmth, add a touch of wonder.

For us, candles are functional yet beautiful, something with which you can share 'light'. A candle represents energy and goodwill and wishes, and that is what passes on from us to you, and from you to your patrons and loved ones.



# COLOURCOATS FURNITURE PRIVATE LIMITED.



With over three decades of experience in coating industry, we at Colourcoats are the first to introduce the most innovative new finishes with our extensive R & D. We have tied up with companies specialising in related segments from across the globe. What started as a successful venture in the paint application business has now evolved into a bespoke furniture manufacturing company that prides itself on delivering unparalleled quality and timeless designs. At Colourcoats furniture, we understand the importance of impeccable finishes, which is why we have seamlessly transitioned our expertise into crafting furniture that exudes elegance and sophistication. We have set up a world class manufacturing setup with latest machines and technologies using only the finest materials and paying attention to every detail. Whether you're looking to enhance your home, office, or any other space, at Colour coats Furniture we offer a diverse range of customizable furniture options to suit your unique style and requirements.



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# TULI COLLEGE OF HOTEL MANAGEMENT



Tuli College of Hotel Management was established in 1999 to impart a degree under AICTE, affiliated to Nagpur University. The journey began with a handful of students and thus began a success story. The college is located in a serene and green environment with beautifully landscaped lawns and plants. The college is known for its experienced faculty, seasoned to impart high level of academic inputs. The library is equipped with a huge collection of books and databases for the teaching learning process. It is fully automated and wifi enabled. The laboratories are modern and fully equipped to impart the required practical experience to the students.



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## Notice u/s 129/194 of Motor Vehicle Act (Revised) 2019



 **NO ENTRY WITHOUT HELMET!**

It is a Punishable Offence u/s 194(D) of MVA, to ride two wheeler or allow a person to ride two wheeler without the use of PROTECTIVE HEADGEAR by driver and pillion rider.

**More than 7700 two wheeler riders lose their lives in road accidents each year in Maharashtra.**

## Dy. Regional Transport Office, Borivali



in association with  
Hotel & Restaurant Association (Western India)



## OFTA (OFFICE OF THE ASSOCIATION) SPEAKS

### PA to Secretary General- Ms. Gayatri Satam



**Ms. Gayatri satam**

I joined the Association in October 2022. I am a Bachelor of Home Science with a specialisation in Hospitality Administration and Management. I started by career in Front Office Department and have been an Executives Assistant

to CEOs across sectors from Healthcare to Pharmaceutical. Few of the organizations I have been associated with in the past are Overseas Infrastructure Alliance, Sir H. N. Reliance Foundation Hospital, Pantheon PharmChem, etc.

In my current role I assist the Secretary General at Hotel and Restaurant Association (Western India) towards the smooth functioning of the Office of the Association. My job responsibilities include creating schedules, data management, drafting and editing, coordinating for meetings, and providing regular updates to the Secretary General on the progress ensuring task completion and smooth functioning of the Secretariat. Also, I liaise with Ministries and Government Departments and maintain strong relationships with them.

Being a team player with good inter personal skills, an eye for detail and effective time management are the key skills required for my role.

At HRAWI, we proudly stand as a beacon on gender equality. We have an equal number of male and female staff members creating a balanced and diverse team. Our commitment and goal are towards fairness and equal opportunities for all, by promoting a harmonious and collaborative work environment. And I am proud to be a part of it.

I thank Secretary General, Mr. Kunal Gujral who with his constant support and encouragement has helped me handle my profile confidentially and successfully.

Thank you for sparing time to read about us and I hope with each outgoing HRA Today editions you will get to know about a little more about OFTA and its people!

### Admin Assistant- Mr. Kaiwan Damania



**Mr. Kaiwan Damania**

I graduated from Mumbai University in the field of Accounting & Finance in year 2021 and embarked on my professional journey with Hotel & Restaurant Association (Western India) in September, 2021 as a Junior Admin Assistant.

During the past 2 years of my dedicated service with HRAWI, I

have handled significant roles and responsibilities with the Association.

I started my career journey with HRAWI in the Membership Department where my attention to detail & enthusiasm for serving our members truly stood out. I played an essential role in ensuring that our members' needs were met promptly & effectively, contributing to the growth of our Association.

During my journey with HRAWI, I have moved ahead, supporting the Assistant Secretary General having a multifaceted role encompassing of multi taking of roles & responsibilities that are essential for the smooth operation of our Association. My role comprises of Classification, Conventions, Seminars, EC Meetings, Human Resource, Legal & Statutory Counselling & related Office Admin.

During a significant part of my tenure, I have contributed in

overseeing the Accounts & Finance for a span of more than 6 months. During this time, I diligently managed financial transactions, ensured accuracy in financial records & contributed to the overall financial health of the Association. This exposure & experience allowed me to develop my talent & enhance my skill set.

My journey from a Junior Admin Assistant to an essential member of my team is a witness of my hard work, adaptability, & unwavering commitment to the Association's mission. I would like to thank my mentors Mr. Kunal Gujral - Secretary General & Mr. Hemanshu Chauhan - Assistant Secretary General for their constant support and guidance which has helped me to not only graduate professionally, but personally as well.

I am proud to be a part of HRAWI Team and thank the Members for their support.



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