

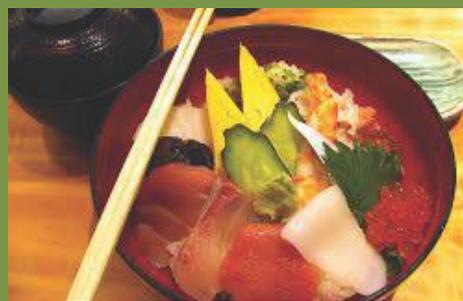


H R A NOW

OFFICIAL PUBLICATION OF HOTEL &
RESTAURANT ASSOCIATION (WESTERN INDIA)

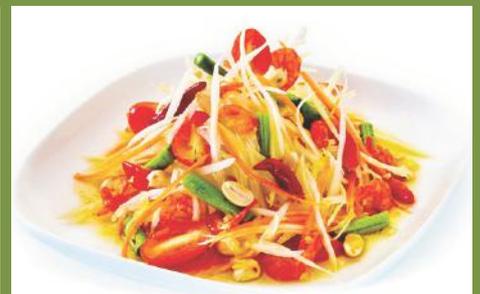
FOR PRIVATE CIRCULATION ONLY

DECEMBER 2016



Food & Beverage

Increasing Revenue In Hospitality Industry



Complete Hospitality Cloud

The Integrated Cloud for Hotels & Casinos



MICROS + Oracle
Complete. Mobile. Secure.

ORACLE®

oracle.com/hospitality
or call +91 120 489 2247



Mandu :
Ever seen a palace
that looks like a ship?

Orchha :
Imagine a temple that
looks like an umbrella,
God knows how?

Barasingha :
Where else can you find a
deer that totally lives up
to its name, a deer with
12 horns ?

Sher Khan :
Ever wondered where
Sher Khan from the
jungle book came from ?

Chanderi :
A Saree who's origin dates
back to the Mahabharata?

Sanchi :
Who save inner peace
can't be found outside?



The heart of
Incredible India

MP
mair dil huwa
bachesa...

BHOPAL Tel : 0755-2778383, **AHMEDABAD** - Tel: 079-26462977, 32939000, **BENGALURU** - Tel: 080-25502288, **HYDERABAD** - Tel: 040-40034319, **KOLKATA** - Tel: 033-22833526, 32979000, **LUCKNOW** - Tel: 0522-2391003, 4021413, **MUMBAI** - Tel: 022-22187603, **MAGRIPUR** - Tel: 0712-2442378, 3259000, **NEW DELHI** - Tel: 011-23366528, 3259000, **NOIDA** - Tel: 0120-4330070, **PUNE** - Tel: 020-25534007, **RAIPUR** - Tel: 0771-4048810, **RAJKOT** - Tel: 0781-2927966, **SURAT** - Tel: 0281-2927966, **VARANASI** - Contact : 09235402180, For online booking, log on to www.mptourism.com, **Tourist Helpline** : 1800 233 7777, **E-mail** : info@mptourism.com

Follow us on



Contents

COVER STORY



16

**Food & Beverage
Increasing
Revenue In
Hospitality
Industry**



22

FEATURE

**Hotel Ashok Nagpur- Royal
luxury in style**



34

PRODUCT SHOWCASE

Keddy Concept

DESTINATION WATCH

**Nagpur
The Most
Important
Powerful
City Of
Maharashtra**



28

Publisher & editor in chief

HRISHIKESH P. PATIL

MPENASSOCIATES@GMAIL.COM

EDITORIAL.HRA@GMAIL.COM

9967429418

content contributor

MARTIN P.N

EDITORIAL.HRA@GMAIL.COM

PhotograPher

SANDEEP CHAVAN

MARUTI SHINDE

advertisements

SAMEER MONTEIRO

DIRECTOR EVENTS & SPECIAL PROJECTS

99201821428

KAJMIL GOVES

VICE PRESIDENT MARKETING

9920689842

RAJARAM MORE

DIRECTOR ADVERTISING

9619376809

MAYURESH KSHIRSAGAR

ASST.MANAGER SALES

MKTG.HRA@GMAIL.COM

8605631988

SUBHASH PATIL

EXECUTIVE

9004424277

B. SATYAM

REPRESENTATIVE SOUTH INDIA

09441337783

RUDHEER BARDESKAR

ASST.MANAGER MARKETING(GOA)

0942097312, 09552345001

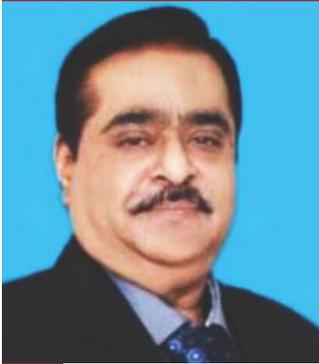


Estd : 1951

disclaimer

The publishers regret that they cannot accept liability for omissions contained in this publication, however, caused..

The opinions and views contained in this publication are not necessarily those of the publishers. Readers are advised to seek specialist advice before acting on information contained in this publication, which is provided for general use and may not be appropriate for the reader's particular circumstances. The ownership of trademarks is acknowledged. No part of this publication or any part of the contents thereof may be reproduced, stored in a retrieval system or transmitted in any form without the permission of the publishers in writing. An exception is hereby granted for extracts used for the purpose of fair review.HRA Now is published, edited and printed by MPEN Associates Hrishikesh Patil on behalf of HRAWI (Hotel and Restaurant Association of Western India),HRAWI is not responsible for the editorial. Published by MPEN Associates. Address C3/3 Mahindra Nagar, Haji Babu Road,Malad East, Mumbai 400097



President's Note

Dear Friends,

Greetings in the 66th Year of the Hotel & Restaurant Association Western India! December is a month of joy and merriment as all across the country, Christmas and New Years is celebrated with gusto.

HRAWI had organized a very important Seminar on Model Goods and Service Tax law. Two separate venues hosted this seminar for the benefit of our members in South and North Bombay respectively and was well attended and appreciated by one and all.

Two very important issues the association is closely monitoring.

Firstly, the recent initiative on demonetization resulting in shortage of valid currency notes which has forced upon our industry a slow down of visitors. Thereby, affecting our business.

Secondly, your association is concerned regarding the unfair advantages enjoyed by the unregulated players of Home Stay / Air BnB, that would harm the tourism and hospitality in the long term. Strong representation to the various government bodies are being made by HRAWI /FHRAI for the same.

Wishing you all a very Happy and a prosperous New Year. ■

With Best Regards,

Dilip Datwani

President HRAWI

HRAWI Extends a Warm Welcome to its New Members



Eastin Residences Vadodara

78, Sampatrao Colony, Off RC Dutt Road, Near Ivory Terrace, Alkapuri, Vadodara

Eastin Residences Vadodara is an international Brand with high service standard, also the first Residences concept in Vadodara located in the heart of city. A Premium 4 Star Boutique Residences, conveniently located just 15 minutes away from the airport and 5 mins from the Railway station. All well-appointed apartments are designed for modern living with deluxe amenities in addition to special focus on guest comfort and convenience. The various room configurations cater to individuals on short and extended stays, as well as families. The facilities and services provide value and flexibility to both business and leisure traveler. Facilities include The Glass House, an all-day dining restaurant serving local, regional and international favorites, gym and mini mart cum wine shop.

Varca Palms Beach Resort, Goa

Teen Murti, Fatrade, P.O Varca, Salcette, GOA. 403 721

Varca Palms Beach Resort, Goa is located on one of the most magnificent beaches in Goa with 27 kilometers of golden sand, just 45 minutes from the Dabolim airport and within reach of every major tourist attraction. Located on a sprawling 14-acre property off the splendid Varca beach, the Resort is a lush tropical paradise that promises you a picture-perfect vacation. The hotel is equipped with 56 luxurious rooms with pleasing decor. All amenities like air conditioning, room service, laundry service. So all you have to do is sit back and relax. The hotel provides fun activities, like theme nights, beach barbeque party, beach party with Russian dancer's western music and beach party.





Institute of Hotel Management, Catering Technology and Applied Nutrition Bhopal
Near Academy of Administration, 1100 Quarters, P.O. Ravi Shankar Nagar, Bhopal, Madhya Pradesh

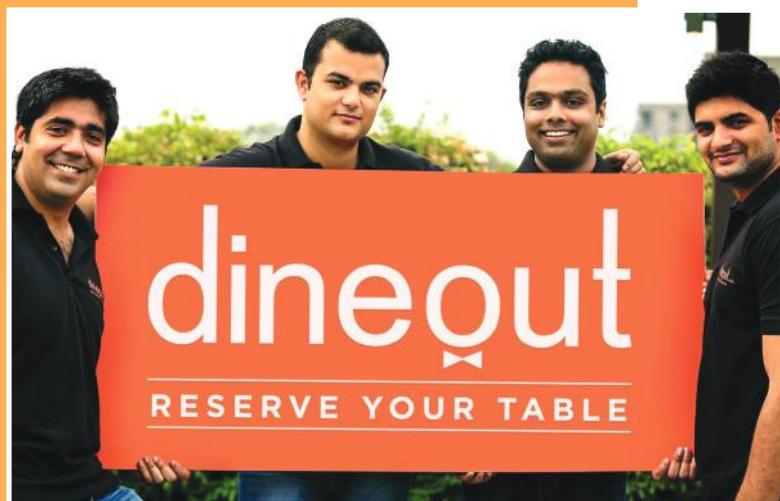
Institute of Hotel Management, Catering Technology and Applied Nutrition Bhopal, is one of the pioneer Institutes in the country sponsored by Government of India, Ministry of Tourism for the overall development of Tourism & Hospitality Industry Professionals. This Institute came in to being in 1986 which is designed to train youths at Supervisory and Management levels of Hotel Management, Catering and Nutrition to provide professionals for the Hospitality and other allied Industries. The Institute started functioning at Diploma level with an intake capacity of 40 students which has since now increased to 272 students. The Institute have well-equipped infrastructure to impart training in a professional manner, and furnished Hostel facilities to accommodate 240 students.

Their Vision is to be the most admired Hospitality Management Education Centre for future leaders of the hospitality industry and their Mission is to Foster a culture of excellence upholding the highest level of professionalism and integrity, competence, commitment and dedication of the service of its stake holders.

Dineout

Times Tower, 5th Floor, Kamala Mills, Lower Parel, Mumbai

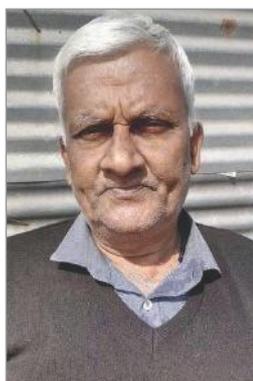
Dineout was founded in 2012 by school-friends turned entrepreneurs Mr. Vivek Kapoor, Mr. Ankit Mehrotra, Mr. Sahil Jain and Mr. Nikhil Bakshi. Dineout is India's premier table reservation platform operating in 8 cities, with listings of over 30,000 restaurants, and real-time reservation enabled at over 3,500 restaurants seating over 2 Lakh Diners a month. Dineout has also introduced a first of its kind seamless payment solution at the restaurant level called SmartPay. Dineout is a Times Internet Business, which is a subsidiary of Bennett Coleman & Company Limited.



Man who 'cheated' 300 hotels held

Accused would hit plush hotels across country, stay for days and slip away without paying dues

The Delhi Police have arrested a Tamil Nadu resident, who has allegedly cheated at least 300 hotel owners so far by not settling dues and absconding after enjoying their hospitality for days. He has also been accused of stealing valuables from these plush hotels.



Deputy Commissioner of Police (south-west) Surender Kumar said the accused, 59-year-old Vincent John, would terminate his stay without informing the hotel authorities. He was arrested in some of these cases earlier. In fact, he was released from a jail in Kerala this October.

"He admitted to having stayed in more than 300 four-star and five-star hotels across India and not paying dues in any of them. He also stole hotel valuables like laptops, LCD projectors, expensive liquor, cigarettes, hair dryers, etc., and left the hotels with his luggage prior to his scheduled departure," said Mr. Kumar.

The police added that there were complaints against John in every corner of the country, including all four metros. Despite serving a five-year term in Tihar Jail in the past, he would check into more hotels upon his release, the police said.

One of his first targets was Hotel Taj at Marine Drive near Gateway of India. "He was first arrested in 1991, when he stole articles from the hotel. He was recently released from Thiruvananthapuram Jail on October 14," said Mr. Kumar.

The modus operandi allegedly adopted by John has its genesis in a "let-down" by the director of a major hotel chain in the country, said the police.

"John hails from Thoothukudi in Tamil Nadu and worked as a tourist guide in Puducherry nearly three decades ago. He would take tourist groups to hotels and in exchange would receive some commission and free stay. Once he had an argument with the owner of one such hotel over non-payment of commission. That, he alleged, changed the course of his life," said another police officer.

His most recent target was Radisson Hotel in Dwarka, where he failed to pay bills to the tune of Rs.49,000. He also allegedly stole a laptop, said the police. Based on a tip-off, he was arrested from Okhla. ■

Hotel Aggregators Not Only Cause Revenue Losses To The Exchequer But Will Harm Tourism & Hospitality Industry In the Long Term

Hotel Industry Seeks Uniformity In Regulations; Highlights Unfair Business Advantages Enjoyed By Unregulated Players



Highlighting the unfair advantages enjoyed by unregulated players and aggregators from the unorganized sector like Airbnb, Bed & Breakfast and Homestays, the Hotel and Restaurant Association of Western India (HRAWI) has announced that it will petition the Governments of its western region, to create a level playing field and bring uniformity in regulations for all hospitality players in the market. It has pointed out that while five star hotels pay a substantial amount 38 per cent of the room revenue as direct and indirect taxes, some of the lavish bungalows listed in sites of these illicit hotel aggregators do not pay a single rupee as taxes. Further, over 42 licenses are needed to

start and operate an organized sector hotel, while the unregulated sector operates without undergoing any such process.

“We welcome competition in any and every form, but this kind of disparity is unhealthy for the industry. It is almost as if we are doing our businesses with our hands tied,” says Mr. Dilip Datwani, President, HRAWI. “Disruptions are healthy, as it allows customers to enjoy best services at the cheapest rates. But the disruptors cannot be allowed to disrupt and proliferate simply on the basis of avoiding regulations and taxes. Today a hotel, let’s say charges Rs. 1500/- for a room, then it has to pay 10% as luxury tax beside other taxes, but a bungalow listed in Airbnb, for over Rs. 10,000/- a day, ends up paying nothing. If nothing else, this is a loss of revenue to the exchequer also.”

“Clearly the big ticket concerns are the security issues and the loss of revenue to the exchequer. HRAWI recently compiled a document on how other major cities in the world have dealt with this issue. Some of the findings were revealing. After licenses were made mandatory in Germany, forty percent of Berlin’s Airbnb listings disappeared. Amsterdam, meanwhile, banned apartments rented out for more than 60 days per year, or to more than four people at a time. It has also allocated \$1.1 million to identify apartments that are being offered for short term rentals or don’t have landlords living in them. Barcelona has slapped Airbnb and Homestay \$65,000 each for listing apartment without permit,” says Mr. Sanjay Sethi, CEO & Managing Director of Chalet Hotels Pvt Ltd (Chalet Hotels owns several Marriott properties in India)

“In a country like India where tourism is at a nascent stage the unorganized, illicit accommodation could spell doom. The primary problem is that there are no standardisations or categorisations. There have been multiple cases of exaggerated promises, misrepresentations, disagreements and conflicts with guests, hygiene issues and intimidations among others. Because the stays are unregulated, there are no redressal systems in place,” says Mr. Dilip Datwani. “Hotels are required by law to send details of foreign guests to the police station by submission of a C Form. This is a security requirement from the Ministry of Home Affairs. Homestays are not required to be compliant and the industry fears that this will become the de facto accommodation for those foreigners that seek anonymity from the Police,” he adds.

HRAWI also questioned the relevance of subjecting hotels to administrative clearances, liquor

permits and other licenses while these unorganized accommodations, providing the very same services are exempted. Homestays, functioning just like hotels do, are prevalent even today in a lot of States of India.

“The hospitality industry without these illicit accommodations in Maharashtra today, can generate almost Rs.600 crores per extra night that a foreign tourist stays back, to the Government as foreign exchange earnings, besides being the highest employment generator. Almost all tourist towns across the world have grown on the back of strong hospitality infrastructure and not unregulated homestays. The Government will have to consider, either allowing hotels to operate with the same relaxations as would be given to these aggregators and such unregulated homestays as they are not treated equally, there can’t be a first among equals,” concludes Mr. Kamlesh Barot, past President, Federation of Hotel and Restaurant Associations of India (FHRAI). ■

‘Marry now Pay Later’ launched by Royal Orchid Hotels with Bajaj Finance



Royal Orchid has tied up with Bajaj Finance for financing the weddings with zero down payments with first EMI being paid only after 30 days of the booking.

This scheme is to help people cope with demonetisation and its after effects, the leisure properties of Royal Orchid Hotels located at Bengaluru, Goa, Mussorie and Jaipur will host weddings by fully managing the venue, decorations, catering, stay, music and transport.

Speaking on the scheme CK Baljee, Managing Director, Royal orchid Hotels said, “Demonetisation and subsequent change of rules regarding money

withdrawal for marriage ceremonies has left many celebrations in doldrums. India being a heavily cash dependent economy, 90 per cent payments to vendors are done in cash which is now in scarcity. Our 'Marry Now and Pay later scheme' addresses this problem allowing people to celebrate their weddings without any glitch at Royal Orchids leisure properties." ■

Efcee Sarovar Portico opens in Bhavnagar Gujarat

Sarovar Hotels, one of the fastest growing hotel chains in India, has opened Efcee Sarovar Portico Bhavnagar. The 99 room premium hotel is located in one of the prime areas of the city. The rooms and suites categorised into Deluxe Rooms, Premium Rooms, Executive Suites and Leela Suite, offer contemporary amenities and personalised service. With state of the art meeting and banqueting facilities, it is an ideal venue for corporate and social events, workshops, exhibitions and weddings. The open air lawn, perhaps the biggest space in the city, is perfect for weddings and can accommodate up to 2000 people.

Launched in the presence of Mansoor Adil, Executive Vice President, Sarovar Hotels, Komalkant Sharma, Chairman and Managing Director, Leela Worldwide Group, Rajesh Ranjan, Director – Development, Sarovar Hotels and Sanjay Wadhwa, General Manager, Efcee Sarovar Portico.

Mr. Mansoor Adil said, "We are delighted to be opening our fourth hotel in Gujarat. Bhavnagar, being one of the major business destinations in the state, is an important addition to our portfolio. With Efcee Sarovar Portico, we endeavour to offer the best of hospitality to all travellers to this region. Our superior banqueting facilities will make meetings and events easier complemented with our signature Sarovar hospitality, whether it a business get-together or a social occasion."



As trade and economic collaborations between Gujarat and the rest of country continue to strengthen, this newest property is well set to cater to Bhavnagar's business and leisure market.

Sarovar Hotels manages three other hotels in Gujarat including Ahmedabad, Gandhidham and Rajkot. ■

Park Regis Opens In Arpora Goa



StayWell Hospitality Group, the Australian Hotel Management Company has officially opened its door for its fifth property in India with Park Regis Goa. This is the largest property under the umbrella of StayWell Group in India.

Spread over an area of 5 acres in Arpora, Park Regis Goa boasts a magnificent location featuring 96 rooms and suites each spread across 5500 sq ft.

Simon Wan, CEO & Managing Director of StayWell Hospitality Group, has commented that the opening of Park Regis Goa is just the tip of the Group's expansion in the region. "With four properties opened and an additional six under development, the growth opportunities for StayWell in India are extremely positive and exciting," Wan said.

This is the second Park Regis hotel to open in India following the launch of Park Regis Jaipur in July 2015.

Rohit Vig, Managing Director for India, adds that StayWell's strategic plan is targeting an area of the Indian market with the biggest growth opportunities. "Ultimately, we are targeting India's domestic travel segment. With a rapidly growing middle class with disposable income, the market is huge. We are actively targeting tier I and II cities as well as looking at tier III cities. Of the 50 hotels we plan to launch in India, seventy percent will be branded under our upscale Park Regis brand whilst the other thirty percent will be branded under our midscale brand, Leisure Inn," he said. ■

CAMRY HYBRID

To know more, visit www.toyotacamry.co.in



A NEW KIND OF LUXURY, AHEAD OF ITS TIME.

The Camry Hybrid is India's first luxury hybrid with complete cabin quietness and a power recline rear seat. The car also comes with a best in class mileage of 19.16 kmpl*. Its revolutionary hybrid technology and uncompromising safety standards make the Camry Hybrid futuristic and sustainable on every count.



ECO TECHNOLOGY

Be in a different league with the advanced hybrid technology that emits less CO₂ and contributes responsibly to the environment

LUXURY

Complete Cabin Quietness, Power Recline Rear Seat, Rear Armrest with Controls & 3 Zone AC with nanoe™TM

POWER

Powerful 2.5L petrol engine (total power output-205PS) combined with an electric motor for maximum efficiency. Minimal NVH/No Engine Idling

MILEAGE

Best in class mileage of 19.16 kmpl*

REAL HYBRID FACTS

- Hybrid cars are more powerful than conventional cars
- Extremely safe to drive, even in monsoons
- No need to plug in for charging
- Cost of maintenance as much as any other car

AN INCENTIVE TO BE NATURE FRIENDLY

₹70,000 Hybrid Incentive***
Being the pioneers of alternate fuel technology, Toyota has sold more than 8 million hybrids globally. Toyota is now pleased to partner with the Government of India towards global norms for emission.

UNMATCHED WARRANTY OF 3 YEARS / 1,00,000 KMS | ROADSIDE ASSISTANCE 24X7 | TALK TO TOYOTA AT 1800-425-0001 (TOLL FREE) OR 080-66293001 (DIRECT NO.)**

nanoe™TM mark is the registered trademark of Panasonic Corporation. *As per rule 115 of CMVR. **Conditions apply. * Refer to our website for list of cities eligible for Hybrid Incentive under FAME.

Nicholas Dumbell, GM, Renaissance Mumbai, Convention Centre Hotel & Lakeside Chalet, Mumbai



The Renaissance Mumbai Convention Centre Hotel, a Marriott Luxury and Lifestyle Hotel, offers a luxury retreat in the heart of India's most vibrant city. Perched on the banks of Lake Powai, a short distance from Mumbai's domestic and international airports, the hotel features winding walkways, lush gardens, and 600 beautifully designed rooms and suites. Hotel rooms offer sweeping views of Mumbai. Upgrade to the concierge rooms and enjoy access to the 12,500 square-foot Executive Lounge - the largest of its kind in the country, featuring a sun deck terrace and a central bar. Dine at a range of global cuisines at their on-site restaurants, or spend a day pampering oneself at their luxury spa. Meetings and weddings at the hotel are unforgettable occasions; the hotel offers 230,000 square feet of versatile indoor and outdoor spaces and an easily accessible location to Mumbai's airports.

Mr. Nicholas Dumbell has been appointed as the new General Manager of Renaissance Mumbai Convention Centre Hotel & Lakeside Chalet- Mumbai, Marriott Executive Apartments. Mr. Dumbell graduated with a Bachelors Degree from the Cornell Hotel School in the USA and holds a Corporate Management Development degree from Ecole Hoteliere, Lausanne, Switzerland. Mr. Dumbell has over sixteen years of experience in the core hospitality and customer oriented operations through leadership positions with the Marriott brand. Prior to joining Renaissance Mumbai, he served as the General Manager of Bengaluru Whitefield Marriott over a span of two years where he was honored with 'General Manager of the year 2016' title by Marriott International, Asia Pacific. In his previous stint, he contributed as a core team member towards the conceptual development and design of the Renaissance Kiev Hotel and also spearheaded the Breadsall Priory Marriott Hotel and Country Club, a 13th century English country resort with two golf courses and a high level of leisure and group

business. He is an active speaker and columnist who loves to explore innovative ways for hospitality brands to ensure customer satisfaction and growth of the business.

In his new role Mr. Nicholas Dumbell will be responsible for the overall management & Operations of the hotel, driving revenues and managing manpower on the property. In his spare time, his hobbies include Globetrotting, sports coaching, rugby, golf, water-sports and community involvement. ■

Sutapa Das, Assistant Manager Marketing & Communication, Courtyard, Chakan, Pune



Whether planning a business trip or a relaxing holiday, one will be delighted with the spacious accommodation and superb amenities at the Courtyard Pune Chakan. This award-winning hotel will make you feel right at home; relax in your room with perks including featherbed mattresses, marble bathrooms, flat-screen TVs and 24-hour room service. High-speed Internet access is available as well, keeping one connected during their Pune visit. Book one of their upgraded suites for scenic views of Chakan. MoMo Cafe, the hotel restaurant, serves delicious 24-hour International fare in a welcoming atmosphere. One can also grab a snack from MoMo 2 Go. The hotel offers flexible indoor/outdoor venue space, as well as state-of-the-art technology. Guests can enjoy their downtime with a workout at their fully-equipped gym or swim in the pool - or play a little table tennis and volleyball while at the hotel.

Courtyard Pune Chakan has appointed Ms. Sutapa Das as assistant manager, marketing and communication. With an experience of almost seven years in the field of digital marketing, Das has served for various sectors like hospitality, IT, health, fitness, restaurant, etc. In her new role, Das will be responsible for client relations, public relations and marketing strategies, the creative side of promotional literature, advertising and artwork. Working in this field, her



A STAR ALLIANCE MEMBER



role will also involve a range of duties including creating marketing plans, organising trade shows, managing the marketing budget among others. ■

Uddipan Chakravarthy Executive Chef, Vivanta by Taj -President, Mumbai



VIVANTA
HOTELS & RESORTS
BY TAJ

Vivanta by Taj – President, Mumbai is one of the best 5-star hotels in Mumbai, and has all the entertainment and connectivity options that today's traveller requires.

Soak in the space that's a hot favourite, in Colaba, close to South Mumbai's main business district. Standing tall in SoBo's posh Cuffe Parade. With nothing short of the coolest bar and speciality restaurants that the city has to offer. Moment one step in the hotel, their lobby is a unique

mix of chic and classic. This arrival zone sets the tone for guestrooms and banquet facilities that deliver the ultimate in urban relaxation.

Vivanta by Taj – President has appointed Uddipan Chakravarthy as Executive Chef. With over 21 years of culinary expertise, Chef Chakravarthy has been the Executive Sous Chef for some of the most iconic restaurants in India. He has been with the Taj Group of hotels for the last 18 years and has had the honour of preparing a feast for many Heads of States and prominent celebrities. He has also contributed to multiple hotels of the Taj Group in cities like Bengaluru, Delhi, Hyderabad, and Mumbai. ■

Mahesh Chand Rajwar General manager Lords Hotels & Resorts Silvassa



Lords
HOTELS & RESORTS
Exhilarating Hospitality

Lords Resort Silvassa is widely spread over 2 acres of lush greenery that offers 76 luxurious rooms with ultra modern facilities. This resort is located at a distance of 180 km from Mumbai and Vapi being the nearest railway station which is just a 20 minute drive. Lords Resort Silvassa is a true value Resort where one can experience the new world of comfort which includes all Hi-Tech amenities. The Resort is also an ideal wedding destination which can host weddings and parties in its Garden lawn.

Located at Kakad Faliya road, Lords Resort is close to Khanvel and Tribal cultural Museum. Khanvel is synonymous with green pastures and tree-lined roads. Tourists can visit Khanvel to experience serenity. The other popular hotspots are Church of Our Lady of Piety, Dudhni and Vanganga Lake Garden.

Lords Hotels & Resorts has recently appointed Mr. Mahesh Chand Rajwar as the General Manager of its property in Silvassa. He brings to Lords over 12 years of experience in the hospitality segment that include stints with IHCL, Trident and Club Mahindra among others. In his new role, Rajwar will be primarily responsible for driving revenue growth. In addition to the managerial and operational responsibilities, Rajwar will also play an active role in streamlining the resort's marketing activities. Prior to taking up the position with Lords Hotels & Resorts, Rajwar was the general manager for Country Inn and Suites.

Hungry Wheels On The Move With Mobile Restaurant On Lease Basis

Hungry Wheels is India's first company providing white label Mobile Restaurants on easy and risk-free long lease. It makes food business a breeze with, export-quality regulatory compliant vehicles, customisable kitchens, global quality flameless cooking equipment. Not to forget they also provide pre-approved parkings, automated marketing technology tools and management services. It's multi-national management team brings 150+ years of collective experience from across Asia, Europe, and America. Hungry Wheels has spent 4 years designing the solution, and is poised to raise quality standards of mobile dining across South Asia including India, with lower commitments to real estate and other fixed costs - all of which today prove to be significant business barriers to expansion and additional monetisation of existing kitchens.

The company promises to offer a "quick service restaurant format on wheels" to entrepreneurs who want to foray or expand food service business on a lease model with zero investment.

According to Vikram Sood, Founder & Director, Hungry



Wheels apart from providing a branded mobile restaurant on wheels to the partners, the company will offer the whole branding, marketing, technology platforms to lure customers as well as tech support to remote manage the business for the owners. "Our city partners will help the owners of these mobile restaurants to get the permissions, licences, parking slots, movement schedules all worked out. Even parking charges payable to civic authorities are included in the monthly lease fee," he said. The company will also organise events around the city, where mobile restaurateurs will be invited to participate and sell their food, he said. The lease fee, he said will vary from city to city.

"Restaurants are now stuck in geography. With this mobile restaurant concept, restaurants can go where the customer is. As cities grow bigger people will move less. So, restaurants cannot expect customers to come to them every time," Sood said.

Differentiating mobile restaurants from food trucks, Sood said that food trucks are "ticking time bombs" as it has a fuel tank, and a combustion engine attached to it. "Food Truck as such is a bad category. We are not promoting it," he said. Hungry Wheels's concept of mobile restaurant is fully fire proof and uses the induction technology.

When asked about the policy compliances associated with mobile food vending in India, Sood said that they "spent over four years" designing the concept and have been able to address most of the compliance issues. The company is in touch with many State governments as the concept can generate large employment, as well as promote entrepreneurship even among the underprivileged sections of the society including tribals. "We can even arrange finance for those who start mobile restaurant business," Sood said.

Wheels also give training and solutions to prepare and serve food quickly as possible so that waiting period of customers can be reduced. They have even cracked kebabs which generally take longer Hungry time to prepare and serve, Sood said.

Hungry Wheels has set up a Mobile Restaurant body workshop in Bangalore and have plans to go full steam in six cities in the next six months. ■



Bathrooms

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



Rooms

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



Tiles, Wood Floors & Carpets

Wall Tiles, Floor Tiles, Underwater Tiles, Ceramic Tiles, Recycled Eco-friendly Tiles, Texture Tiles, Decor Tiles, Indoors & Outdoors Tiles, Engineered Wood Floors, Laminates, Pure Leather Tiles, Wood & Leather Mix Tiles, Roll Away Carpets, Wall to Wall Carpets, Modular Carpets



Table Top

Cutlery, Holloware, Crockery, Table Mats, Table Linen, Coffee Maker / Tea Press / Pepper Mills, Glassware, Bar Accessories

WE SERVE HOSPITALITY THE BEST



fcml projects

A 217, Okhla Industrial Area,
Phase 1, New Delhi - 110 020 INDIA
Tel : 91 11 2637 2701-06
Fax : 91 11 2681 4240, 4161 3595
Email: sales.fcml@fcmindia.com

fcml store (display centre)

Sultanpur Chowk, Sultanpur, Mehrauli-Gurgaon Road,
New Delhi - 110 030 INDIA
Tel : 91 11 2680 0482/92
Email: sales.fcml@fcmindia.com

www.fcmlindia.com

Also Offices at: MUMBAI | BANGALORE | CHENNAI



Public Area & Hygiene Products

Ashtray, Vase, Trolleys, Dustbin / Ashurns, Plasma / Lcd / Led, Signages / Display Boards, Outdoor Furniture, Carpet, Barricading Poles, Shoe Shine Machines

Food & Beverage

Increasing Revenue In Hospitality Industry



Food & Beverage has always been seen as a value added proposition in the Indian Hotel Industry. It has been considered as one of the key factors of potential revenue growth model. The Indian Hotel industry has been on a growing trend since the late 90's but there was always a debate whether the F&B is doing enough to generate handsome revenue for the hotels. The times have changed over the past few years when Room revenue was considered to contribute a huge portion of the revenue. The trends are changing and the hotels have been able to develop Food & Beverage as one of the key drivers to earn revenue.

As Indians became mobile and globe trotters on the back of Information Technology age, Indian consumer has become more willing to experiment with different cuisines. This facilitated the sector's foray into a variety of global cuisines. While Indo-Chinese food has been popular, new cuisines such as Mexican, Italian, Thai and Japanese have been gaining prominence on Indian palate. Multi-cuisine has now become easily accessible in major cities, and is expected to increase the frequency of eating out.

The general consensus among the Indian hospitality industry experts, till about a decade ago, was that the revenue earned from the hotel rooms was the main income earner for the hotel industry. But this is no longer true. The Food & Beverage outlets in hotels, in India, are now major contributors of the hotels' revenues.

The Indian hospitality industry has emerged as one of the important industries which has been fostering the growth of the services sector of the Indian economy. If you picked up the income statement of any random hotel a decade back, it is likely that you would have found that the rooms department was the dominant revenue center in the hotel. By itself, rooms could possibly account for anything between 60 percent to 80 percent of hotels' revenues. But this is no longer the truth in the Indian hospitality industry. The Food & Beverage contribute to nearly 50 percent of the hotels' earnings in the Indian hospitality industry these days. It may also be mentioned here that rooms require investment in fixed assets in a big way. Thus the profitability level from the room earnings tends to decrease over the years. The best way to understand features of the rooms and food & beverage department operations, from a financial perspective, would be to compare them.

To begin with, rooms are a much more structured operation than food and beverage. Rooms operation generally has a limited number of products (room types) compared to food & beverage, which can have a plethora of offerings.

Hotel room, as a product, is less flexible than food & beverage. This means that once a hotel is up and running, any changes to the room may require demolition and/or reconstruction and renovation. Of course, you can carry out soft refurbishments but that may turn out to be superficial. The change in food & beverage infrastructure on the other hand, is more flexible and a new restaurant can be developed with

very less structural change in the hotel's architecture. This has implications for the investment and its returns.

Contribution of Food & Beverage

The Food & Beverage service market is worth Rs. 2,04,438 crores in the country, and it is expected to reach Rs. 3,80,000 crores by 2017. The India's F&B sector has evolved over the past decade, giving rise to exciting new concepts in food and beverage offerings and new and innovative service elements.

The industry experts are of the opinion that in the Indian hospitality industry of today its food and beverage can easily be the deciding factor behind a hotel's success or failure.

Revenue from F&B contributes to nearly 50 percent of the hotel's revenue, so it is as important as selling room rates. Hotel chains are aggressive in promoting food & beverage segment as 50 percent of the revenue comes from it. In India, the culture has drastically changed in the last two years where there is more spending on eating out. Food & Beverage outlets are therefore more revenue earning centers than cost centers. Revenue growth in this segment is amounting to 60 percent in the last few years. India's food and beverages industry is expected to expand at an average annual pace of 24 percent to reach Rs.3.8 trillion in sales by the year ending 31st March 2017.

The eating out trend has been growing exponentially in urban India for many years and has evolved from just an occasion-driven activity when people wanted a change from home-food to a more common occurrence. Today, the Indian food and beverage sector is going through a marked transformation with diners looking not just at a variety of cuisines but also wanting concept-driven innovation. The hospitality industry is thus now trying to create new restaurant

concepts, built around specific themes.

A decade or two earlier, the average room rates were high and the profitability was as high as 92 percent. Now, the profitability is close to 75 percent, with operating costs, especially labour costs, going up. Food & Beverage operations in Indian hospitality industry, on the other hand, are having profits ranging between 50-60percent on an average, and there is exponential growth potential. The gap between the profitability between hotels' rooms and their Food & Beverage options is bridging. The per-square-foot yield of Food & Beverage has increased in the Indian hospitality industry.

According to a recent report on the Indian hotel industry, the share of revenues from the Food & Beverage segment – which includes banquets and restaurants – rose to 42.6 percent in 2014-15 against 36.6 percent in 2010-11, while the share of revenues from rooms declined to 50.9 percent in 2014-15 from 57.2 percent in 2010-11.

The report reveals that the rooms' expenses had increased by 10.2 percent on a per available room (PAR) basis, during this period, as compared to 2013-14.

Within the F&B segment, banqueting is showing great potential, which is powered mainly by MICE, and this has positively impacted F&B revenues; boosting overall revenues.

Moreover, with stand-alone restaurants giving upscale hotels in the country a run for their money, hotels in India are trying to exploit the potential of the Food & Beverage segment to the fullest and are coming up with newer ways to offer more than just good food and drinks.

All hoteliers are gearing up their Food & Beverage outlets to compete with freestanding restaurants and so they are constantly doing R&D and new things like



flying down international Chefs, food promotions, designing new menus, etc. Most of the hoteliers attribute the increasing revenues from India's Food & Beverage segment to changing demographics, increase in income, urbanisation and growth in organised retail.

Exciting Initiatives

One may add that the Food & Beverage segments of the Indian hospitality industry are being encouraged because by 2017-18 the total room supply across hospitality properties in the country is expected to grow to 175,980. Nearly 36 percent of these rooms are expected to be in the mid-budget segment and 18 percent in the luxury segment. In the short run, industry experts say that the demand and supply gap in the sector could widen with more supply coming in the market. The hotels have thus started innovations in the Food & Beverage departments.

When it comes to the Indian F&B scene, diner-engagement concepts have always played a key role in generating profitability. Over the last decade there has been a sea change in the way Food & Beverage concepts are being developed and executed in India, introducing the concept of experiential dining with their contemporary presentation of Indian food in a thoughtfully crafted ambience that is put together to engage its guests. All this has been responsible for the changing scenario of food service business in India, which is becoming significant revenue generator for a hotel. Now dining out isn't just about the food, it is about experiences – that is something extra. Nowadays every single thing in the restaurant, including the fragrance used, has to be in sync with the food and should be a conversation starter. One can say that we are witnessing the emergence of the new food conscious culture.

Banqueting Business

Incidentally, the Food & Beverage segment of the hotels which includes banqueting, which was earlier primarily driven by food and beverage, has now evolved into a full-fledged event management activity. With the MICE sector expanding in India, so has the scope for banqueting.

This facility is now being promoted and new hotels are coming up with increased banqueting space ready for weddings and red-carpet events. It is important to have banquets because that is what facilitates business in hotel during the weekdays. This demand for banqueting space is also applicable to stand-alone



hotels. Small scale weddings usually prefer stand-alone banquet set ups.

Here it deserves a mention that from just weddings and conferences, banquets today have moved to cover specialised events such as training, product launches, wine dinners, exhibitions, themed parties, sit down dinners, board meetings, etc., each of which requires experts such as Event Managers to handle them. The needs and demands of the customers have evolved greatly over the years and banquets have moved on to cater to these changing requirements.

People today are also looking for innovative ways of celebrating important events in their life and the banqueting business has to ensure that it keeps its customers happy. But making banqueting business a success is not a piece of cake for the hotels. It requires a fine eye for details such as location, infrastructure, services and marketing. The location of the hotel having the banqueting operations must be appropriate and easily accessible to the target clientele of its banqueting services; the banqueting facility at the hotel should be spruced with facilities for catering, décor, sophisticated audio-visual equipment, and be

characterised with speedy service. Right marketing and advertisement is also necessary to ensure that people are aware of the banqueting facilities in the hotel.

Since banqueting is becoming an important element in the Indian Food & Beverage sector and is playing a crucial role in the profitability of a hotel, the necessity of technology in this sector becomes imperative. The endeavour should be to provide seamless connectivity with the latest technology.

Upgraded acoustics which is the key requirement for the success of any event or meeting these days, proper audio/video facilities along with technical support and Wi-Fi facilities are becoming the part of banqueting infrastructure in hotels across the country. However, these facilities shouldn't be limited to the premium hotels only. Only then the banqueting business in India can reach its true potential.

Use of technology helps ensure that the conference and banqueting business runs smoothly; providing a quick response to customer needs and fulfilling all aspects of event and banqueting planning, quickly and efficiently.

With online menus, themes and decoration options, it has now become much easier to sell the banquet facilities for hotels.

Today there are single software solutions available for managing banquets, which is also a facilitative factor for the industry at large. At the same time, personalised banquets are gaining currency in the

Indian hospitality industry.

Infusion of Entertainment

The development of the organized F&B market in India has taken time, due to which brands are still focusing on getting the fundamentals (the menu, the service etc.) in order. Despite this, growth in the market has resulted in a shift towards customer engagement at the dining space through different means. As a result, F&B brands now operate in two main spaces, viz.

Brands which were established as F&B players have introduced entertainment-driven elements. E.g., Cafés offering live music or games

Brands which were primarily entertainment oriented, with F&B elements as add-ons. E.g., Sports bars, bookstore cafés

By adding entertainment options, F&B brands give customers another reason to spend more time at the dinner table, thus improving the average spend per visit. While some forms of entertainment are offered free of cost (for instance, live music), others games such as snooker require some additional payment. Further, with increasing competition and fast-growing markets, F&B brands need to create an opportunity to differentiate them from other brands. Traditionally, restaurants were rated in terms of theme and ambience; now they vie in offering varied entertainment. One benefit of such extras is the buzz it can create among customers, who then become





an alternative marketing tool by spreading the word about the F&B brand. This 'talk value' is vital for brands as their customers are also passive advertisers. Brands which host musical events, for instance, may also capture indirect media attention through such customers. However, the onus is on the brands to ensure higher consumer interaction and engage younger consumers, who are more likely to seek such venues as "hang-outs" and visit frequently. Brands also have to make a studied choice in terms of these bonus offerings, which are limited in number and have different levels of appeal among customers.

Music is generally the strongest crowd-puller, and positively impacts a restaurant's business, image and customer experience. It can be offered variously through live performances, as songs played on request and karaoke. Another entertainment choice is

Comedy, which gives customers a much-needed 'laughter break' in a stressful world. This has been successfully adopted in the West, but is still novel to India.

India is well-known for its food and beverages service industry. It is one among the most vibrant industries which demonstrated unprecedented growth in the recent past. The industries is continues to expand rapidly. This growth can be attributed on account of changing demographics, growing disposable income, urbanization and growth of retail industry. Segments such as fine dining, casual dining, quick service restaurants, cafes, etc. have found favour



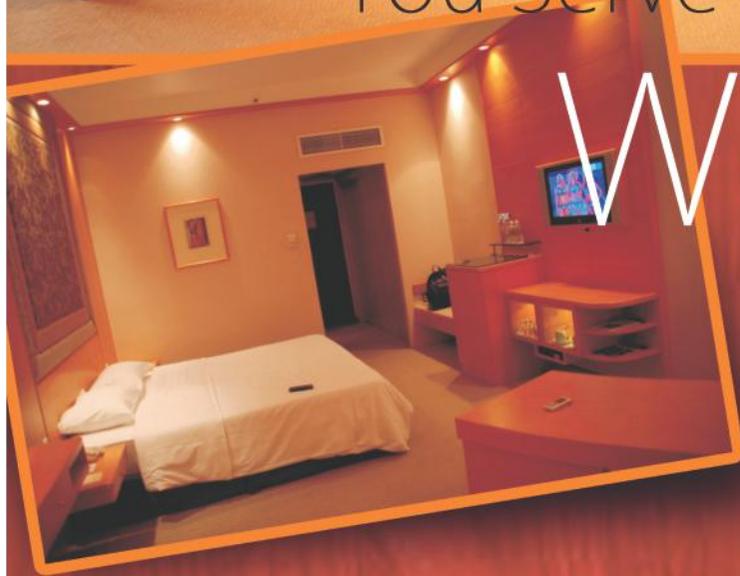
with the consumers. The F&B industry has been at the forefront of attracting investments into India and has played an integral role in portraying India as a land of opportunity. Several success stories of both domestic and multinational companies tapping into the Indian food services sector are examples of the current trends.

Overall, one can say that these days' hospitality properties in India have huge potential to garner impressive revenues from the Food & Beverage segment. However, what is required for the hotels to translate this potential into impressive realities is to focus on sophisticated technology and innovation while keeping the personal touch intact. ■



You Serve The Luxury.

We Craft It.



Complete Furniture Solutions for Hotels
from design to Installation.

- ❑ Custom-made solutions available.
- ❑ Own designing & large-scale manufacturing capacity.
- ❑ On-time deliveries & installations.
- ❑ Expertise in handling big projects.

SOURCE

Sang Furniture Solutions



Hotel Ashok Nagpur- Royal luxury in style



Mr. Sanjay Gupta the owner of "The Nagpur Ashok" Hotel is a man with zeal, determination and dedication. He is a goal-achiever and 'Captain of the Ship'. He is a civil engineer having experience of more than 20 years in the field of premium constructions. His vast experience has immensely contributed in shaping up the architectural marvel in the orange city. His goal is to provide a royal ambience with modern amenities "Committed for Safe, Honorable & Sustainable Tourism"

The Nagpur Ashok is a centrally located 3 star facility hotel in Nagpur City, just 1 km from Deeksha Bhoomi Tourist Point and 3 km from Ambzari Lake. Wi-Fi is available for free throughout the hotel. It also has a tour desk which helps guests organise excursions to tourist attractions. The predominant theme is royalty with Mughal, Peshwa and Italian decor featured in every room. The hotel is 4 km from Nagpur Airport and 4 km from Nagpur Railways Station. The City Market is very nearby to the hotel. The rooms are fully air conditioned and equipped with a flat-screen satellite TV, a wardrobe and a minibar. Each room has a private bathroom. Some rooms come with a spa bathtub. The hotel Restaurants offers a relaxed and elegant setting. It serves a selection of Indian,

Chinese and Western food. A 24-hour room service is available. Guests can enjoy refreshing beverages at their lounge bar as the DJ plays music from around the world. Some of the enhanced features of the hotel are business centre and beauty salon. The hotel also offers banquet amenities which makes it a desired venue for glitzy weddings. The hotel also has a swimming pool on terrace with jet swim system and a restaurant is coming up beside it in next few months.

ACCOMMODATION

Accommodation is offered in the form of deluxe, family rooms and royal suite. These rooms are adorned with sophistication and an ambience that is truly inviting and warm. In-room features are air conditioning, flat-screen

TV, internet access, minibar, refrigerator and tea/coffee maker.

King Suite

The King Suite at the hotel is royal with Italian, Mughal and Peshwa themed with spacious living area. Which makes one feel like a royal guest having all latest amenities of the modern world.

Queen Room

The Queen Room is a Mughal, Rajputana and Arabian themed living space with artistic furnishings, decorations, elegant ambience of richness combined with beautiful surroundings with touch of aristocracy.

Family Room

The Family Room is artistically decorated and has all the amenities



required for a family to have a luxurious stay at the hotel. It is large and spacious with beautiful ambiance.

Super Deluxe Room

The Super Deluxe Room is an Egyptian, Peshwa, Rajputana themed contemporary room, having classically designed living area beautifully furnished and decorated to give the guest a soothing cool feel.

Deluxe Room

The Deluxe Room has contemporary, themed living space classically designed and furnished to give guests warm and pleasant stay after a tiring day at work or sightseeing.

FOOD & DINNING

J9 Bar & Lounge

A perfectly relaxed evening can be enjoyed at J9 Bar & Lounge which is a British theme lounge with spirits, selected cocktails and music from around the world. Tempting dishes are also served at the lounge bar.



Cafe Coffee Day

The in-house Cafe Coffee Day outlet is just perfect as a chill out zone which brings to guests choices of coffee and snacks from all round the world. The best place for the young and the young at heart in Nagpur.

MEETINGS & EVENTS

The Meeting & Event spaces at the hotel are not just built, but are crafted with all the facilities required for a memorable event. Located on the 4th floor of Hotel, the Banquet halls are artistically designed for celebrations and conferencing. There are 3 Banquet halls, ad-measuring about 4500 sq.ft, 3500 sq.ft, 3000 sq.ft. + 8000 sq.ft. terrace and they can be combined together for a single function.

Hotel Ashok, Nagpur, is the destination of heart-warming hospitality. The elegant interiors and cordial ambience invites guests for a comfortable stay, while the contemporary amenities enhance the convenience factor. The well-appointed rooms with necessary amenities are ideal to relax after a tiring day at work or sightseeing. The Hotel Ashok is an oasis in the city of oranges for leisure as well as business travellers. ■



FSB – Sizzle, Steam, Stir

One Of The Best Restaurant In Nagpur



FSB- sizzle, steam, stir is a good place for all the sizzlers lovers and their whole range of fusion cuisines is a treat for the taste buds. The name is synonymous to quality food in Nagpur. Situated in Dhantoli, 'FSB' is a vegetarian Family Restaurant. The restaurant is very classy. The interiors are a mixture of earthy colors like brown, beige and cream, blended together to give the feeling of a fusion restaurant.

Best known for its sizzlers, FSB offers a variety of sizzlers - from a hot chilly pepper to a Thai sizzler and from a Mexican to a mushroom and corn sizzler. Though, 100% vegetarian place, it will not disappoint you once you've tasted their food. The quantity and the quality is really good. Great starters like BBQ cheese sticks, Thai Golden baskets are a treat and so are the desserts like the Blueberry Cheesecake and Chocolate mousse will leave one wanting for more.

Another appreciable feature is the amicable staff; one wouldn't fail to notice their good mannerisms and prompt service. The menu is filled with names one might not have heard before! But be assured they will explain to you in delightful detail what exactly is it that you wish to order.

FSB is a nice place near center of city



Nagpur, Truly sizzling, this place does justice to its name. The sizzlers are amazing and can be customized as per one taste buds wishes. The ambiance is warm and crisp and ideal for a cozy and romantic dinner.

The next time you're in Nagpur do visit FSB for the best in town Sizzlers and Fusion Cuisine. ■

Spa

Managed with Passion

pevonia®

Wellness Spaces

efjay

CONSULT DESIGN MANAGE



Food & Beverage Trends In 2017

Mr. Parvez Sheikh, F&B Manager, Hotel Marine Plaza

Health food goes mainstream

People all across the field whether it is gender, group age have being cautions and reluctant on diet food and this is not just because they want to be healthier but also to be fit with less disease, allergy and smart approach towards life has been the trend which is emerging as a hot favorite demand of healthy food. Moreover the support from NGOs, government institutes and food & beverage industry with regards to Yoga and exercise awareness to the community and the citizen of India as well as international guest are now becoming alert about healthy food whether it is vegetarian or non vegetarian. In today's circumstances the trend for organic food is contributing a lot of mileage to healthy food circulation in main stream

Bowl food

Bowls are the new palates & plates concept. All sorts of creative in one-dish meals are being served in a bowl. Mainly this concept is emerge from the East Asian countries and playing a very important stomach filling with taste, preferences and healthy food to people who have stopped having food of different varieties. There is various bowl food which are served in streets as well as restaurants in these countries and in India and the response is over whelming with budget food in one shot. Bowls like protein, Buddha, broth, quinoa

and globowls. The idea of bowl food is basically a three course meal served in a single bowl. The same rules apply to breakfast bowls, which are being dubbed smoothie bowls, acai bowls and banzai bowls. In desserts the trend of bowl ice creams of different variety and bowl desserts of different cakes and soufflés are the centre of attraction.

Gourmet fast food

In today's fast moving economy and society, people have less time to have proper meal hence they prefer food which is easy to fill stomach and ready to have in one shot is need of the hour. For all range of people like corporate, larger organization and even working class people, were the time bound work plays the important role to them. Hence fast and quick food help these categories. Gourmet fast food industry is also contributing in creating and attracting people with various variety of filling food who has less time for lunch or any other meal break. The main contributors are burger, sandwiches, pizzas, vada pav, pav bahji, Chinese noodles.

Home-delivery services

Another fast evolving concept where people avoid cooking due to time constraint and non availability of ingredients and to overcome these aspects home delivery companies like Scootsy, Swiggys, Food Panda, Zomato

are few leaders helping the non cooking community through one spot order. By utilization of various applications and payment systems have made life easier for such group.

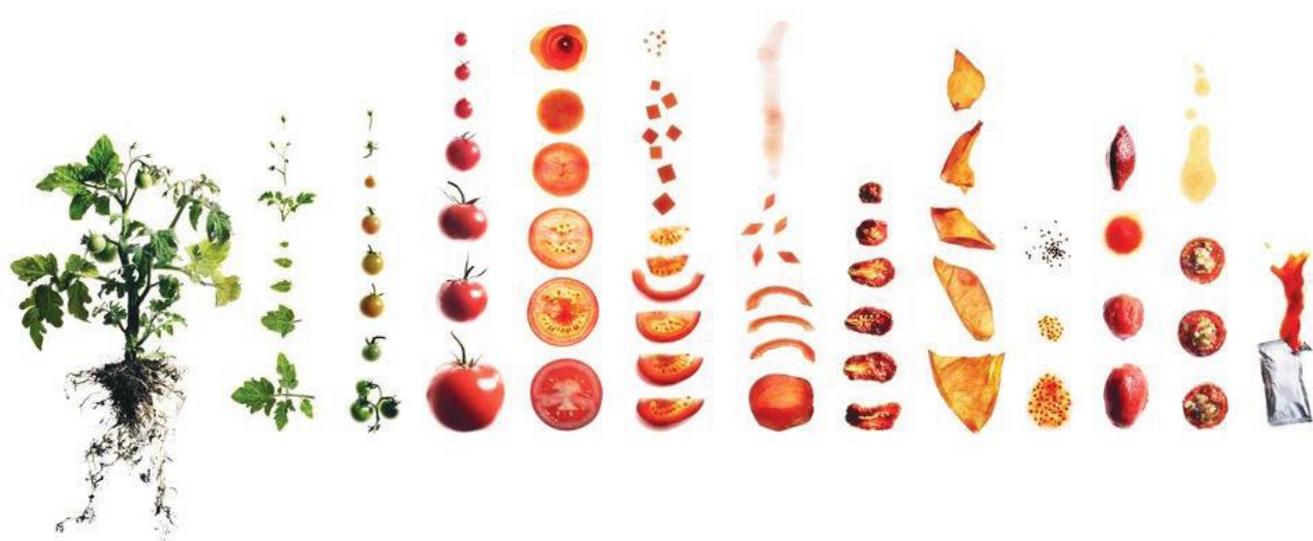
Draught Beer trend

Day by day beverages are getting enhances due to the demand and supply. They also contribute in revenue generation for a particular place serving beverages. When we look in the past, the demands for draught beer were limited to one brand. However due to the entry of international breweries companies, the various options available have attracted the consumer and made them happy. Hence if you visit any bar there are atleast 3-4 draught taps some available with flavors and others with origin. In metro cities we have draught of beers from Belgium to India, from Germany to Japan.

Retro music in demand

Music is one thing which is near and dear to all walks of life. Keeping in mind the harmony and the peace of the person we see a change in people liking towards music which is not very fast and loud but soft with meaning and message from a particular song. Hence the golden era of music is coming back with technology and system.

All the retro music collections nowadays you come across not only



in bars or disco but radio channels are also adapting the same trend. There are concerts which are specially designed and put on stage e.g. Global Citizen. Today the belief is that where there is a demand for unlimited music there will always be a counter pole trying to be the exact opposite of what everybody wants. The valuation for music in its tangible form is shifting. In the same manner as all cultural genres – we try to create everything newer, better, faster, more efficient –, but in the end it is the “special” and “rare” that many of us desire.

Molecular food

Molecular food trend is a crazy attraction towards food which is imagination of a particular food and not scientifically original. It's also a presentation of food in various form e.g. if molecular food technology is used for preparing a particular dish which can be converted into caviar style. Using nitrogen and mixology of various eatable chemicals are creating great dishes with good taste and appearance. Formally, the term molecular gastronomy refers to the scientific discipline that studies the physical and chemical processes that occur while cooking. Molecular gastronomy seeks to investigate and explain the chemical

reasons behind the transformation of ingredients, as well as the social, artistic and technical components of culinary and gastronomic phenomena. There are one part of the society who look for change and enhancement in food and are also connoisseurs who experience and give their reviews to others have made this trend more and more in demand. Hence restaurants and hotels are creating molecular food on their buffet counters and in their desserts.

Pop up nights

Those days of bar nights with 12 midnight shut down is gradually coming to an end and a new concept of late night party till 5am is emerging in many metro cities. Where the venue is turned into a party animal zone with celebrities or big shots are part of the gathering and involving people who love the culture of late night pleasure. Since they are busy during the day and want to chill out with entertainment, drinks and light food, groups of 25 and above are becoming part of these late night pop ups. Pop up night has catered to such people and the progress to this new culture has emerged successfully to organizers, venue partners and referral people.

Customized Food

A trend which is based on religion, allergy and restriction due to medical reason is shining very high with demand from people who do not want to change their religion sentiment, health issue and culture. Hence the food industry has gone one step ahead in restaurants, hotels and food joints by catering customized food to people of such demand. Where in the food is gluten free, nut free, Jain food, vegan food and desserts being eggless to sugar free has become a big change to the traditional menu.

Next Generation Meal & Deal

In our country the age group from 25 onwards to 45 is emerging as entrepreneur and corporate. Such group of people who has time and deadline as commitment in their daily routine and food is less important to them than the deal. Hence meeting table, private dining room or areas with fewer disturbances, quick & efficient meal and service is in the limelight and contributing fair amount of revenue to hotels or restaurants. The holistic approach to such trend is you eat and crack the deal. For some guests it is a lucky charm to have meal and deal in a particular venue. ■

Nagpur

The Most Important Powerful City Of Maharashtra



Nagpur the city of oranges is the third largest city of the state of Maharashtra. Nagpur the winter capital and the largest city of central India has one of the highest literacy rate of 91.92% among all the urban agglomerations in India. It is one of the proposed Smart Cities from Maharashtra.

Nagpur is the seat of the annual winter session of the Maharashtra state assembly, "Vidhan Sabha". It is a major commercial and political centre of the Vidarbha region of Maharashtra. In addition, the city derives political importance from being the headquarters for the Hindu nationalist organisation RSS and an important location for the Dalit Buddhist movement.

Nagpur also known for Deekshabhoomi, the largest hollow Stupa among all Buddhist Stupas in the world. Here Dr. B. R. Ambedkar along with nearly 500,000 followers converted to Buddhism. This was one of the first mass religious conversions in the history of India.

Nagpur is also called the "Tiger Capital of India" as it connects many tiger reserves in India to the world. It is among the important cities for the information technology sector in Maharashtra. Nagpur is located in the centre of the country with the Zero Mile marker indicating the geographical centre of India.

One of the earlier names of Nagpur was "Fanindrapura". It derives its origin from the 'Fana' or hood of a cobra. In fact, Nagpur's first newspaper was named 'Fanindramani', which means a jewel that is believed to be suspended over a cobra's hood. It is this jewel that lights up the darkness, hence the name of the newspaper. The river Nag flows through the city. B. R. Ambedkar claimed that both the city and the river are named after "Nag people". The word "pur" means "city" in many Indian languages. During British rule, the name of the city was spelt and pronounced as "Nagpore"

Ramtek

Ramtek is a small town situated at a distance of approximately 42 km. to the north east of Nagpur City. This town is very famous because it is believed to be associated with Lord Rama. There is a hill situated near Ramtek, known as Ramgiri Hill. The Hill houses a historical temple of Lord Rama, which is said to be more than 600 years old. This place is also known for an ancient Jain Temple. It is believed that prolific Sanskrit poet Kalidasa wrote his epic Meghdootam in Ramtek. Besides, Sri Ram Temple and Kalidas Memorial, there is Ram Ramsagar Lake. Khindsi near Ramtek is also a famous lake.

Nagardhan

Nagardhan is situated 38 km northeast of Nagpur and 9 km south of Ramtek. It is an old town founded by a Suryavanshi King. Main attraction of Nagardhan is the Nagardhan Fort, supposed to be built by Raja Raghuji Bhonsle, a Maratha king of the Bhonsale dynasty. The square shaped palace inside the fort has an outer rampart with bastions and had an inner wall surrounding the buildings.

BAPS Swaminarayan temple

BAPS Swaminarayan temple is situated in the east zone of the city. This mandir was built in five years and inaugurated by the blessings of Pramukh Swami Maharaj on 7 October 2013.

The Seminary Hill

The Seminary Hill Nagpur is one of the prime attractions of the city of Nagpur in Maharashtra to the people who come to visit Nagpur in their leisure time. The Seminary Hill of Nagpur is one of the ideal destinations that the state of Maharashtra offers to all the nature-loving visitors of the state. The Seminary Hill at Nagpur has got its name from a seminary, which has earned a lot of repute. The name of this seminary is the Seminary of St. Charles. The Seminary Hill, Nagpur is situated on the outskirts of the city of Nagpur. It lies at a distance of only 6 kms towards the west of the Nagpur old city.

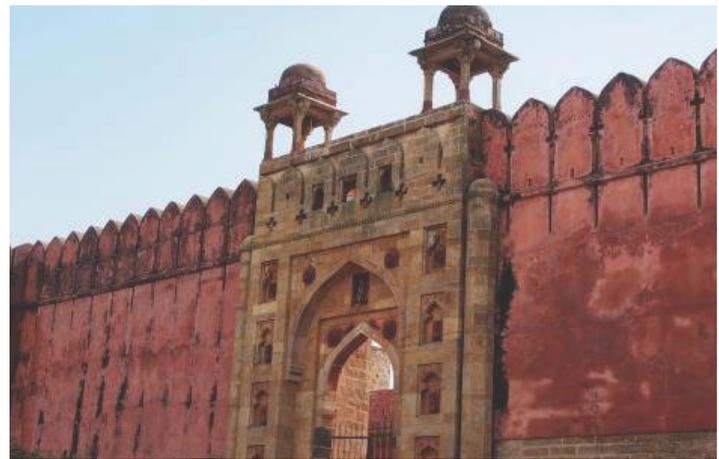
The main attraction of the Seminary Hill in Nagpur is the natural view that it offers. The Seminary Hill is actually a hillock. One can go up the Seminary Hill, which is not a difficult task and can also be attempted by people who do not take part in trekking on a regular basis. After reaching the peak of the hill, one can get a spectacular view of the whole commercial city of Nagpur.

Sitabuldi Fort

The speciality of the Sitabuldi Fort is the historical lineage of the place. This fort of Maharashtra was built as early as 1757, in the pre-independence era. The person who established the fort was British by birth. The year of establishment of this well-reputed fort of Nagpur is the same as the year in which the very crucial battle of Plassey was fought. From the pre-independent era, the Sitabuldi Fort has been one of the major tourist spots of Nagpur. For the protection of the fort, a trough has been created around it. A memorial is located inside the fort, which commemorates the dedication of the soldiers who lost their lives during the war between the British and the Marathas.

Deekshabhoomi

This sculpture is known for its beautiful design and architecture. Deekshabhoomi, the biggest "stupa" in Asia, is a sacred monument of Buddhism at the place where B. R. Ambedkar converted to Buddhism along with about 500,000 followers on October 14, 1956. Ambedkar's conversion to Buddhism is still a guidance for





the masses in India. Deekshabhoomi makes Nagpur a location regarded as a pilgrimage centre of Buddhism in India. Thousands of pilgrims visit Deekshabhoomi every year, especially on Ashok Vijaya Dashmi and the 14th of October.

Mahalaxmi Devasthan

Mahalaxmi Devasthan is a temple constructed more than a hundred years ago, at Badkas Chowk, Mahal Nagpur. Its principal deity is the goddess Mahalaxmi. The temple was granted by Raja Bahadur Janojirao Bhonsle.

Shukrawari Lake

Shukrawari Lake is also known by other names Shukravari Talao (lake), Gandhi Sagar Lake and Jumma Lake. It is located in Nagpur near Raman Science Center. The lake which is said to exist for more than 275 years, was established as a source of water supply by Chand Sultan, the then ruler of Nagpur. He created the water body in the form of streams being diverted to the Nag River, which was connected to the water reservoir and named it as 'Jumma Talab'. Subsequently, it came to be known as 'Shukrawari Talao' during the Bhonsla and British periods when the first Raghujji declared Nagpur as the capital of his domain in 1742. The picturesque rectangular shaped Gandhi Sagar reservoir is now enclosed with stonewalls and iron railings. There is a small island in the middle of the lake with Shiva temple and a garden illuminated with yellow mercury light at night. The lake also offers boating facility to the visitors.

Zero Mile Stone

Zero Mile Stone is a monument locating the geographical centre of colonial India in the city of Nagpur, Maharashtra. The Zero Mile Stone was erected by the British who used this point to measure all the distances. The Zero Mile Stone consists of four horses and a pillar made up of sandstone. It is located on the south east of Vidhan Bhavan, Nagpur. The British rulers considered Nagpur to be the centre of India and hence identified this point and constructed the Zero Mile Stone. Earlier India was divided into provinces and Nagpur was the capital of CP & Berar Province. Later when states were created, Nagpur was incorporated into Maharashtra, and as Nagpur had been the capital of CP & Berar, even though it was geographically shifted to Maharashtra, the status of second capital was granted to Nagpur. It is also known as capital of Vidarbha.

Maharaj Baug zoo

The charm of the Maharaj Baug and Zoo of Nagpur lies in the fact that it has a historical lineage, unlike many other places of its kind in India. It was established by the rulers who used to belong to the Bhonsle dynasty. There is a fascinating garden, which is called the Maharaj Baug. The name of this garden suggests the historical background of the place. It is converted into a botanical garden housing a zoo, containing some rare species of birds and animals. The zoo comes under the Central Zoo Authority of India.

The Raman Science Centre and Planetarium

The Raman Science Centre and Raman Planetarium Complex at Nagpur is an interactive science center affiliated with Mumbai's Nehru Science Centre. The centre was developed to promote a scientific attitude, portray the growth of science and technology and their applications in industry and human welfare, and hold science exhibits. The centre is named after famous Nobel Prize winner Indian physicist Chandrasekhara Venkata Raman. The Raman Science Centre was inaugurated on 7 March 1992 and the planetarium was started on 5 January 1997. The centre is located opposite Gandhi Sagar Lake in the heart of Nagpur. Between April 1, 2014 and March 31, 2015 the Centre recorded a visitor count of 582,962. The centre is part of the National Council of Science Museums (NCSM), India which is also the largest network of science centres/museums under a single administrative umbrella in the world. NCSM rates the centre as regional level and it has a total floor area of 4333 sq meters. The centre carries out numerous programs to spread science and technology knowledge amongst the general public. The centre along with local NGO Hirwai gives the Green Finger Award to create awareness about the environment amongst school children. In August 2007, the information and communication technology gallery was opened where ISRO Chairman Madhavan Nair declared that India will send astronauts in space by 2015. The centre currently has 3 different interactive galleries including a 133 seat planetarium, fun science, a prehistoric Animal Park and more. The centre also holds science lectures, science film shows and 3-dimensional science shows. The centre also organizes activities like planet watching and other celestial phenomena for citizens.

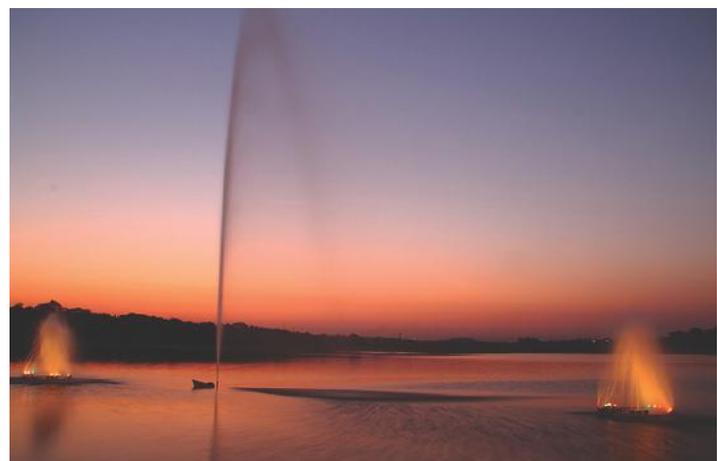
Futala Lake

Futala Lake is one of the lakes in Nagpur which is spread over 60 acres. Built by Bhosle kings of Nagpur, the lake is known for its coloured fountains. In the evenings the place is illuminated with halogen lights and Tanga (carriage) ride. The lake is surrounded on three sides by forest and a landscaped Chowpatty on one side.

Ambazari Lake

Ambazari Lake situated near the Southwest border of Nagpur. It is one of the 11 lakes in Nagpur. It is the largest lake in the city. Nag River of Nagpur originates from this lake. This was built in the year 1870 under Bhonsle rule for supplying water to the city. Government officials and eminent people were supplied water through clay pipes. This lake is near VNIT and surrounded by mango trees, gaining the name Ambazari as Amba means in Mango in Marathi language. The lake was used to supply water to Nagpur for over 30 years.

The lake also has a garden located just beside it known as Ambazari garden. The garden was established in 1958 on an area of 18 acres of land. This place is managed and preserved by the Nagpur Municipal Corporation. The musical fountain, various electric rides and amusement games are there in the garden. The





garden also offers boating facilities and walking trails as an outdoor activity. This is one of the famous tourist attractions of Nagpur.

Shri Maa Umiyadham Temple

Shri Maa Umiyadham Temple is the grand temple of Hindu Goddess Maa Umiya, the Kuldevi of Kadva Patidar Community constructed on a gigantic scale at Kapsi, Bhandara Road, Nagpur. Goddess Umiya is the giver of supreme strength and divinity. She is regarded as incarnation of Goddess Sarawati, Goddess Lakshmi and Goddess Kali. The temple is looked after by Maa Umiya Charitable Trust Nagpur.

Khekranala Reservoir

Khekranala Reservoir is a renowned tourist spot and home to a beautiful dam, which is positioned at the fringe of the verdant woodlands known as Khapra Range Forest, 54 km from Nagpur.

Balaji Temple

One of the reasons for the popularity of the Balaji Mandir at Nagpur is the picturesque surrounding of this religious place. It is located at the Seminary Hills, one of the most important places of interest in the city of Nagpur. The soothing natural beauty of the place adds to the tranquility of the temple area.

Aadasa

This small village is the site of the ancient Ganesh temple, which houses a statue of the deity, believed to have been self-evolved. It is one of the eight Ashta-Vinayaks in Vidarbha.

Paradsinga

This is the place where Vaidehi Sati Anusuya Mata Mandir is located. The temple and dharmashala has beautiful landscaping and consist of playgrounds for kids.

Tadoba National Park

The Tadoba National Park lies in Chandrapur in the north-eastern part of Maharashtra, and is popularly known as 'The Jewel of Vidharba'. Situated in the heart of a reserved forest, at a distance of 100 km from Nagpur, the park is renowned for a myriad of exotic trees and plants, and fauna that includes tigers, panthers, and bison, barking deer, sloth bears, hyenas, jackals and wild dogs, amongst others.

Taken together, the Andhari Wildlife Sanctuary and Tadoba National Park are known as the Tadoba-Andhari Tiger Reserve. Deriving its name from a local deity 'Taru', the sanctuary itself is named after the Andhari River that wanders through the forest. Situated at a height of 200 metre at a distance of about 45 km north of Chandrapur town, the park is the oldest National Park of Maharashtra. Covering an area of around 120 sq. km, the park came under the Project Tiger Reserve in 1993 and is presently home to around 50 tigers. Besides the abundance of flora and fauna, the

park is also home to several water birds. Visitors to the park can experience the thrills of nature via the jungle safari, which is the best option for exploring the park. Also, a 12-seater minibus is facilitated at Tadoba for the visitors 'convenience of the safari.

Dragon Palace Temple

This temple, inaugurated in 1999, has received international and national awards for its structural design. Many delegates from Japan, Sri Lanka, Thailand, Burma, United States and the United Kingdom visit the temple, which is considered a landmark of Indo-Japanese friendship. Representatives of 14 countries and a record number of 5 lakh people, participated in its grand inaugural function. Dragon Palace Temple is visited by 17 million people annually.

Narrow Gauge Rail Museum

Situated on Nagpur -Kamptee Road, Narrow Gauge Rail Museum boasts itself of the only Narrow Gauge Museum of its kind in India. This museum serves as Infotainment Park for the visitors by not only disseminating information about narrow gauge system of yesteryears but also has various entertainment activities like Toy Train, Revolving Restaurant on wheels, amusement park, auditorium etc. Museum houses precious and heritage NG rolling stocks like, 1916 make Bagnall steam engine which had a heritage run in 150th year of Indian Railways, 1956 make NG Steam Crane, 1907 make CC class steam engine built at NORTH BRITISH LOCOMOTIVE CO. LTD., GLASGOW, 110 years old NG Saloon used by Royalties of parlakimedi state. Various other heritage rolling stocks like postal van, horse van, tank wagon and different type of Narrow gauge coaching and wagon stocks are kept in the yard. Various galleries display models, artifacts, photographs, parts etc. used by different departments to give an idea to visitors about the Narrow Gauge systems. Working model of train, builder plates of rolling stock and logos of different state railways also create interest. Has a priced collection of rare stamps of Indian and foreign Railway locomotives. It also houses books, manuscripts, drawings, documents etc. of bygone era. Children can enjoy a ride on toy train around the rail museum displaying various exhibits and traversing through beautiful landscapes and garden. Swings and slides provided in the garden keep them busy and charged up.

Nagpur is the major commercial and political center of Maharashtra. It has a powerful history and is a state which is economically very strong. Nagpur has been identified as the best city much developed in the modern times. It is a strong hold of politicians and historian's from the state of Maharashtra. Nagpur city today is topping the livability, greenery, public transport, and health care indices. Nagpur is also an important city for the Indian armed forces. Maintenance Command of Indian Air Force has its current headquarter at Vayusena Nagar in Nagpur. Nagpur is one of the Most Important Powerful City of Maharashtra. ■



Nagpur is also called the "Tiger Capital of India" as it connects many tiger reserves in India to the world. It is among the important cities for the information technology sector in Maharashtra. Nagpur is located in the centre of the country with the Zero Mile marker indicating the geographical centre of India.

KEDDY CONCEPT

Established in the year 2007 **KEDDY CONCEPT** is one of the prominent manufacturers working extensively in the field of steel fabrication. Starting from a small level industry, today, they have carved out a place of expertise in manufacturing and supplying a wide range of quality steel fabrications. With the support of their state of the art manufacturing unit and highly skilled manpower, they are dishing out wide range of steel fabrications for clients. A next generation company in terms of technology and innovations, they manufacture a number of stainless steel items that comprises of all types of furniture. The entire product range is highly appreciated for durability, anti corrosive nature and perfect finish. Being of flawless quality, yet reasonably priced, their range of products are extensively used in Hospitality Industry. Manufactured using stainless steel, these products are in compliance with ASTM, DIN, BS & ASME standards.

Numerous tests are also conducted like pneumatic/gas test, pressure cycle test, temperature test and others to ensure that defect free products are supplied to clients. Moreover, they also undertake research work in order to upgrade their manufacturing technology and enhance the quality of their products. They offer customized steel products in various sizes, shapes and surface finishes, meeting all the expectations and requirements of clients.

Elegant and modern, this contemporary bed from **KEDDY CONCEPT** is truly stunning. Brushed stainless steel, lacquered aluminium and luxurious leather are used in harmony to create this outstanding contemporary bed. The headboard features a sophisticated design of interwoven shapes – resembling asymmetrical stars and suns – and provides an eye-catching centerpiece for the bedroom. Both the headboard and the leather bed frame are available in a variety of colours, such as an exotic anemone blue or a warming carob red. It is a true example of detailed craftsmanship by **KEDDY CONCEPT**. ■



EXPERIENCE LUXURY AND COMFORT WITH OUR EXQUISITE RANGE OF **BED LINEN & BATH LINEN**



FINE LINEN COMPANY

1/F KAKAD HOUSE, "B" WING, 10 BARRACK ROAD,
NEW MARINE LINES, MUMBAI - 400 020. INDIA
TEL: 91-22-66333849/50. EMAIL: FLC@FLC.CO.IN

WWW.FLC.CO.IN

AN EXQUISITE COLLECTION OF REFINED ELEGANCE



FINE BONE CHINA



Shan Tableware



FEATHER TOUCH

Corporate Office

86 Adhchini, Sri Aurbindo Marg, New Delhi-110017, India, Tel.: +91 11 26513420
Fax: +91 11 41573213, Email: mail@feathertouch.co.in

Mumbai Office

68A, Juhu Supreme Shopping Centre, Gulmohar, Cross Road No. 9, J.V.P.D, Juhu,
Mumbai-400049, India, Tel.: +91 022-66920139/26702592 Fax: +91 022-66920139
Mobile : 09323564292 Email: pradeep@feathertouch.co.in

www.feathertouch.co.in