

H&RA Today



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OFFICIAL PUBLICATION OF HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)

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**LUXURY HOSPITALITY
GETTING REDEFINED**



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President's Message

My Dear Member's,

Greetings in the 70th year of the Hotel & Restaurant Association Western India!

As we step into the year 2021, I seize this opportunity of wishing you and your families a Very Happy New Year with good health wealth and happiness always.

2020 will be remembered, as the year that changed the world as we knew it, in more ways than one. The Hospitality sector was optimistic as we commenced year 2020, as 2019 was a record year, however, the onslaught of COVID-19 unfortunately drove the sector into a tailspin. The pandemic virtually brought the world to a standstill, due to the world-wide travel restrictions and lockdowns.

The government started easing the lockdown restrictions in June 2020 to restart economic activity, with several strict guidelines and protocols in place; however, due to differing rules across States, the Hospitality Sector (Hotels & Restaurants) was amongst the last few businesses to reopen. Ever since then your Association has been persistently communicating with the government bodies to review current status and the difficulties the Industry is facing & to pragmatically address the concerns that our Industry deserves.

As our Sector has gradually started to open their doors to guests the Hotels & Restaurants have implemented the best sanitization, Hygiene, and cleanliness practices, parallel to hospitals, from using hospital-grade disinfectants & PPE to safety accreditations, hotel, leveraged various methods to reassure guests and rebuild travelers confidence. Today's guest is influenced by the impact of covid-19 and what was relevant to the guest yesterday is now extremely necessary that the Industry in general implements the best hygiene within hotel rooms, kitchen, public areas

etc for top of the line guest experience.

The year gone by, has instilled a sense of respect and understanding towards the effects that one had no control of ! Though the year 2020 for the Hospitality has been slow and is turning the corner hopefully towards improvement; it is necessary that we resets our existing businesses and think out of the box so that one sees a positive recovery in the year ahead.

Friends, there is no doubt, that our Industry has readjusted its strategies to survive & stay afloat. The ray of light during these uncertain times, was that, the crisis compelled hoteliers & restauranteurs to think out of the box & find innovative ideas such as food delivery, DIY signature meals, laundry to housekeeping and offering services to guests in the comfort of their offices and homes.

The Covid-19 Pandemic has effected every Industry and so also Hospitality sector which is evolving and has altered the way it functions and operates. With the gradual pick-up on the domestic travel based on the easing of the lockdown as per the government guidelines, the Industry is taking innovative measures to keep up with the demands of the guest. The most important being our responsibility towards ensuring guest safety and always keeping into mind the highest standards of safety and sanitization as per the protocols.

Even as concerns of fresh virus break and a new strain in the UK mount, the news of Vaccine's, has definitely fuelled a sense of hope across the Globe. Friends, while we have ushered 2021, with lots of optimism, faith and hope, we expect 2021 to be a crucial year for the hospitality sector, as we come out from the disruptions and get on the path to recovery. Let us put the Last few months behind us and look forward to better days ahead!!

Sherry Bhatia
President - HRAWI

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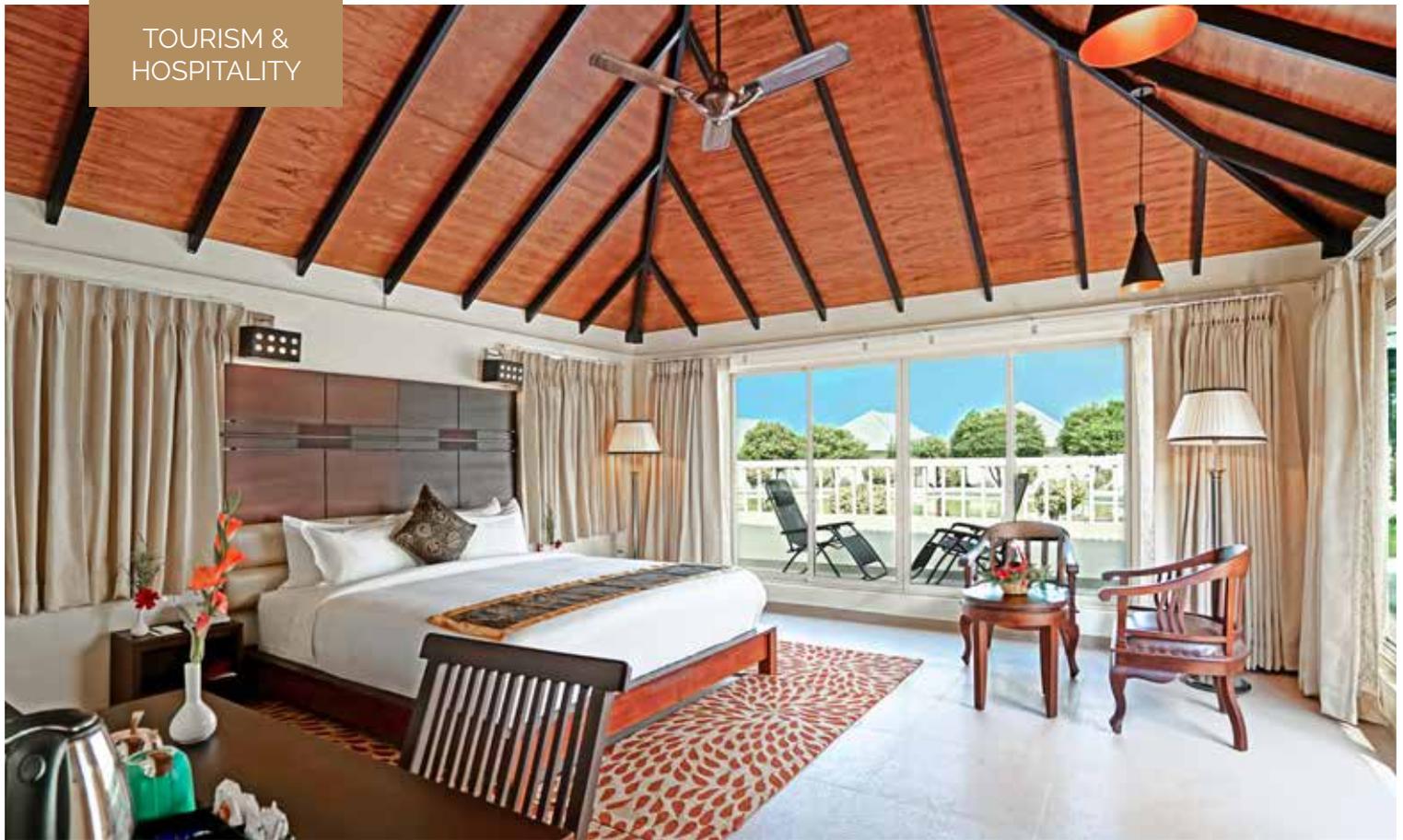
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Indian Hospitality and Tourism Industry in the Post-COVID Scenario

Our Bureau

The hospitality industry in India is passing through a transformation phase and evolving to the contemporary needs as they resume services after lockdown. The central and state governments have issued standard operating procedures. A transition driven by a strong awareness is visible at the hotels, restaurants and eateries. The security scan at entrances has become scientific. Thermal screening and sanitization find a place among the checks. Lobbies are being sanitized more often. Staff have become more cautious than before.

Many services have already become contactless, though there are many more that cannot be robotized

or mechanized for now. The new scenario has necessitated those in the sector to acquire additional skills or even re-skill themselves for the safety procedures. The managers have to closely study the market trends. The finance department would need to ensure that the 'safety protocols' do not make the visitors stay awkwardly expensive. There will still be things such as travel restrictions and infection prevalence in the local city that would stay beyond control or vision of the tourism and hospitality stakeholders. The sector thus must return to a 'new normal' with baby steps.

The emerging scenario will have an increased emphasis on the local

tourist. Foreign visitors are likely to remain less for some more time. The local guests are more prone to go for short weekend stays and may return in a higher frequency. Tourism departments are already promoting 'short safe stay' at the popular getaway destinations. The effort has met with reasonable success as the number of such short term visitors has been steadily increasing. Upto 40 percent occupancy has been reported from tourist cities on the Indian Independence Day. Such package deals for weekend getaways will continue to attract visitors from nearby cities looking for a break from the day-to-day routine. Individual hotels/resorts or state departments may design

similar packages to suit needs of the potential tourists.

These visitors, local or foreign alike would prefer a destination where they can be assured of the safety standards. Increase in area per cover, partition per table outdoor seating, live cooking for guests to see every step of food production, use of digital menus, disposable crockery and cutlery napkins, drive through online food delivery and take outs are going to be the order of the day. For businesses travellers, city hotels may continue to be boarding and lodging places only this time with strict SOPs for Covid-19, however, leisure travel is going to be resort centric with a lot of open space. Among this may also be a class of those that might not be feeling explorative enough but are looking to spend

some quality time with friends and family in a protective environment. The heritage and theme hotels and luxurious resorts may come as their first preference if provided with the set of other desired facilities.

The hospitality and tourism sector definitely has a lot on its platter of consideration. They aspire for a stimulus package from the government to help retain its lost glory. After all, the industry in India accounted for 8.1 percent of jobs and 9.2 percent of GDP in 2018. It has survived through the hiccups of global recession in 2007-9, the H1N1 pandemic of 2009-10 and even the recent downtrends in the world economy. It even had displayed an uptrend in beginning of 2020 as in month of January it registered Foreign Tourist Arrivals (FTAs) including FTAs on e-Visa of

14,99,417 compared to 13,94,347 during January 2019, an increase of 7.5 percent as per official data of ministry of Tourism Government of India.

However, even as much the government may like the industry to regain its lost volume and turnover, it has its own limitations. They might not be able to waive the travel and gathering restrictions as the industry might wish or even arrange funds to suffice for a stimulus package in accordance to the industry needs.

As uncertainty prevails on the future of the industry and millions employed in the services, few rays of hope emerge from promising news coming from abroad. Vaccines of many drug companies are now in final stages of development and by the end of the year several countries are expected to begin the vaccination program. World Travel and Tourism Council is also devising the new travel protocols in consultation with various stakeholders and travel industry associations as confidence building measures and to set clear expectations and compliances for travellers including 'Immunity Passport' for Tourists to confirm presence of Covid-19 Antibodies. The fact that almost 90 percent of the domestic hotels in China have resumed business and that the Wuhan province of the country, which reported the first outbreak of the virus is now returning to normal, is also an assurance of a better tomorrow for the industry. It is being assumed that by the winter season of 2021-22, business will be as usual for the Hospitality Industry in India. Once again there will be tourists arriving from all over the world to explore the mystic magnificence of India, its rich culture and grand heritage. The tourist would return but safety procedures are here to stay, the industry for now needs to display resilience and innovation along with its spirit to provide a safe and comfortable experience for the guest.

(Courtesy: Bhartiya Skill Development University, Jaipur)



COVER STORY



Luxury Hospitality Getting Redefined

N.Vijayagopalan



The third quarter of 2020 saw the luxury hotel space not only stepping up its game by tapping into new opportunities thrown open by the pandemic but also kept its penchant for guest satisfaction intact for the guests.

In hospitality sector, the word 'luxury' is synonymic to 'personalised guest experiences' right from check-in to check-out. A luxury hotel provides opulent experiences which are not limited to the amenities and services but go much beyond. The luxury hotel space has been very competitive, even before the outbreak of

Covid-19. The brands were stepping up their game to live up to the expectations of the evolving consumers. But the pandemic wave brought bitter experiences for the sector, with lockdown leading to zero revenue scenario. The hotels across the globe had to redefine their business models to survive in a hitherto unconfounded crisis. The spread of the pandemic has left businesses counting costs and industries pondering on the roadmap to recovery. According to HVS Anarock report, the total revenue loss for the sector in 2020 is estimated at Rs 89,813 crore as against total estimated revenue

of Rs 1,58,113 crore in 2019. Additionally, the occupancy rate in 2020 is likely to fall 31.6 percent while Revenue Per Available Room (RevPAR) down by 57.8 percent.

The past five months witnessed each and every hospitality brand coming up with their own hygiene and safety protocols to combat the covid-19 outbreak. 'WeAssure' initiative of ITC Hotels, 'Tajness' initiative of Indian Hotels Company Ltd (IHCL), 'SURAKSHA' initiative of The Leela Palaces, Hotels and Resorts, 'Global Cleanliness Council' of Marriott or 'ALLSAFE' label of Accor Group etc. are a few

initiatives which introduced the 'new normal' and were intended to overcome the challenges posed by coronavirus outbreak. The brands have used multi-prolonged approaches in terms of cleanliness, social distancing, sanitisation, innovation, technologies, etc.

It is generally felt that the new normal is witnessing the birth of a society with an unaccustomed relationship to the community and is ushering in a new era of service with health and hygiene becoming paramount. With the lifting of the lockdown, the brands have been consistently working to assure and

give greater confidence to the guests that their health and safety is the top priority for the hotel. The hotels have included social distancing measure, thermal screening of employees as well as guests, intensive hospital level sanitisation and contactless services. The precautionary measures adopted by the hotels are all intended to reassure and give comfort to their guests, allowing them to experience luxurious stays and exquisite dining.

A major challenge for the luxury hospitality sector is keeping the balance between innovation and

personalization. But as the industry inches towards normalcy, cutting-edge concepts that offer exquisite options for luxury consumers are being implemented across hotels to ensure social distancing while ensuring seamless service. Digital key cards, digital pre-check in, digital QR based menus and digital payments are a few initiatives to name that have been adapted by the luxury hospitality brands.

While there are many opportunities available for the luxury hospitality brands to explore but 'dining' is a vital element of luxury space that has been disrupted exponentially due to the black swan event. In room dining is becoming a preferred option, from a safety standpoint. Hotels go for contactless delivery of food to rooms. Many restaurants now have reduced seating capacity as space between tables is increased.

During the lockdown, the luxury brands had tapped into profitable ancillary revenue model, food delivery, to survive. Some the brands like Taj Hotels introduced 'Qmin' and 'Marriott on Wheels' by Marriott International tied up with Zomato and Swiggy to deliver food with the commitment to ensure the highest levels of safety and hygiene.

According to a report by Thomas Cook India, 64 per cent respondents were keen on a domestic holiday. Brands are adapting to the dynamic requirements of both, the situation at hand and customers' requirements, and are implementing innovative approaches. The new trend of driving to nearby distance for stay-cation or work-cation is highly being adapted by most of the luxury hotel chains to attract the population of 130 crores. Stay-cation is a holiday spent within the region, state or country and work-cation is a trip to a new destination where you work from as well as relax.

The industry has adhered to the new normal with a forward looking approach and has come up with new strategies to stay afloat.



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Cost Control Without Dilution in Guest Safety

Our Bureau

With Unlock-6 unveiled, hotels and restaurants have started to resume activities, domestic travel restrictions are gradually easing and people started venturing out for short trips – be it for work, staycations or tourism. This move prompted more hotels to reopen and they quickly made ‘safety’ their basic mantra to survive and succeed during the ongoing pandemic. Hoteliers innovated and implemented enhanced protocols to help guests, as well as their colleagues, to feel comfortable and safe and hopefully, keep them coming back for more.

Dining out or staying in a hotel is absolutely safe during a pandemic

thanks to a highly regulated and organized hospitality industry. Majority of the hoteliers are attaching first priority to guest safety and health after a phase where their businesses get crippled during a series of lockdowns since March 2020.

Suspension of operations and rapid decline in occupancy levels had made revenue per available room (RevPAR) almost negligible for hotels resulting in mounting losses. Ratings agency, ICRA, reported that this is the biggest crisis the sector has ever faced.

Hotels across India resorted to several initiatives to face the challenges brought in by the pandemic. Hyatt India, for instance,

collaborated with medical experts and other industry advisors to fine-tune reopening and operating procedures across all its properties. StayWell Holdings announced its post COVID-19 brand standards that were developed in conjunction with Bureau Veritas, a testing, inspection and certification agency. Accor India collaborated with Bureau Veritas to implement ALLSAFE, its internal cleanliness and prevention protocol.

As hoteliers reopened after months of lockdown, many found that there was no clear road map for the uphill journey ahead. As they resumed business, hoteliers realised the need to walk the tightrope of diminishing cash flows, safety protocols and

reduced staff headcount. This is where they chose to embrace technology to optimise their operational efficiency and boost staff productivity in the newly altered scenario.

Sensor-based or foot operated hand sanitizers across public spaces have become de facto standards, as have contactless check-in and check-out processes. Roseate Hotels & Resorts introduced 'Care by Roseate' program with an app that can be installed on any mobile device. Using this, guests can peruse menus and pay directly post their meal.

Tech is not being leveraged only at customer-facing touch points; it has found significant use at the backend too. Accor has developed an extensive procedure for all operational staff internally on iAuditor, a self-assessment platform, which enlists the brands standards and per touch point. IHG is also working with its scientific advisors on implementing the latest cleaning technologies for its properties.

The setting in of pandemic fatigue, easing of travel restrictions and reopening of the economy could

signal a rebound for the hospitality segment. And hoteliers are rolling out a mega-sized red carpet for guests. Most are concentrating on guests looking for quick getaways to closer destinations. Similarly, curbs on corporate travel has compelled them to focus more on the domestic leisure traveller.

To inspire people to escape their homes as restrictions ease, IHG introduced attractive rates and promotions to specific markets as guests rediscover travel. It, too, focused on driving domestic, primarily leisure stay, guests. It launched a 'Getaways' campaign that offered 35%-50% off a stay with complimentary daily breakfast at participating IHG hotels across India. In addition to short-stay guests, many hoteliers like Best Western are also focusing on pilgrims, who have resumed their religious trips after a long hiatus. Daiwik Hotels launched longstay packages like 'Book for 3 nights, stay for the 4th night free' and 'Book for 5 nights, stay for the 6th and 7th night free'.

Hoteliers are exploiting the potential of the digital medium to connect with guests and inform

them about their promotional campaigns to encourage them to visit their properties. Some brands have enabled technology, like e-menus or QR code menus, to minimise physical contact. At many of its hotels, instead of the usual buffets, breakfast is delivered through set menus via in-room dining. It has also created tailored menu options for target markets. Many hotels introduced home delivery service at many of its restaurants by partnering with food delivery aggregators. Some also provided Dial-A-Chef services to families wanting to create a fine dining experience at home. During lock-down Hyatt's hotels delivered few signature dishes from its restaurants to guests ordering food at home. Roseate Hotels & Resorts chain started live kitchen access where diners can watch their food being prepared in the kitchen through their mobile devices. In addition to the regular food delivery menus, it introduced a DIY menu where guests can replicate their favourite dishes at home.

Compliance with COVID-19 safety guidelines will increase operational costs on account of having to procure sanitiser dispensers, fumigation machines, sanitizers, masks, thermal scanner, gloves, pulse oximeter and PPE kits, as well as constant cleaning of public areas and guest rooms. Restrooms, lifts and seating places require extra cleaning material, while regular COVID-19 tests for staff adds to the overall administration cost.

While guest safety is paramount for hoteliers, employee wellbeing has emerged as a top priority as well. However, achieving this was a little challenging during the lockdown and now during Unlock 6.0. Continuous training and motivation programs are being conducted by some properties to uplift employee morale. Another challenge that hoteliers are dealing with is working with limited workforce. This has made it even more imperative for them to train employees on-site about the government issued safety and hygiene guidelines, as well as ways to manage normal day-to-day duties as per new protocols.



DELIVERY SSSG (SAME STORE SALES GROWTH) TO BE A KEY DRIVER FOR THE ORGANISED F&B INDUSTRY (QSR CHAINS)

Organised QSR growth will remain strong within F&B led by delivery SSSG and expansion of new stores

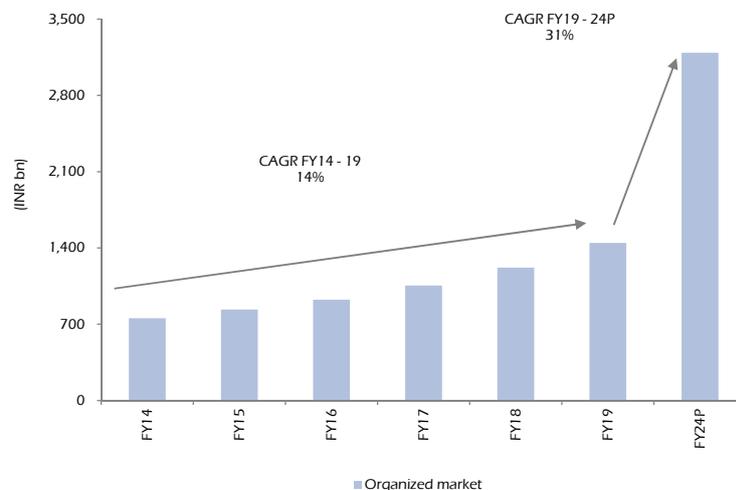
The organised F&B market is estimated to grow at a CAGR of 31% (FY19-24) as its share in the F&B industry is estimated to move up towards 50% in the same period. QSR (Quick Service Restaurants) contributes 46% of the organised F&B chain market which too is estimated to grow at a CAGR of 22% over the next five years. Multiple triggers for this growth include 1) Entry of new QSR brands in India 2) Expansion of existing QSR chains 3) Higher delivery SSSG growth within the

existing QSR chains. Once the COVID dust settles, we believe there will be a huge pent up demand for dine-in offerings, however, this will only be a near term phenomena; we expect that a large portion of the SSSG growth for QSR chains will come on the back of better delivery SSSG over the medium to long term backed by 1) favourable demographics in India 2) increased investments in tech offerings by the QSR chains which will enhance the overall delivery experience.

Exhibit 4: Acceleration of organized market over the last 5 years & expect sharper growth going ahead

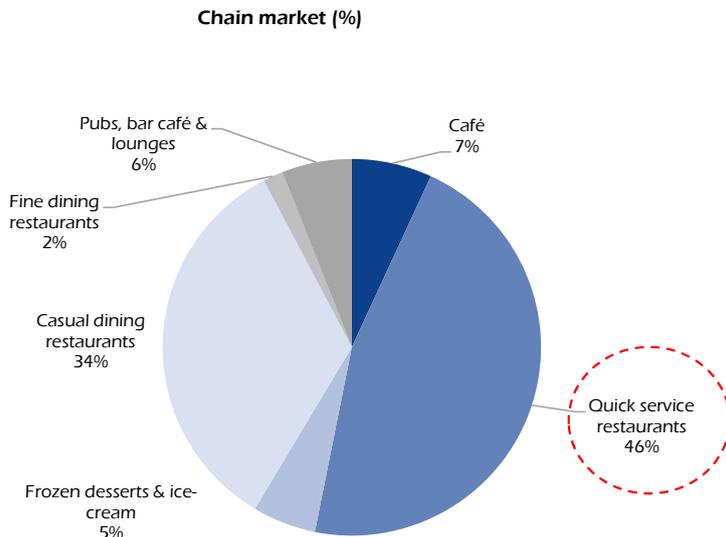


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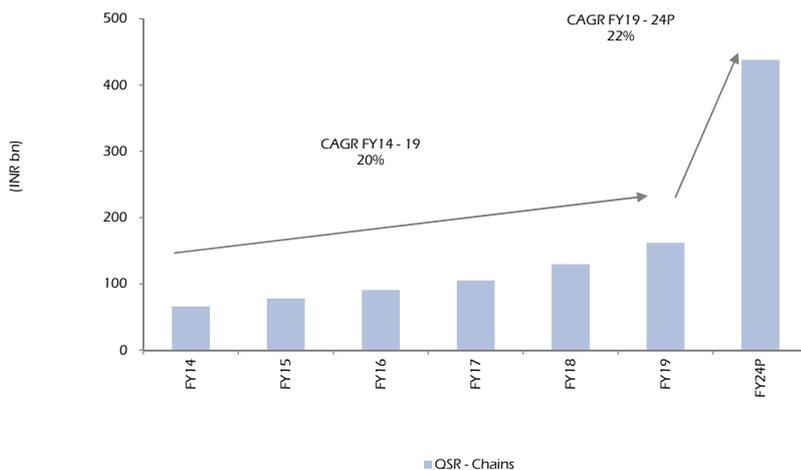
Source: Technopak Report, 2019, Elara Securities Research

Exhibit 4: QSR constitutes 46% of the chain market



Source: Technopak Report, 2019, Elara Securities Research

Exhibit 4: QSR chain market expected to grow at 22% CAGR over FY19-24P



Source: Technopak Report, 2019, Elara Securities Research

India online food delivery market to outperform globally; aggregators to help drive this growth

India online food delivery market to outperform globally; aggregators to help drive this growth

India’s online food delivery market slated to grow 9.5%, which is highest among other developed and emerging nations; India’s online food delivery market size is USD 10bn consisting of two large players – Swiggy and

Zomato; the market is already consolidated as other players like UberEats, FoodPanda have already been acquired by the large players. Food delivery continues to be the largest segment within start-up funding in India; food delivery apps account for ~83% of total funding in the food tech space. India’s online food delivery as a percentage of

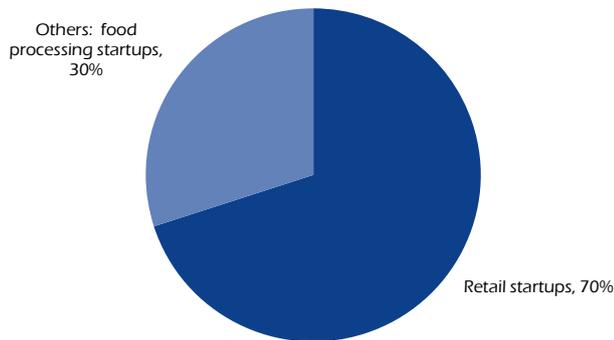


India’s online food delivery market slated to grow 9.5%, which is highest among other developed and emerging nations; India’s online food delivery market size is USD 10bn consisting of two large players – Swiggy and Zomato; the market is already consolidated as other players like UberEats, FoodPanda have already been acquired by the large players.



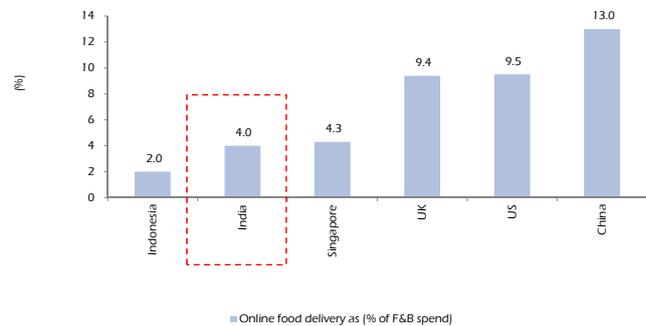
the total F&B spend is mere 4% much lower than most of the emerging and developed nations which have a large presence of online food delivery. Platform to consumer service within food delivery will account for almost two thirds of the spends over the next five years which shows the importance of aggregators in the ecosystem.

Exhibit 4: Retail startups with lions' share in F&B pie



Source: April 2020 article in Startuptalky.com, Elara Securities Research

Exhibit 67: Huge scope for online food delivery market in India



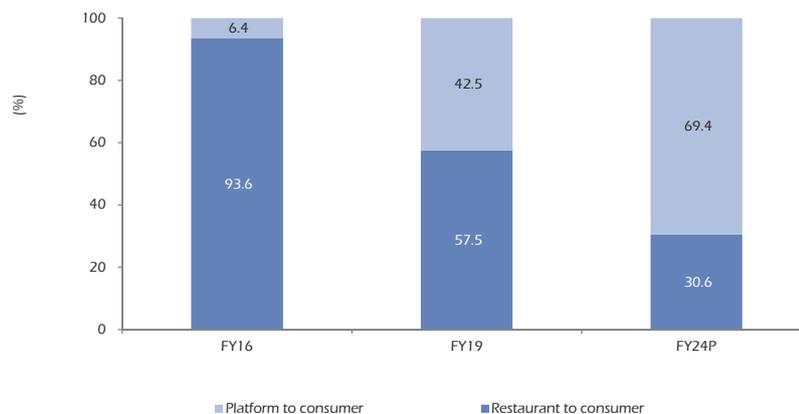
Source: January 2020 BCG Report, Elara Securities Research

Exhibit 68: India's online F&B market: growth drivers

Demand-side factors	Supply-side factors
India is at a stage of rapid digital advancement with online buyer base growing by 12%	Food tech companies are providing discounts and value-added features to drive consumer satisfaction and loyalty
Food tech is one of the fastest growing eCommerce segments or internet-led businesses in terms of reach and engagement	With a reach in more than 500 cities, Food tech firms continue to expand restaurant networks in these cities to provide a larger variety to consumers
Consumer demand is propelled by rising need for convenience, options on platforms, strong network effect and changing consumer habits	Funding in the food tech space has grown by 35x in the past five years. Delivery models are the kingpins, but Cloud kitchens are growing rapidly
	Despite these developments, India's food tech penetration lags global counterparts, and there exists significant potential to grow further

Source: January 2020 BCG Report, Elara Securities Research

Exhibit 47: Rising share of platforms & aggregators to consumer delivery market with Swiggy & Zomato



Source: Burger King DRHP, Elara Securities Research

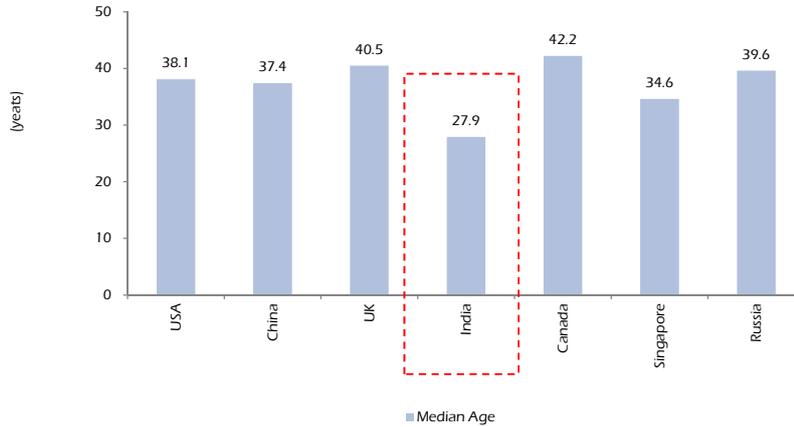
Youth and other demographics will push online food delivery revenue

Youth audience is very important for driving online delivery in a country like India given the usage of smartphone and online payment mechanism. The median age in India as on CY18 is 27.9 years as compared to 38 years in the other key markets like China and US; as per indus-

try estimates, India's median age will remain under 30 until CY30. Further, the ordering frequency and the order value is the highest for the young age group of 15-24 years which too works in favour of the strong online delivery growth in India. Other two factors that work well for India

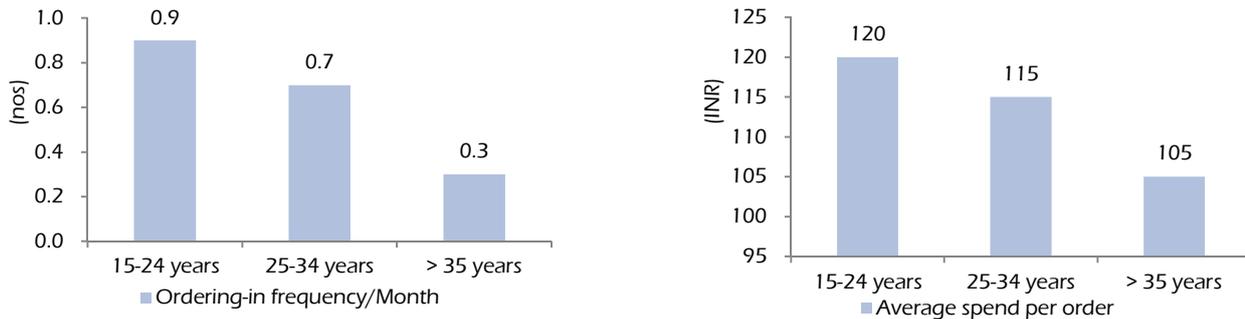
online delivery growth are 1) rapid increase in the smartphone penetration 2) number of digital transactions per capita (this is still low for India, but with the advent of WhatsApp payment (over 300mn user base), we believe this too will move up sharply in the medium term

Exhibit 31: India has youngest population globally (FY19)



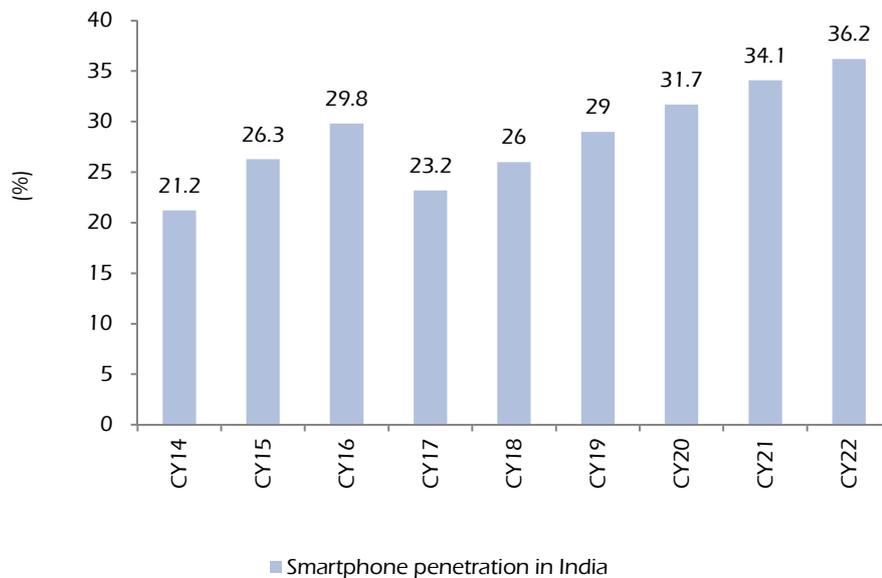
Source: Burger King DRHP, Elara Securities Research

Exhibit 31: Ordering frequency is highest at once a month & with highest spend per order of INR 120 for age-group between 15-24 years (FY19)



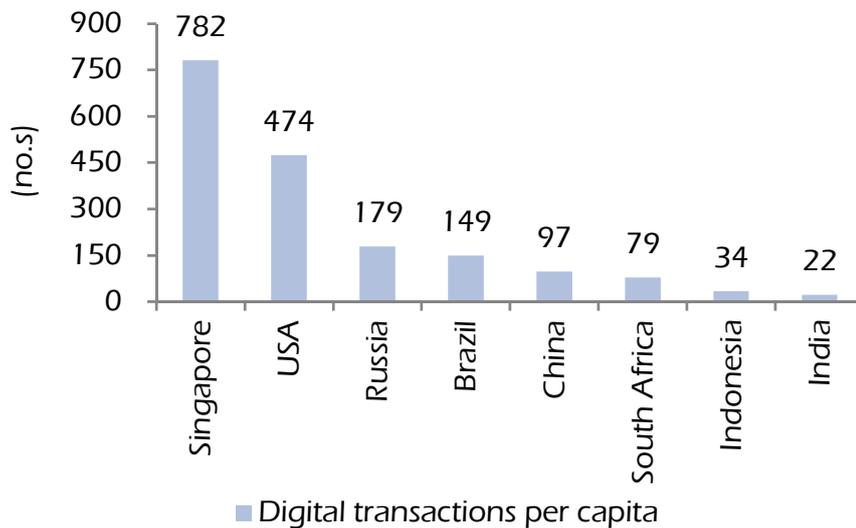
Source: Burger King DRHP, Elara Securities Research

Exhibit 49: Increasing smartphone penetration a catalyst to online delivery growth in India



Source: Statista, Elara Securities Research

Exhibit 51: India with the fewest number of digital transactions per capita



Source: Burger King DRHP, Elara Securities Research

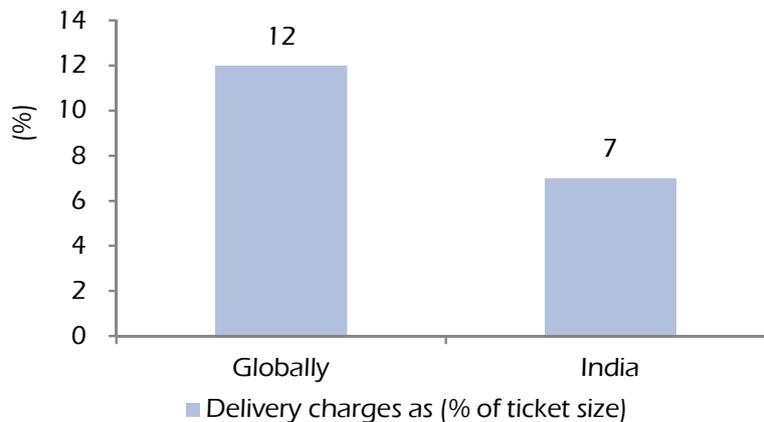
Online food delivery growth will be more volume led than value led

The average delivery fee on online food delivery order in India currently is in the range of INR 25-30, which is justified, in our view, given the convenience factor, packaging charges & delivery cost; thus, overall delivery charges are 6-7% of order size. However, it is still much lower than global average of 10-12%, given the lower ticket sizes in India

vs globally. We believe ticket size of online food delivery will continue to remain high in the metro cities with scope for little or no growth; however, the bigger potential for the online food delivery market will be increased volumes due to more expansion in the tier-2/tier -3 markets by aggregators. With ticket sizes, being lower in the smaller towns,

we expect the aggregate ticket size to remain stable. Aggregators are currently charging a delivery fee of INR 25-30 which is fair in our view and an increase in these delivery charges or a pricing led growth (delivery as a percentage of ticket size) will only play out once the ticket size increases, which is still some time away for India.

Exhibit 60: Delivery charges by India's aggregator apps remains fairly low vs global peers



Source: Company, Elara Securities Research

Exhibit 59: Aggregator delivery charges as a % of order size drops as AOV jumps significantly amid COVID-19

	Swiggy		Zomato	
	Orders above INR 149	Orders below INR 149	Orders above INR 149	Orders below INR 149
Standard delivery fee	26	36	29	29
Extra charges (distance fee, surge fee)			25	25
Total	26	36	54	54
Average order value (AOV) - pre-COVID	320			
Average order value (AOV) - post-COVID	420			
Standard delivery charges as % of AOV pre-COVID (%)	8.1	11.3	9.1	9.1
Standard delivery charges as % of AOV post-COVID (%)	6.2	8.6	6.9	6.9

Source: Company, Elara Securities Research

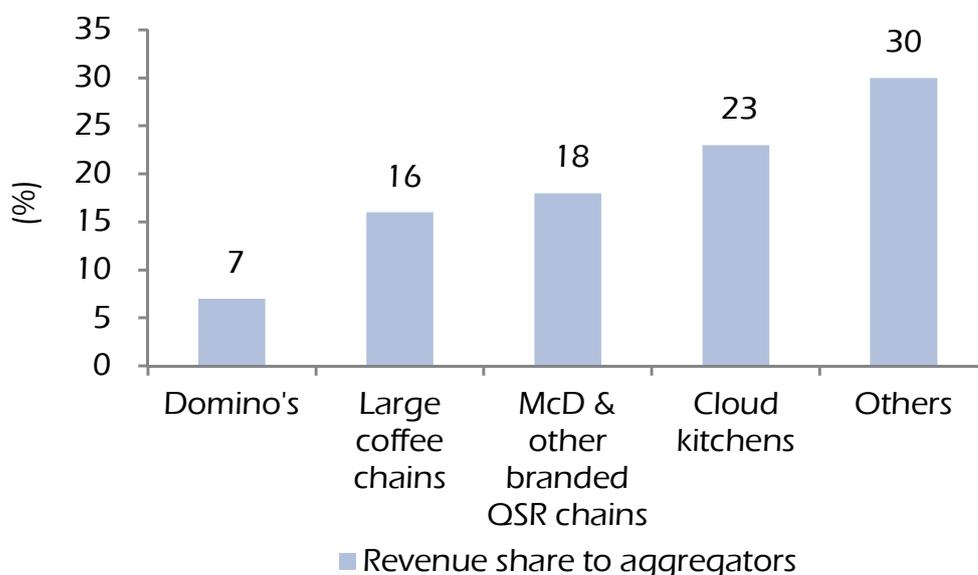
Organised QSR players have an edge in dealing with aggregators

QSR and other chain market based players in the F&B industry have an advantage in dealing with aggregators due to a lower revenue share arrangement given 1) higher number of outlets 2) traction of higher revenue growth due to strong brand visibility. On the other hand, cloud kitchens and other standalone restaurant has to pay a revenue

share of ~22% to the aggregators which is much higher; over and above this, new cloud kitchens or standalone restaurants are being charged a revenue share of almost 30% by the aggregators in the initial phase unless the restaurant's revenue reaches a certain threshold. Jubilant Foodworks (India Dominos) is the only player having the lowest

revenue share arrangement with aggregators as the former incurs the cost of delivery on their own and pay the aggregators only for customer acquisition. We believe concerns persist for standalone and new entrants in the F&B to scale up online delivery on the back of higher revenue share outlay.

Exhibit 58: Domino's with high bargaining power vs peers in terms of revenue share to aggregators



Source: Primary Research, Elara Securities Research

Exhibit 57: Comparative analysis of F&B delivery apps

	Propriety apps						Top aggregator apps		
	Domino's	McDonald's	KFC	Burger King	Pizza Hut	BBO Nation	Zomato	Swiggy	Dunzo
Downloads (Playstore)	10 M+	1 M+	5 M+	100 K+	1 M+	1 M+	100 M+	50 M+	5 M+
Rating									
App Store	4.6	2.4	2.5	4.6	1.8	4.8	4.6	4.2	4.7
Play Store	4.3	3.6	3.0	3.0	2.7	4.7	4.1	4.1	4.3
Number of Ratings									
App Store	54K	322	462	58	65	626	1.5 MN	243.4K	57.2K
Play Store	504K	39K	26K	1K	3K	12K	4 MN	1 MN	124K
Ranking									
App Store	#3	#6	#4	#14	#8	#13	#1	#2	#5
Play Store	#3	#6	#5	#12	#7	#17	#1	#2	

Source: Google Play store & iOS Appstore, Elara Securities Research

NEW MEMBERS



The Hotel and Restaurant Association of Western India (HRAWI) 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 Establishmet	Address
Hotel Mahendra	Jail Road Opp Madina Building, Kutchery Chowk, Beside Garcha Complex, Raipur, Chhatisgarh - 492001
The Fern Residency	Pacific Business Park, SA, Kandla National Highway, Mahendranagar, Morbi, Gujarat - 363642
Royal Homotel Suites	"DB Ozone, Next to Thakur Mall, Western Express Highway, Mira Road (East) - 401107
Bellevue Sarovar Portico	Railway Station Road, Junagadh, Gujarat - 362001

RESTAURANTS

Name of the Establishmet	Address
Haldiram Planet Food	Besa-Pipla Rd, Nilkamal Society, Manish Nagar, Somalwada, Nagpur-440034

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APPOINTMENTS



Devina Thapliyal
Director of
Housekeeping
The St. Regis Mumbai

Having commenced her career with one of the leading luxury hotel chains of India, Thapliyal brings with her a decade of housekeeping experience. She has ably led a large housekeeping taskforce in her past. Thapliyal's skill and detail to attention over the years garnered through her roles with varied luxury properties has seen her rise through the ranks to her current leadership position. Her most recent role was as part of the pre-opening team of one of the largest JW Marriott Hotels, JW Marriott Mumbai. Having graduated from the prestigious Oberoi School of Management, she started her role in housekeeping with The Oberoi, New Delhi & Gurgaon followed by a stint at the Vivanta by Taj Ambassador, New Delhi before her foray into Marriott International with the JW Marriott brand.



Thomas Abraham
General Manager
Hyatt Regency Pune &
Residences

The new assignment is in addition to Thomas Abraham's role of AVP for Hyatt Hotels, Central India. Thomas brings 27 years of experience in the hospitality industry and has spent over 13 of those years with Hyatt. He moves to Hyatt Regency Pune from the iconic Park Hyatt Hyderabad, in the same capacity, to guide the hotel to similar stature. Thomas started his hospitality journey with the Oberoi Hotels, Mumbai as Assistant Banquet Manager soon after he completed his Diploma in Hotel Management in 1992 from the prestigious Les Roches, Switzerland. Thomas has played an integral part in bringing stability to the operations, enhancing service and product efficiency and establishing the objectives and policies for some of the flagship Hotels around the country.

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Deep Preet Bindra
General Manager
Courtyard by
Marriott, Ahmedabad
(Ramdevnagar)

Deep Preet Bindra, has rich and diverse experience spanning over 17 years in the hospitality and services sector. Bindra has worked in different capacities at different hospitality brands including some of Marriott's premium properties such as JW Marriott at Aerocity in New Delhi and Marriott Whitefield in Bengaluru. His multi-dimensional experience in different roles in Marriott International and other brands, has helped him carve a niche in bringing about operational excellence. Bindra is an alumnus of Delhi University and has pursued post-graduation in business management from Indraprastha University.



Sudeep Mukherjee
'Market Director of Sales
Sayaji Hotel Indore

Mukherjee brings with him over 12+ years of rich and varied experience in sales and marketing. Mukherjee holds strong sales and revenue management skills and a thorough knowledge of the hospitality market. Prior to this, he has worked with reputed brands such as Crowne Plaza Kathmandu Soaltee (IHG Pvt Ltd), Grand Mercure Bangalore (Accor Hotels Pvt Ltd), Marriott Hotels India Pvt Ltd, ITC Limited – Hotels Division and many more.



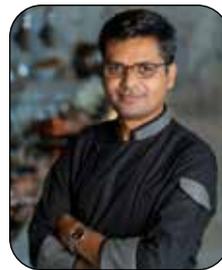
Dev Thakur
Director of Food &
Beverages
Sayaji Hotel Indore

Dev Thakur has 15+ years of experience in world's finest hospitality brands. He brings to the table, his expertise in fast paced environment and high volume operations with multiple styles of service and has a long exposure to food & beverage operations of luxury hotels, destination resorts, upscale & midscale hotels. Prior to this, he was associated with multinational chains, such as Marriott International, The Leela Palaces, Hotels & Resorts Hyatt International, Hilton Hotels and Accor Hotels in India.



Nikita Das
Cluster Director of
Marketing
Hyatt Hotels

In her new role Nikita Das will take charge of overseeing Marketing Communications for Grand Hyatt Mumbai Hotel & Residences, Andaz Delhi, Hyatt Regency Kolkata, Hyatt Regency Chennai, Hyatt Regency Lucknow, Hyatt Regency Ahmedabad, Hyatt Raipur and Hyatt Place Hampi. She has been associated with the Marketing Communications & Advertising industry for over a decade now and brings with her insightful learning and experience gained across national and international brands. Das began her career with Ogilvy advertising in Mumbai in 2009 as an Assistance Account Executive. Her hospitality career started as Marketing Executive for IHCL hotels – The Taj Palace, New Delhi followed by a cluster role for Marketing and Public Relations at Marriott International, Bangalore until recently.



Jitendra Singh Rathore
Executive Chef
Courtyard by Marriott,
Sindhu Bhawan Road,
Ahmedabad

The newly opened hotel is Marriott International's sixth property in Ahmedabad. Rathore brings to the new property, a rich and diverse experience in hospitality sector spanning over 17 years. An alumnus of Institute of Hotel Management in Jaipur, Jitendra began his career at Oberoi Rajvilas, Jaipur in October 2003. Prior to being part of the pre-opening team at Courtyard by Marriott, SBR, Jitendra was the executive chef at Courtyard by Marriott, Raipur. He has also worked in various capacities with various properties of national and international hospitality brands, including Taj Rambagh Palace, Jaipur; Hyatt Regency, Pune; Hyatt Palace Goa and The Claridges Hotel Surajkund, Delhi-NCR.

MIRAKLE VITAMIN C DRINK**ABT forays into health drink product with Mirakle Vitamin C drink**

Mirakle has been launched by Coimbatore-based ABT Limited in the market. This mango flavoured drink is claimed to be a preventive supplement that can be consumed to boost one's immunity, and comes in a Tetra Pack.

The company claims, through this drink, the body will be enhanced with enough tools to handle any infection either viral or bacterial; it will aid in managing toxins in one's body and other associated diseases and it is an immunity enhancer to help the body to cope with any external or internal threat.

**SUNFEAST YIPPEE!
'Noodles in a Bowl'****Sunfeast YiPee! creates a new instant noodles category, 'Noodles in a Bowl'**

Sunfeast YiPee! launched a new consumer experience through Quik-Mealz that offers noodles in a bowl. The offering brings a welcome change in the segment in the country as instant noodles will now be available to consumers in a bowl format. Following innumerable trials conducted to ensure a superior instant noodle experience, the product was launched in a bowl format with a broad container base which makes it easy to mix and consume noodles, and a lid to ensure no heat escapes the bowl in the preparation process which guarantees evenly cooked noodles. The product range has been specially crafted to match the evolving lifestyle requirements of young adults who are constantly seeking convenient options, without compromising on the taste.

**IMMUNITY BOOSTING MILK,
ICE CREAMS HERITAGE FOODS****Heritage Foods launches immunity boosting Ashwagandha milk**

After immunity boosting Ginger, Tulsi and Turmeric variants of milk, Heritage Foods has launched ready to drink immunity booster Ashwagandha Milk loaded with Ayurveda properties. It contains herbal extract Withania Somnifera blended with milk. Ashwagandha combined with milk is a centuries old Ayurveda remedy for numerous ailments. It is known for its variety of therapeutic activities and is one of the effective stress busters among Ayurveda Herbs, which ultimately boosts inner strength and immunity. It increases vitality, combined with various anti-viral effects. The sterilised homogenised flavoured toned milk has a shelf life of 90 days and needs no refrigeration till it is open. It can be consumed warm or chilled as preferred. For better effect drinking warm milk is advisable with a microwave of up to 30 seconds. The company says it is free from artificial preservatives.

NATURAL DRY FRUIT MITHAIS**D-Alive unveils organic, no sugar, low carb natural dry fruit mithais**

D-Alive has unveiled a range of organic, no sugar, no gluten, vegan, low carb and GI and 100 per cent natural dry fruit mithais. The company claims these sweets are not only void of all negatives but also have a whole boost of nutrition to help nurture your body and mind and soul further and that using selective 'no nasty' organic, ultra low GI, nutrient-dense, slow releasing ingredients, this superfood leaves you feeling satisfied. The range includes Shahi Kaju Barfi, Vegan Cashew and Rose Bites, Almond Cashew Praline, Vegan Walnut Peanut Butter Barfi, Energy Paak.

JACKFRUIT MEAT



Wakao Foods launches Jackfruit Meat, hygienically processed & packaged

Wakao Foods launched its very first jackfruit meat offering with a vision of benefiting the planet. With the launch of its vegan and eco-friendly range, the company highlights the lesser-known superfood of the South, Jackfruit. Being incredibly versatile and high in fiber content, the humble Jackfruit is the ideal inclusive food that is perfect for every dietary choice. It has a unique meat-like texture that makes for a guilt-free vegan and gluten-free alternative with restricted use of GMOs for a healthier choice. It is low in calories, fat and carbs as well, making it naturally acceptable by all. The delicious range of the Jackfruit Meat is curated to suit different tastes, from meat lovers to fitness enthusiasts there is something for everyone. The Ready to Cook varieties include the Raw Jack, which can be used as a meat substitute in any recipe for a decadent vegan alternative and the Jack Burger Patty, which makes cheat meals healthy in a never seen before avatar. The Ready to Eat varieties include the Teriyaki Jack, that is perfectly paired with a slider or as a Frankie to enhance its flavors, the BBQ Jack, that makes for a mouth-watering filling for wraps and the Butter Jack, that is the go-to choice to whip up a quick meal along with a side of some steaming rice.

YUMMIANO HEALTHY CEREALS



Yummiano presents munchies made from healthy cereals

Yummiano presents a wide range of munchies made from healthy cereals like Rajma, Moong dal, Brown rice, Ragi, banana, kathal and many more variants providing taste with many health benefits like weight loss, blood sugar control, improving skin health, good source of fibre, lowers cholesterol, lowering blood pressure, improving digestion and so on as claimed by the manufacturers. According to the company, the brand is catering to everyone, and even people at any age suffering with any lifestyle health issues who want to enjoy good snacks. Their large variety of products include Rajma Chips, Moong Dal Chips, Brown rice chips, Banana Chips, Ragi Chips, Kathal Chips and Corn Dots

BIKANO MULTIGRAIN CHIPS



Bikano launches multigrain chips in two appetising flavours

Bikano launched two variants of multigrain chips for health conscious food lovers and patrons. Under the brand name Treatos the brand has positioned the multigrain products, named Chatak Masala and Tangy Tomato, as a healthier alternative to the conventional potato chips. Bringing together the goodness of an assortment of grains including rice, wheat, corn and pulses, the brand aims to give the food lovers the sheer joy of savouring the crispiness and crunchiness in terms of taste of regular potato chips while also taking care of their nutritional requirements. The two products are available through the brand's wide network of retail and modern trade outlets both within the country and outside.

GROVER CHÊNE GRANDE RESERVE CHARDONNAY



Grover Zampa Vineyards launches Grover Chêne Grande Reserve Chardonnay

Grover Zampa Vineyards introduces Grover Chêne Grande Reserve Chardonnay which is a white wine aged for 9 months in French oak barrels. This gives it a rich creamy texture with a toasty flavour and hints of vanilla. According to the company, made from premium Chardonnay grapes, this wine is the best expression of Indian terroir and exhibiting the subtle and elegant aromas of nectarine, hazelnuts, vanilla, and crème brûlée, this delectable wine consists of concentrated flavours of apple, pear, and green plums.

Hotels expand into untapped destinations as travellers look for offbeat locations



As a growing number of Indian travellers are looking to explore offbeat, non-tourist and non-crowded destinations for leisure trips, leading hotels brands are expanding their footprint in unexplored and drive-to destinations to cater to this growing demand. For instance, Sarovar Hotels & Resorts, which manages over 90 hotels in 55 destinations across India and overseas, recently added Sarovar Portico at Sasan Gir in Gujarat, which is at a driveable distance from Ahmedabad. This year, the Sarovar group also opened new hotels in Bodhgaya (Bihar), Panipat (Haryana), Somnath (Gujarat) — all within driveable distances from nearby cities.

It is reported that while hotels in metros such as Delhi, Mumbai, Chennai and Kolkata are not seeing much traction, smaller destinations such as Vrindavan (despite being a religious destination) and leisure destinations like Bhimtal (Uttarakhand), Palampur and Mashobra (Himachal Pradesh), which are drivable destinations from Delhi are doing extremely well.

Industry experts expect that leisure travel, especially to motorable destinations, will show a steady increase going for-

ward and a growing number of travellers would seek vacations at previously unexplored leisure destinations, with safety, cleanliness and privacy being their top priorities. Outbound Indian luxury travellers are also fueling this demand, as they seek exclusive vacations within the country due to uncertainties related to international travel.

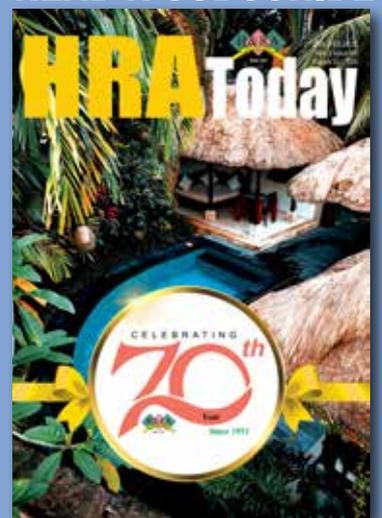
It is reported that the hotels of Sterling Holidays Resorts, one of India's leading experiential holiday brand in Pallaveli in West Godavari (Andhra Pradesh), Anaikatti and Rajakkad (in Kerala) are seeing a huge traction from leisure travellers over the last few months with access to thrilling adventures and wildlife.

Reports indicate that people are also looking at jungle lodges. For them, places like Kanha (Madhya Pradesh) and Sariska (Rajasthan), which are relatively less known jungle lodges, are doing exceptionally well. Sterling Nature Trails (adventure resorts) located at Durshet, Sajan, Dabhosa and Kundalika areas of Maharashtra are some of the drivable destinations close to Mumbai and Gujarat which are picking up traveller attraction ever since it was reopened after the lockdown.

Thermal Screening Mandatory For Guests At Goa Hotels

Hotels and Resorts in Goa have been directed to mandatorily use thermal guns in order to screen their guests, Chief Minister Pramod Sawant said. Sawant also said that family members should not delay testing and admission of persons at home, suffering from Covid-19 like symptoms in order to bring down the Covid-19 death rate in the coastal state. "At tourism places like beaches, hotel or party sites social distancing should be maintained," Sawant said, adding that Goa needed to be cautious about the new wave of infections not just in Indian cities, but also in Europe. "The infection spreads faster in places which have severe cold and pollution because the illness is related to the chest and lungs. We do not have a severe cold here in Goa, but we need to be careful in the months of December and January when it can get chilly," Sawant said. Sawant said that Goans should make efforts to bring the mortality rate down to zero

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No much cheer for hospitality and travel industry this New Year



Changing rules of quarantine for different states, second wave of Covid-19 in others make life difficult for the industry. There was no Christmas cheer for the hospitality industry amidst the Covid-19 pandemic as a lion share of rooms at Indian hotels and resorts remained unoccupied during the last week of December, according to industry estimates. Even for travel companies like

MakeMyTrip, EaseMyTrip and Thomas Cook, travel bookings have been slashed by 50-70 per cent despite discounts. Hotel bookings at MakeMyTrip for the Christmas and New Year period stood at a third of that in the same period last year, while Thomas Cook has been able to sell 65 per cent of its inventory. EaseMyTrip has seen a steep 35 per cent decline in bookings on a year-on-year basis.

The advance bookings for hotels like Lemon Tree “are weak” whereas for Sterling resorts, the occupancy is higher at resorts near metro cities. Oyo Rooms has been able to book only 40 per cent of its rooms for December. Rattan Keswani, Deputy Managing Director, Lemon Tree, said that while demand at the moment for the hospitality sector is extremely weak, it was unfair to forecast if it would pick up or not because of the looming uncertainties.

As per industry reports, the hospitality players may not even see a correction in the ARRs as they continue to remain 30 per cent lower compared to the same time last year. For Oyo, there has been a 20-25 per cent drop in rates of premium segments across business and leisure locations.

Home delivery of food turns new bread and butter for top hotels



Top-end hotels’ plan to make up for the loss in business due to the pandemic through home delivery of food and services is paying off. For Indian Hotels, the owners of Taj group of hotels, 15 per cent of the food

& beverage segment revenues in the second quarter came from food home delivery.

InterGlobe Hotels generated a revenue of Rs. 4.5 lakh last month from food delivery, while

Accor Group’s Sofitel has seen a 132 per cent jump since May on a month-on-month basis. ITC Hotels, which too has seen a substantial growth, believes hotels can aim for food delivery revenues of up to 25 per cent.

Industry experts expect that the trend is here to stay with ancillary revenues being the new focus for hotel chains, as they have realized that these initiatives not only help generate additional revenue but can also help expand clientele. The home delivery segment has helped many brands gain considerable traction and opened up newer avenues of brand marketing and distribution for their hotels.

IHCL opens Taj Skyline in Ahmedabad, Gujarat



Indian Hotels Company's (IHCL) iconic brand, Taj, opened its new hotel in Ahmedabad, Gujarat. Soaring over 18 storeys, Taj Skyline is an elegant addition to Ahmedabad's historic and modern architec-

tural landmarks in the city. Strategically located at a comfortable driving distance from the airport, important commercial centres as well as Gandhinagar – the state capital, Taj Skyline is a 315-room contemporary luxury hotel offering panoramic views of the city's skyline. The hotel's design captures the evolving spirit of the city, drawing subtle inspirations from the local design and culture in its interiors. In line with its philosophy of raising the bar of the culinary landscape,

Taj Skyline introduces Shamianna, the popular all-day diner, to Ahmedabad – its third outpost after Mumbai and Dubai. Guests can also enjoy Pan Asian cuisine at Nonya or relish international and local comfort food at Emperor's Lounge.

Located on the banks of the Sabarmati River, Ahmedabad is the largest city in the state of Gujarat. The historic part of the city is India's first UNESCO Urban World Heritage site. With the addition of this hotel, IHCL will have thirteen hotels in Gujarat, including one under development.

Mumbai civic body proposes to waive INR 9 crore payable by Hotel Taj Mahal Palace



The Brihanmumbai Municipal Corporation (BMC) has proposed to waive over INR 9 crore payable by Hotel Taj Mahal Palace to the civic body for using the public road outside the hotel and barricading parts of the footpath outside the luxury hotel citing security requirement. Hotel Taj Mahal Palace near Gateway of India in Colaba has barricaded a certain portion of the road and footpath outside its premises citing security reasons after the 26/11 terrorist attacks in 2008. The Mumbai Police has acknowledged the security

requirement for which the road and footpath are required to be barricaded.

According to BMC's proposal for waiver that is set to be tabled in the upcoming standing committee on Wednesday, Hotel Taj Mahal Palace has occupied around 800 square metres (sqm) of public road and over 1,100 sqm of footpath for which over INR 10.18 crore is payable.

Of the INR 10.18 crore, BMC has proposed to waive around INR 8.85 crore for occupation of footpath in complete as requested by Hotel Taj Mahal Palace citing that the exercise was being undertaken for security reasons and not for commercial purposes. For the remaining INR 1.33 crore, BMC has proposed to give 50% waiver to Taj Mahal Palace.

Spree Hospitality on expansion drive; to launch 8 hotels under the brand by March 2021

Spree Hospitality, headed by Keshav Baljee, plans to open 8 new properties by March 2021. The brand is planning to introduce Spree Boutique hotels in Haridwar, Bengaluru, and Dehradun. The brand is also on the verge of launching its mid-market product, ZiP by Spree Hotels brand in Manali, Gurugram, Bengaluru and Goa. The brand plans to launch 8 hotels and total 322 keys in these cities before March 2021. Seeing a strong uptick in domestic tourism, especially destinations located within short distances of key metros, they plan to open hotels in locations like Haridwar, Manali, Dehradun, and Goa.

Marriott Bonvoy and the Mumbai Indians announces a multi-year agreement



Marriott Bonvoy and the Mumbai Indians, the internationally recognized brand in T20 cricket announced a multi-year agreement. Under this agreement, members of Marriott Bonvoy, the award-winning travel programme from

Marriott International will get exclusive experiences with the Mumbai Indians team. As Loyalty Partner for the team, the Marriott Bonvoy logo will feature on the upper right side- chest of the Mumbai Indians jersey.

Marriott Bonvoy members will be able to redeem their points for exclusive Marriott Bonvoy Moments, while non-members can get closer to the cricket action and players as well, with a simple enrollment to the Marriott Bonvoy programme, via Marriott.com and join the fun and games. One can also engage with the team through a host of social media contests, where winners stand to win a hosted stay at a Marriott Bonvoy participating hotel in India “Marriott on Wheels” dining vouchers, exciting merchandise and much more.

All Marriott International hotels in India will have Mumbai Indians themed menus ready for order and delivery through “Marriott on Wheels” food delivery service.

Maharashtra fighting back COVID by opening new doors for Tourism sector

The sector which is still reeling under the stress caused by the outbreak of COVID-19 witnessed a sense of relief in the state of Maharashtra where the government came out with different policies to uplift the tourism sector in the state. Tourism is one of the fastest-growing and largest employment generators in the state. To continue with the same trend, when the governments across states and the central government are busy tackling the COVID-19 situation, the Maharashtra government went a step ahead and continued to support the other sectors with policies that were long-awaited. Cabinet Minister,

Aaditya Thackeray in an urge to uplift the urban and rural tourism in the state has come out with different initiatives like Caravan services, Agro-tourism, industry status, and reducing the license requirement for setting up a new establishment.

With all these initiatives the government has aimed to create a balance between urban and rural development. This in turn will help promote the rural economy by promoting entrepreneurship and employment in the rural areas. The reduction in-licenses from 70 to 10 to open a business was aimed towards bringing ease of doing business and reducing the time to set up

a new establishment under the tourism sector.

The much-awaited industry status provided for the tourism sector will ensure a reduction in operational cost which can in turn act as one of the best support provided by the government during these times. In the first phase of developments, the industry status will provide a rebate in the property taxes, electricity charges as well as water charges. All the establishments classified as hotels by the Union Ministry of Tourism will be eligible for the benefits under the newly awarded status and will be able to reap the benefits from 1st April 2021.

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