

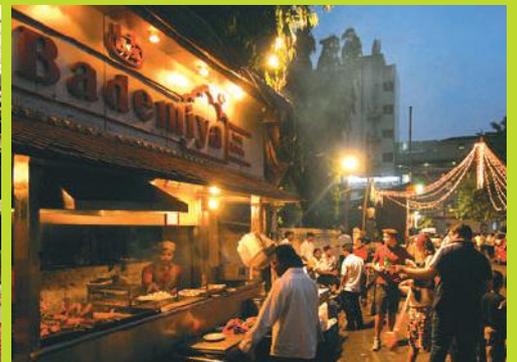


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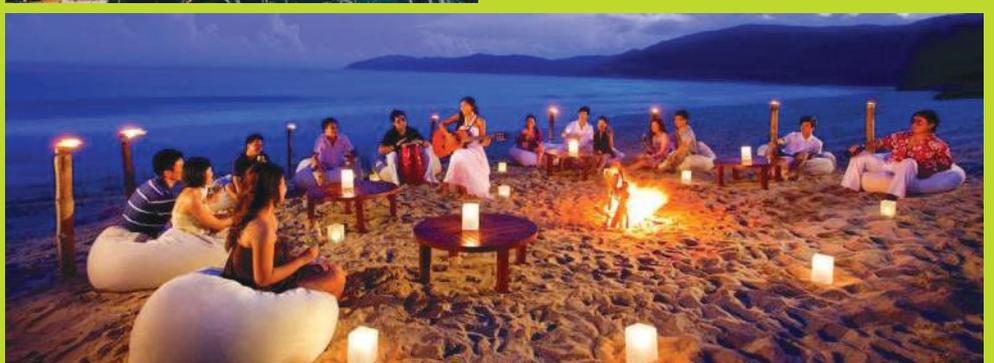
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MAY 2017



Nightlife a Boost For Hospitality Industry



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Prochef is an associate of PRIME
Mr. Suresh Mirchandani
 M:+91-99875 74869 ,
 022 6522 2254



Dear HRAWI Members,

As you are aware, our Industry is going through challenging times. The Supreme Court Liquor Ban on all Hotels and Restaurants within 500 mts. of the Highway remains the most important issue that our Industry is facing today. We are aware that various people are invested in the Hotel business and rulings such as this, has a catastrophic effect. The Liquor Ban is also conveying a negative outlook of our Country to the Tourists from Overseas.

In our continued efforts to address this issue, your Association has sought information from affected members in terms of a Questionnaire, requesting all, to send the same to the Association Office to file necessary proceedings in the Supreme Court.

The cascading effects due to the stress that the Hospitality Industry is going through, will surely affect the bottom lines. To ensure in today's competitive market and to face the pressures, the Hotel industry should ensure effective controls of total cost in various areas of Operation.

As the Industry awaits the GST Law 2017, we wish to once again inform you that your Association is conducting a Seminar on 22nd May, 2017 at The St. Regis Mumbai, Lower Parel, Mumbai. We look forward to your participation in large numbers.

With Best Regards,
Dilip Datwani
President HRAWI

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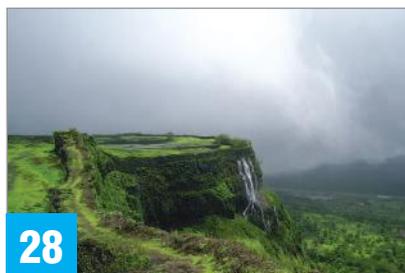
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Hotel & Restaurant Association (Western India)

4, Candy House, Mandlik Road, Behind Taj Hotel,
Colaba, Mumbai – 400001.



One Day Workshop on

GST Law-2017

Monday 22nd May, 2017

Time : 10.00 am to 4.00 pm

The St. Regis Mumbai

462, Senapati Bapat Marg, Lower Parel,
Mumbai - 400 013.

INTRODUCTION

Our Country has taken another step closer for rolling out the biggest tax reform after the Lok Sabha, on 29th March, 2017 and has approved four crucial bills required to implement Goods and Services Tax (GST). The four bills – Central GST, Integrated GST, Union Territories GST and GST Compensation bills – were passed one by one through voice vote after almost nine hours of intense debate.

The Honorable Finance Minister Shri Arun Jaitley explained to the lawmakers the implication of the GST bills. The CGST and IGST bills will enable the Centre to levy and collect taxes across the country.

GST is going to have an impact on each business concern. It will have immediate as well as far reaching implications on businesses. Your Association is thus bringing to you a Seminar on GST Law – 2017 which will have significant change in tax compliance procedure and for availing input tax credit – this seminar will answer your questions and prepare you for this transition.

Our last two GST seminars in Mumbai were well received and had an over whelming response and appreciation from all participants.

WHO SHOULD ATTEND

C.E.O. / C.F.O. / Finance / Accounts / Legal Executives / Internal Auditors / Middle & Senior Level Executives dealing in Indirect Taxes / Business Development Managers / Purchase Managers / Finance Managers and Business Analysts, etc.

FOR REGISTRATION

- ❖ Prior Registration with delegate fee is essential.
- ❖ As we have limited capacity, please fax/email/courier registration form immediately.
- ❖ The Registration fee includes lunch, refreshments.
- ❖ Registration once confirmed, delegate Fee would be payable. However, change of Delegates can be considered.

SPEAKERS

Mr. Kuresh S. Kagalwala is a practicing Chartered Accountant since 1984 and is on the board of Directors of ALIF Management Services P. Ltd. since 1988. ALIF is one of the leading Software Solution providers to the Hospitality Industry & provides their services to over 400 Hotels in India as well as overseas. GST is an act which has major technology built in, thus CA Kuresh Kagalwala will be one of the speakers to take us through the software compliance required for the upcoming GST Act and Rules.

Mr. B. Sriram is currently a Partner - Tax and Regulatory Services with Ernst & Young LLP. A qualified Law Graduate and Company Secretary from Indian Institute and ACIS from Institute of Chartered Secretaries & Administrators, London, has experience spanning over 23 years, out of which about 15 years of dedicated indirect tax consulting experience in different Big 4 consulting firms. In the past he has also had various stints with the Central Government. Mr. B. Sriram will enlighten our members on the legal aspects, the implications and the enforceability on GST.

Rate Per Person (HRAWI Members)	Rate Per Person (Non HRAWI Members)
Rs. 1,000/- + 15% ST = Rs. 1150/-	Rs. 1,500/- + 15% ST = Rs. 1725/-

You are requested to send the attached Registration Form to:

Mr. Glen Pinto info@hrawi.com	Mr. Paul Andrade membership@hrawi.com
Contact No. : 2202 4076 / 2283 1624 / 2281 9773; Fax No. : 2202 3515	





DELEGATE REGISTRATION FORM

Summit Theme : One Day Workshop on “ GST Law - 2017 ”

Date & Place : Monday, 22nd May, 2017,
The St. Regis Mumbai,
462, Senapati Bapat Marg, Lower Parel,
Mumbai – 400 013.

Time : 10.00 am to 4.00 pm

I / we would like to nominate the following:

Details	Delegate 1	Delegate 2	Delegate 3
Name			
Designation			
Mobile No.			
Tel. No.			
E-mail ID			
Name of Organisation			
HRAWI Membership No.			
Address			

* Please add additional sheets if required.

Delegate Fees per person plus applicable taxes :	
Rate Per Person (HRAWI Members)	Rate Per Person (Non HRAWI Members)
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- The Registration fee includes Lunch and Refreshments.
- Registration once confirmed, delegate Fee would be payable. However, change of Delegates can be considered.

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Mr. Glen Pinto E-mail : info@hrawi.com	Mr. Paul Andrade membership@hrawi.com
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Hotel & Restaurant Association (Western India)
4, Candy House, Mandlik Road, Behind Taj Hotel, Colaba, Mumbai – 400001.



FSSAI CERTIFICATION FOR MASTER TRAINER

Held on 20th April 2017 at Hotel Amer Palace-Bhopal



FSSAI CERTIFICATION FOR MASTER TRAINER

Held on 18th April 2017 at Sayaji Hotel -Indore





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E-mail: admin@hrai.com, web@hrai.com

fssai (Please Mention Your License No.) Restaurant
License No.

With Us You Will Get Safe Food
We Follow these 12 Golden Rules

Hygiene Rules Codes	Hygiene Rules Codes
1. Keep premises clean and have regular pest control	7. Wear clean & hygienic clothes
2. Use potable water for food preparation	8. Wash hands before & after handling food and after using toilets, coughing, sneezing, etc.
3. Cook food thoroughly. Reheat food above 60°C and cool food below 5°C	9. Use water proof bandage to cover cuts & burn wounds
4. Freeze dry & hot dry food, raw & cooked food in separate containers	10. Do not handle food without gloves
5. Store cold food below 5°C and frozen products at -18°C or below	11. Use clean and hygienic dusters to clean the floors and walls regularly
6. Use separate Chopping boards, knives, etc. for raw and cooked food	12. Keep separately & covered Garbage for food waste

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HRAWI Extends a Warm Welcome to its New Members

Lotus Resorts Silvassa

Naroli Road, Dadra & Nagar Haveli Naroli Road Silvassa
Dadra and Nagar Haveli - 396230



Nestled in nature's lap at Silvassa, the capital city of former Portuguese colony of Dadra & Nagar Haveli, Lotus Resorts offers a total of 59 Rooms which include 32 Deluxe rooms, 25 Super deluxe rooms and 2 Riviera Suites. All the rooms are comfortable and come equipped with all modern amenities. The on-site multi-cuisine restaurants offers blend of flavors and fine delicacies with authentic dishes crafted to suit every discerning palate. The conferencing and banqueting space available at the hotel are ideal for organizing business and social events. Guests can take plunge in swimming pool that beckons weary travelers with its clear azure waters in a scenic location. There is children play area where parents can watch their children play and have fun. The friendly staff is always present to make guests stay as comfortable and enjoyable as possible. The rooms of the hotel are a blend of beauty and comfort with exquisite interiors and spacious to move around freely. Each of the rooms are excellently furnished and have an attractive decor.

Lotus Resort captures the essence of this natural dream haven in all its splendour. The trekking path winding through virgin forests, fresh air, morning mist and the cool but bright sunshine of the day lets you interact with nature in solitude.

Popular Hotel & Resort Silvassa

Pruthviraj Chauhan Marg, Silvassa Naroli Road, Silvassa
- 396230, Dadra & Nagar Haveli (U.T.)

A budget property, Popular Hotel & Resort Yatri Niwas Silvassa is located near well-known tourist places in and around the city. Stylish and comfortable, the rooms here are creatively crafted with respect to design and decor. All rooms at Hotel Yatri Niwas let you unwind and relax. They are equipped with a spectrum of conveniences from bath tubs



to hot/cold showers and from super-chilling air-conditioners to internet connectivity. So, when you drop-in here, get set to put your feet up, de-stress and chillax. It's trained and efficient staff, hi-tech communication systems and fantastic infrastructure ensure that at Yatri Niwas your work becomes play. Its conference hall, for instance, is large enough to accommodate a gathering of 250, with theatre-type seating arrangements. Hotel Yatri Niwas is blessed with a Large party plot for get-together, birthday, marriage, reception or any other ceremonies, beautiful 'Garden Restaurant' that lets you dig-in to the most succulent of Indian, Continental and Chinese, cuisines. You may also gorge-in the goodies or sip-in to the most exotic cocktails.

Professional service... Hi-tech facilities... Comfortable living...

All of this get-together to make a getaway at Popular Hotel & Resort Yatri Niwas Silvassa truly refreshing and conducive to business.

O'Coqueiro Goa

NH 66, Alto Porvorim, Bardez, Penha de França,
Goa -403001



O'Coqueiro means the coconut tree in Portuguese. O'Coqueiro has a long tradition of serving authentic Goan & Portuguese cuisine. Today, it reflects the Portuguese architecture as well, so that guests can savour a complete

Goan Portuguese experience. A proud recipient of the International Award for Excellence in Cuisine from the International Wine & Food Society London, O'Coqueiro is where gourmets from the world over meet. Spread across more than 5000 sq ft of area, O'Coqueiro is a gem of Goa. This place has mosaic-like European tiles, high ceilings, Outdoor Dining Area, an Air Conditioned Dinning Area and a Garden Dinning Area. They also have a Party Hall that looks quite beautiful. Located in Porvorim, this restaurant is calm, peaceful and elegant. The menu has a lot of delectable Goan food on it. Newly renovated but still with its old world charm; the service here has always been courteous and efficient.

Manohar Boarding Yavatmal

Near Old Bus Stand, Wani Taluka, Dist – Yavatmal,
Maharashtra- 445304



The food you can relish in Yavatmal is diverse and delicious. The city takes pride in having a good number of restaurants that will give you both cozy atmosphere and great food. Visitors coming to Yavatmal can have a great variety of local and all India food items to add to their travel experience in the city. Manohar Boarding the restaurant cum bar is beautiful and is a wonderful setting for a special occasion. The staffs are highly efficient. The dinner here is really yummy and all the food served is of good quality and great taste with economical rates.

Yana Sizzlers Pune

Sterling Centre, Ground Floor, Shop. No-3, Moledina
Road, Opp. Aurora Tower Hotel ,Camp, Pune,
Maharashtra -411001

We serve the tastiest, the hottest and of course the most sizzling sizzler. But like we keep saying, don't take our word for it. Try it for yourself!

Yana Sizzlers was founded in 2002 with the launch the first Restaurant in FC Road- Pune with the aim to provide a hot tasty meal till the last bite at reasonable prices. Yana Sizzlers was started by Mr Asif Furniturewala and Mr Sunil Jatia from Mumbai, to expand business further, Mr Vivek Vaid from Bangalore joined them. The current aim for



Yana is to expand further in India. All the Restaurants are self-owned to ensure optimal service and food quality. Yana overall a pleasant n tasty experience. Nice place for sizzler lovers.

A lovely sizzler with a great deal of everything makes Yana sizzlers very satisfying.

Jagjit's Veera's Dhaba Daman

Varkund, Nani Daman, Vapi -daman Road,
Daman& Diu- 396210



One and only Punjabi Dhaba in Daman, Jagjit's Veera's Dhaba. It is on the way to Nani Daman. Jagjit's Veera's Dhaba which serves the best ever food one can have in Daman. They have mouth watering menu and good choice of cocktails. Khatiyas style seating arrangement with table and chair sitting also plus open chulla gives cool look and best food to eat. Menu has both Veg and Non-veg served with good quality and quantity offered at very reasonable cost. Ambience and interior give a feel that one is dining in a village in Punjab. If you ever visit Daman and if you are foodie don't forget to give a visit to Jagjit's Veera's Dhaba

The Legends Café Navi Mumbai

D.Y Patil University, Vidyanagar Sector- 7, Nerul, Navi
Mumbai Maharashtra-400706

As you track down the roads hunting for a beautiful ambience in Nerul to eat at, you will find this captivating café THE LEGENDS CAFÉ. The café is an outcome of a vision of the honorable President Dr. Vijay D. Patil of the D. Y. Patil University for the students to dine out.

Legends cafe located inside the premises of the DY Patil



University in Nerul, it is a cool designed well lit café open to all. It is a very well organized café planned keeping in mind the students tastes and the choices. They have outside seating as well as inside air-conditioned area. Everything is very affordable and tasty. The décor is done with colorful portraits of celebrities. Photos of the legends are placed on the walls of the cafe giving the name Legends cafe. The café comes as a breath of fresh air – a place to rejoice and live it up in a friendly manner.

The cafe is really spacious and is mostly flooded with youngsters. The ambience is really cheerful and the music makes the environment livelier. The food served is of good quality and great taste. The Café serves protein bowls and protein platters for the gym freaks. The best part is that the café is open 24*7 and one can move in at any point of time to grab a bite. Hygiene is given top priority and is always maintained. It is a dream canteen for every college student.

TAG GourmART Mumbai

**1st & 2nd Floor, Trade View, Oasis Compound,
Pandurang Budhkar Marg, Lower Parel (West) Mumbai,
Maharashtra-400013**



Chef Ranveer Brar's new restaurant in Kamala Mills TAG GourmART Kitchen focuses on vegetarian food and wine. Ideas for dishes come from his travels, which means you can eat miso dusted burrata with green tomatoes, Sri Lankan eggplant with Jaffna spices, mock butter chicken ravioli with kale saag and edamame wasabi hummus in a single meal.

TAG is a casual-dining restaurant that is for people who want to get a fun getaway. The affordable menu that features North Indian, Italian, Japanese, and Modern Indian delicacies very well complement the quality and hygiene standards that the place has set for itself. The ambience of the restaurant inspires creativity.

11 East Street Café Pune

**11 East Street Camp, Virwani Plaza, Pune,
Maharashtra- 411001**



To say that the past 9 years have been anything less than a roller coaster for Pune's uber cool landmark 11 East Street Cafe would be unfair. It has been a ride for the founders and customers alike who have loved the famous London Themed Restaurant in the heart of Pune Camp for close to a decade.

From expats to locals 11 ESC has managed to woo the customers with their four core offerings. The Red Bus which is an actual double-decker bus parked right at the entrance of the restaurant, and serves as the bakery and confectionery. Right from the onset, it has received tremendous attention from the young and old alike and continues to be a prominent landmark in Pune, famous for its unforgettably delicious desserts. Most of them are made-to-order as well. The mezzanine floor of the restaurant is a Moroccan themed terrace-balcony that is open to the sky. It offers lounge seating and additionally 4 private dining areas; 'The Shamianas' that are perpetually in demand and booked throughout the year. The London Street has been designed to give the guests the real feeling of sitting and relaxing at a street in London,

replete with its architecture and style even shop windows! At over 6000 sq.ft., it is truly full of life buzzing with customer request songs via a virtual jukebox.

With a seating capacity of 120 people, the restaurant offers a food and liquor menu like none other, while doing more than 2 turnovers every single day. Seasonal and trending menus that are tastefully curated remain the constant highlight.

With a variety of cuisines and one of the most creatively designed and executed restaurants, 11 East Street Café has managed to transform the entire restaurant experience into a bonafide brand and is unarguably one of the most happening and evolved places in Pune.

Zora Pune

**Arcade 6, Ishanya Mall, Opp - Golf Course, Yerwada, Pune
Maharashtra-411006**



With a need and a dream to do something unique in the Indian food space, Tony Sachdev and his son Joravar, who are veteran restaurateurs here in Pune, have come up with this concept – Zora.

It is a pretty big space with a large eclectic outdoor seating, wrought iron and wooden chairs and an intimate air conditioned area with comfortable sofa seating. Each element of the décor, be it the feather lamps or the glass artifacts, has been handpicked to add an aura to the ambience. The theme is white and it works very well for a classy restaurant.

ZORA is a wonderful place to start your discovery of Modern Indian Cuisine, serving the mainstays of the ever-so-lovely Indian food. Each dish, each flavour, has been inspired from their Chef Priyanka Sachdev's personal travels across India. ZORA isn't just offering a delicious meal; they're offering an entire experience for their guests. They also serve some unique cocktails that play with Indian flavours, and not to forget their house-made Non-alcoholic sodas. Food is the cornerstone of their restaurant, but the

ambience feature plays just as important a role. Zora is a journey through India, served on a plate.

Zazie Bistro and Grill Navi Mumbai

**25, Ground Floor, Satra Plaza, Palm Beach Road, Sector
19-D, Vashi, Navi Mumbai, Maharashtra- 400703**



Zazie Bistro and Grill is a casual-dining restaurant that serves delicious Indian, Parsi/Irani, Italian, Continental, and Fusion delicacies from around the world. Contrasting flavors and spices are combined to bring out a sense of balance on your palate. The classic but quirky ambience with elements like a classic Vespa and a cut-up Mercedes in the dining area complements the charm of the place. The Sauces, ingredients, and spices are specially handpicked by the trained chefs. Zazie Bistro and Grill is a place where every diner finds his/her personal favorite dish from the A-la-Carte or sample a bit of everything from the buffet. It is a perfect place for people who want to experience a fun and eventful day. Zazie Bistro and Grill is located in Vashi at the famous Palm Beach road.

Best in taste Mumbai

**Unit No. 22, Amar Industrial Estate, Sakinaka ,Opp Lathia
Rubber Factory, Andheri East Mumbai, Maharashtra-
400072**

Best in taste was formed By Mr Chetan Bodha; we are in this field of suppliers since 2015. As company we are supplying frozen foods, dairy products, oils, spice, seasoning & all kind of imported foods & flavoured syrups to hotels, restaurant, cateress and corporate kitchens. We are excellent in services and supply best quality at best rate. Best in Taste your supplier of Indian and International food products for 360 days of the year.



HRAWI President Of Honour Dr. Kerkar Receives Lifetime Achievement Award

HRAWI President of Honour Dr. Ajit B. Kerkar a Hospitality veteran and chairman of V Hotels has received the 2017 HICSA Lifetime Achievement Award for his outstanding contribution to the industry. The award was presented at the annual Hotel Investment Conference-South Asia (HICSA) held at Grand Hyatt in Mumbai.



Dr. Kerkar joined IHCL in January 1962 as assistant catering manager. He began his career with J. Lyon & Company in London where he qualified in hoteliering. Climbing the ladder quickly, he became the general manager of Taj Mahal Hotel, Mumbai, in 1968. In 1970, he became its managing director. Dr. Kerkar was one of the 'Super Managers' appointed by JRD Tata, who were given full freedom to run the different wings of the family empire in their individual ways. Over the next 27 years, Dr. Kerkar built up IHCL as India's largest and most profitable hospitality company. In the 1970s, IHCL expanded in a major way in Delhi, Madras, Goa and Rajasthan. By the 1980s Taj hotel had turned into a chain embracing the US and Europe.

Dr. Kerkar enhanced India's status as a tourist attraction by developing Rajasthan and Goa as tourist destinations. He had a well-polished public image and established himself as a capable executive. He was regarded as the man who almost single-handedly converted a one-hotel company into a thriving hotel chain with an international presence.

Dr. Kerkar is considered as a doyen of Hospitality Industry. He has been legendary for his warmth and human qualities for which his colleagues and staff adored him. He was responsible for putting Goa on the international map as a Tourist Destination way back in the year 1970. Unarguably it was through his vision and efforts that the First Five Star Hotel in Goa was built, after which he went on to establish several other Hotels and Resorts in Goa. In recognition of his achievement, Dr. Kerkar was felicitated and awarded as a Prominent Citizen of Goa by the Government of Goa. He has also served on the board of Air India Limited, Indian Airlines Limited and Tourism Finance Corporation of India Limited. He also was the Tourism Advisor to the Government of Maharashtra and the Government of Goa. After his retirement from IHCL as chairman and MD in 1997, he turned consultant to major hospitality groups. Dr. Kerkar has also been associated with Cox & Kings, which now is run by his children Peter and Urrshila.

We all at HRAWI Congratulate our President of Honour

Dr. Ajit B. Kerkar for his accolade of life time achievement award and appreciate his experience and support towards the association. ■

Supreme Court Gives Hearing Date After Vacation On Liquor Ban On Highways



Hearing the review applications collectively in the open court, the three judge bench of the Supreme Court is likely to announce the modification order in the second week of July on the plea of hotels and clubs seeking changes in its March 31st 2017 order banning sale of liquor within 500 meters of national and state highways, which has forced several establishments across the country to stop serving alcohol to guests. The ban was aimed at preventing road accidents due to drunken driving.

Review applications have been moved among others by regional hotel and restaurant associations affiliated to Federation of Hotel & Restaurant Associations of India (FHRAI) like HRANI, SIHRA, HRAWI, etc; has raised concerns about the new guidelines as it would adversely impact tourism in the country as well as lead to loss of employment.

To minimise loss of excise revenue and contain the damage to the hospitality industry, state governments looked at ways to circumvent the order by denotifying state highways within cities and towns and turning them into urban roads.

Speaking at the FHRAI Press Conference in Delhi, Mr. Dilip. Datwani, Vice- President FHRAI and President, Hotel and Restaurant Association of Western India said "Rs.2,00,000 crores loss to the exchequer and closure of more than 1 lakh establishments is not a small thing. We would not have minded being sacrificed if the ban were to yield results. But reality is that all the job losses and other damages would be wasted. The object sought would not be achieved."

"Total consolidated loss to both States and to the industry will be around 2 lakh 20,000 crores. The entire MICE industry including weddings, corporate events will be negatively affected," said Mr. Garish. Oberoi, FHRAI.

"There has been an unprecedented blanket ban on all

national highways across the country without seeing the practical aspect of the topography & terrain of the cities, in the process having affected hotels & restaurants, who have invested crores of Rupees towards the development of the tourism industry in the country. For example, Darjeeling, which falls on NH 55, has hotels stretched over 77 kms from the very base of the town of Siliguri that are directly affected” further continued Mr. TS. Walia, FHRAI.

‘The judgement has effected those establishments that operated legally and we are not takeaways and serve for consumption in premises only. Many entrepreneurs who have taken loans will be placed at a disadvantage .it will make their properties non performing further ‘continued Mr. S M. Shervani, FHRAI.

While agreeing that the judgment may “in spirit” be good, it does not cohesively look at other related issues Mr. Datwani said “Statistics prove that there is a correlation between drunk driving and enforcement, but not between drunk driving and existence of hotels or restaurants. Otherwise, there would be no drunk driving cases or resulting accidents in Bihar and Gujarat where we have total prohibition and yet there are innumerable accidents due to drunk driving. No country has ever banned hotels & restaurants to curb drunk driving.”

“Most of the entrepreneurs who bid as part of Government PPP tourism projects along national & state main roads & highways had modelled their cash inflows on these experiences considering room conferencing, food, beverages revenues over their concession periods. But a lot of these establishments with significantly reduced business will result in distressed financial assets & may lead to a large scale NPA situation for our banking & financial system and may severely impact the investment climate in tourism & hospitality & overall business environment in India. It will also stall the Indian growth story for many years to come” continued Mr. Sudesh. Kumar Poddar, FHRAI.

“We see a huge concern of liquor bootlegging & it's emergent social evils of a blackmarket economy & a corruption driven parallel economy which the governments are trying so hard to battle & weed out of our system” further added Mr. Sanjay Sood, FHRAI.

Banning sale of liquor within 500 metres of the highways, the Liquor ban on highways has affected at least 1,000 Star Hotels in Maharashtra including the VIP Lounge at the domestic airport. Maharashtra is expected to lose an estimated yearly revenue of Rs. 7,000 Crore.

Almost 9 million tourists visit India, resulting in almost 27 million foreign visitations across Indian states. These along with ~ 1.8 bn domestic visitations frequent a significant portion of these 'establishments' as guests. All of this will be put to risk if the overall food & beverage experiences are compromised at such legitimate establishments which

pay direct & indirect taxes & levies to both the central & state governments. After decades of independence, India despite all its natural geographic & cultural heritage still has only 0.67% of the tourism market share which is now set to further reduce drastically.

India's Tourism, Travel & hospitality is estimated to contribute to ~ USD200 Billion, ~ 9.5% of Indian GDP, around 5crs employment, I.e. ~ 9% of Indian employment, ~ USD\$ 30 billion+ investment at ~ 5.5% of total capital investment in India. This capital investment is immobile & cannot be relocated or picked up & moved driven by decisions which overnight challenge their business models on a retrospective basis. ■

Hospitality Industry Fumes Over Government's Guideline On Fixing Portions Of Food Served And Interference On Service Charge In Hotels

The government is preparing to fix portion sizes of dishes served by star hotels and restaurants, and Consumer Affairs department issuing strict guideline on levy of service charge by hotels and restaurants.

Hospitality industry in the country came strongly against these government directives. Ministry of Food and Consumer Affairs has approved the guideline and circulated it to all states to enforce it in letter and spirits. The guideline strictly prohibits levying service charge as part of the bill by hotels and restaurants from the consumers, thereby making it a discretionary one on the part of the consumer. The hospitality industry raised objections against the government move from the very beginning saying it is an unnecessary interference on the part of the government on an extra income that is shared by employees.

Commenting on the proposed idea to fix portion sizes of dishes served by star hotels and restaurants, Mr. Dilip Datwani, President, Hotel and Restaurant Association Western India (HRAWI) said, “Although the thought behind this concept is noble and we appreciate it but to implement this idea is highly impractical. It essentially would mean that hoteliers will now have to customise dishes or portions of a dish to individual appetites. If the suggested move does come into effect, the pricing would most certainly be affected making eating out more expensive for the consumer. Serving smaller portions may reduce food wastage but will definitely increase fuel consumption which translates to energy wastage. Consumers today are conscious about not



wasting food and they don't place orders for food items that they cannot consume. Over and above this, restaurants and hotels nowadays have tie ups with NGOs that pick up any excess food that is safe to consume and distribute it among the poor and needy."

Talking about 'Doing away with service charge in restaurants' Mr. Dilip Datwani, President, Hotel and Restaurant Association of Western India (HRAWI) said, "It is sad to see constant demands being made from the hospitality industry on one issue or the other. One day it is reducing food portions and on another day it is about terminating a legitimate charge. Service Charge is a global practice and one that has been in force in India for more than half a century. The charge is neither hidden nor disguised. It is categorically and boldly mentioned in the menu. A customer patronises a food outlet with the full knowledge that he/she will be levied a service charge. It is not just hospitality, but many businesses levy such charges. We cannot understand why we are being singled out." ■

Maharashtra Tourism Sign Landmark Tourism Agreement With Etihad And Jet Airways



Maharashtra, the third largest state in India, is one of the country's most popular tourist destinations. Mumbai ranks second after the Indian capital Delhi in terms of first port of entry for foreign tourist arrivals into India, and fifth in domestic tourist visits.

Maharashtra Tourism has signed a ground breaking agreement to promote tourism to the western Indian state with Etihad Airways, the national airline of the United Arab Emirates, and strategic partner Jet Airways, India's full-service premium international carrier.

The partnership will enable both airlines to capitalise on their strong links with Maharashtra and further propel domestic and international arrivals into the state capital Mumbai and beyond. It is the first time an Indian state tourism has signed a tourism collaboration agreement with the airline sector.

The partnership will witness the cooperation in a number of marketing activities such as in-flight magazine promotion, website promotion as well as advertising and digital

campaigns to promote Maharashtra as a leisure destination. Both the aviation groups would also help provide information to its users on less-explored but high potential destinations in Maharashtra for a memorable travel experience. This association will help expose visitors to Maharashtra's rich culture and will play a key role in highlighting Maharashtra Tourism's efforts to diversify tourism products to cater to the passions of growing travellers in key international markets such as the UK and the UAE and organise inbound familiarisation trips for media and travel agents.

Etihad Airways and Jet Airways are key contributors to India's thriving travel and tourism sector carrying the biggest combined share of international traffic to and from India with one in five travellers choosing either carrier. Collectively, they operate five flights a day between Abu Dhabi – the UAE carrier's operational hub – and Maharashtra's main international gateway of Mumbai with domestic connections across the country. In addition, Jet Airways flies daily between Maharashtra's second largest city of Pune and Abu Dhabi.

Commenting on the association, Shri Jaykumar Rawal, Minister of Tourism, Government of Maharashtra, said, "This MoU is the beginning of a strategic partnership with two leading and most important international airlines to attract as many international tourists as possible. Together, we can create benefits for travellers and shareholders. Our aim is to jointly put in place the best strategies and practices to increase Maharashtra's marketing footprint and position it as the most preferred destination."

Smt. Valsa Nair Singh, IAS, Principal Secretary, Tourism and Culture, Government of Maharashtra, said, "This is a landmark agreement that will provide valuable support for Maharashtra Tourism's global campaigns and marketing activities, as well as some of the industry's most important trade and business events. This unique and important partnership between Maharashtra Tourism, Etihad Airways and Jet Airways will boost the state's image exponentially."

James Hogan, Etihad Aviation Group President and Chief Executive Officer, said, "Being part of one of the world's largest economies, Maharashtra has plenty to offer business and leisure travellers. We are therefore delighted to expand our links to promote tourism to this vibrant state, which we have been serving with dedicated flights for 13 years". "This is the first time a state government in India has ventured into such a tourism partnership with the airline industry, hence we appreciate the opportunity to work with our strategic Indian partner Jet Airways on the breakthrough agreement. Our combined operation with Jet Airways between Abu Dhabi and Mumbai, complemented by Jet's widespread domestic services, is further testament to the importance of Maharashtra on our route map." added Mr. Hogan



Naresh Goyal, Jet Airways Chairman, said, "It is a moment of both pride and honour that the Government of Maharashtra has chosen to join hands with Jet Airways and our strategic partner Etihad Airways in this unique initiative of leveraging our collective resources to strengthen travel and tourism to the state."

Maharashtra is home to a diverse range of tourist attractions, from beaches, caves, forts, wildlife, tiger reserves, national parks and hill stations, to monuments, palaces, festivals, places of worship and adventure sports. Mumbai, the international gateway to Maharashtra, is the country's financial hub and home to numerous museums, architectural heritage and Bollywood, the world's largest film industry in terms of movie production.

Since Jet Airways began operations from Mumbai in 1993, the airline has flown millions of guests to and from its main hub over the past 24 years. ■

UberEATS Food Delivery Service Starts In Mumbai



Uber Technologies Inc. has started its food delivery service UberEATS in Mumbai, the company said in a statement, four months after announcing the launch of the service in India in January 2017. UberEATS has partnered over 200 restaurants

The company has appointed Mr. Bhavik Rathod, earlier the general manager for south and west for Uber's ride-hailing business, as the head of the food delivery vertical. Mr. Rathod will report to Mr. Allen Penn, the Asia-Pacific head of UberEATS.

"The introduction of UberEATS in India, with Mumbai as the first city, is a major step in our global expansion and showcases our commitment to the region. The app brings the perfect pairing of amazing restaurant partners, innovative technology, and the efficient Uber delivery network at a tap of a button to people in India. The wide selection of meal choices delivered at Uber speed will open new economic opportunities for delivery partners, enable restaurants to connect with more consumers and make eating effortless, everywhere and for everyone," said Mr. Rathod.

"Mumbai is home to a booming food industry with a vibrant food culture offering both global and local cuisines. The introduction of UberEATS in India, with Mumbai as

the first city, is a major step in our global expansion and showcases our commitment to the region. The app brings the perfect pairing of amazing restaurant partners, innovative technology, and the efficient Uber delivery network at a tap of a button to people in India. The wide selection of meal choices delivered at Uber speed will open new economic opportunities for delivery partners, enable restaurants to connect with more consumers and make eating effortless, everywhere and for everyone," added Mr. Rathod.

Apart from on-demand food delivery, UberEATS will also allow consumers to schedule a delivery up to a week in advance. The company has also launched an analytics tool called Restaurant Manager for the eateries that provides the businesses with insights into service quality, customer satisfaction and sales among others.

According to industry experts, the average order value for food in the US is around \$20, about four times more than the average Rs300 (about \$4-5) in India. As a result, delivery firms in India, which charge clients a commission of 10-20% of the order value, end up losing money as each delivery costs more than Rs50.

Unlike most food delivery apps that either deliver for free or charge a fee for orders below a minimum threshold, Uber will charge a delivery fee of Rs15 irrespective of the order value. This essentially means that Uber will earn a commission from restaurants, as well as a delivery fee from consumers.

To begin with, Uber has partnered with about 200 restaurants in Mumbai and allows payment only through Paytm, the digital wallet it partnered with in 2014 for cab payments.

Uber's entry into food delivery in India comes at a time when home-grown food start-ups, barring a few, are cash starved and have put expansion on hold. Food delivery was one of the worst-affected segments following the funding slowdown since mid-2015, forcing the likes of Spoonjoy, Dazo, Eatlo and Tinyowl to shut shop.

Uber's food delivery service will primarily compete with Swiggy (Bundl Technologies Pvt. Ltd), which has raised \$75 million from investors, and Zomato Media Pvt. Ltd, which has raised about \$224 million.

According to documents available with the Registrar of Companies, Swiggy's revenue rose to Rs23.59 crore for the year ended 31 March from Rs11.59 lakh a year earlier. But losses bulged to Rs137.18 crore from Rs2.12 crore in FY2015. Total expenses stood at Rs160.77 crore, implying that Swiggy burned about Rs13 crore per month in FY2016.

UberEATS, a separate app, was first piloted in 2014 in Los Angeles. The service has since been expanded to 78 cities in 26 countries, including New York, Paris, Seattle, Bangkok, Singapore, Tokyo and Hong Kong. ■

Rimal D'Silva Appointed As Director of Human Resources At JW Marriot Mumbai Sahar



JW Marriott Mumbai Sahar offers effortless elegance and sophistication. Located 1 km away from the Chhatrapati Shivaji International Airport Mumbai; making it an ideal destination for business and stay. With 585 intimate rooms, the property offers authentic cuisines crafted with passion, care and local flavors. With over 56,000 sq.ft. of indoor and outdoor convention space, the property offers 11 well-appointed meeting rooms with state-of-the-art conferencing facilities. The holistic Spa at JW offers a host of therapies to help one to relax.

JW Marriott Mumbai Sahar recently appointed Rimal D'Silva as the Director of Human Resources. Rimal D'Silva completed her Post Graduate Degree in Human Resources from Welingkar's Institute of Management in 2002 and joined JW Marriott Mumbai Juhu as a Management Trainee in Human Resources. During the program she gained exposure to cross functional roles in Human Resources & Training. Soon, she was promoted to Assistant Manager – Training on successful completion of the program. On completion of 3 years at Marriott, Rimal joined Standard Chartered Bank in Mumbai as Assistant Manager – Organizational Learning, where she took care of pan-India Induction & Orientation Program for all new recruits. She was also in charge of all Learning & Development initiatives for the Retail banking division of the Bank. In 2009, Rimal returned to the hospitality industry as a Human Resources Manager in Four Seasons Hotel Mumbai. She made significant contributions in the field of recruitment, Human Resources Management System (HRMS), administration, compliance management and training and development. She was awarded the 'Workday' Champion for the APAC region during the global role out of a new HRMS system in the company. She was promoted to Director of Human Resources in April 2015 where she handled the entire Human Resources, Personnel Management and Learning & Development department under her leadership. Prior to joining JW Marriott Mumbai Sahar, Rimal was the Director of Human Resources at Four Seasons Hotel Mumbai.

Life has come to a full circle as Rimal returns back to the Marriott group with which she entered in the hospitality Industry. ■

Chef Sudeep Sinha Appointed As Executive Chef At Alila Diwa Goa



Alila Diwa Goa

Alila Diwa Goa brings a refreshingly unique resort experience to Gonsua Beach in Majorda, just 20 minutes from Goa Dabolim International Airport. Alila Diwa Goa offers rooms with sweeping views of the paddy fields in South Goa. Its 5-star facilities include 4 dining options and an outdoor pool. Free WiFi is available in all the rooms of the property. Spacious units feature a private terrace and modern Goan décor. Each well-appointed room has a seating area with a 40-inch flat-screen TV, and a private bathroom with a standalone bathtub. The 24-hour VIVO restaurant serves Indian and international cuisine from its open kitchen, while the open-air Spice Studio offers exotic Indian cuisine. Other dining options include gourmet meals at Bistra and cocktails at The Edge Bar.

Alila Diwa Goa discover an exquisite resort experience in South Goa, amid a serene landscape of lush, verdant rice plantation flowing towards the Arabian Sea.

Alila Diwa Goa is pleased to announce the appointment of Sudeep Sinha as Executive Chef. Born in Jabalpur, Chef Sudeep secured his degree from the Institute of Hotel Management, Chennai. He began his culinary career with Trident Jaipur and later joined the Taj West End Bangalore where he climbed the ranks to become Chef de Partie.

After which he relocated to Taj Lake Palace, Udaipur and in 2010 to Vivanta by Taj, Panjim – Goa, where he was promoted to Executive Sous Chef in 2013. Chef Sudeep comes with more than 14 years of experience in the luxury hotel and restaurant space and is raring to add new dimensions to the offerings at Alila Diwa Goa.

After spending a year in the U.K. as Executive Chef with Intercontinental Kingston, Chef Sudeep decided to move back to the state in which he had worked for the longest time and where he felt at home. He joined Kenilworth Beach Resort and Spa - Goa as Executive Chef in 2014. He has had the opportunity to work alongside Celebrity Chefs around the world for several years like Chef Ahmed Ammouri, Chef

Barnidharan, & Chef Kachroo just to mention a few. The highlight of his career has been to serve the Royal Family and his favourite football team, Manchester United during his tenure at Intercontinental Kingston.

On joining Alila Diwa Goa as Executive Chef, Sudeep Sinha said “I am extremely thrilled to be a part of the Alila Diwa Goa team. I enjoy cooking simple yet flavourful food combining the freshest ingredients and my creativity, to conjure an attractive feast for all the senses. Along with my team I look forward to creating memorable and unique experiences for our guests”. When not found cooking in the kitchens at Alila Diwa Goa, Chef Sudeep loves to relax by the beach with his son and wife and enjoys a chilled beer and fishing occasionally. ■

Sheraton Hotels And Resorts Opens Sheraton Grand Pune



Since their first hotel in 1937, Sheraton Hotels & Resorts has been a transformative figure in the world of travel. With innovative programming, worldwide destinations and a commitment to guests, they perpetually go beyond to remain at the forefront of the industry. As they evolve, adapt and change with the times, they have remained true to their core values that began their journey many years ago. Sheraton Grand their collection of premier hotels and resorts, featuring the highest levels of design and service has opened doors in Pune Bund Garden, a newly renovated property. Owned by BrahmaCorp, Sheraton Grand Pune Bund Garden Hotel is the second 'Sheraton Grand hotel in India and the fourth Sheraton hotel in the country.

"We are thrilled to expand the Sheraton Grand presence in India with the opening of our second premier-tier hotel in the country. The hotel has 177 rooms", said General Manager Jaswinder Narang of Sheraton Grand Pune Bund Garden.

Sheraton Grand Pune Bund Garden Hotel recently completed an extensive rebranding and renovation, featuring a complete transformation of its 177 well-appointed guest rooms, lobby and public spaces as well as added meeting facilities. The sophisticated design pairs old world charm with contemporary design and comfort, while a palatial exterior embodies architectural concepts that originated

during the Peshwa dynasty. Revitalized guest rooms combine a streamlined elegance with panoramic views of Pune and all of the Sheraton brand's signature amenities and services, including a premium sleep experience. A stay in one of the 28 Sheraton Club Rooms gives guests exclusive access to the Sheraton Club Lounge, a relaxing, upscale space featuring complimentary American breakfast, afternoon cocktail hour with hors d'oeuvres, and a variety of beverage options.

The hotel is equipped with a four-storey health club which boasts an extensive range of cardio and training equipment, aerobics and yoga classes, squash court, private massage rooms and more. Additional recreational facilities include a scenic pool and the signature Shine Spa with five treatment rooms. The hotel's signature restaurant, Feast, boasts a lively, fun and family-friendly atmosphere, offering international cuisines at the all-day buffet. Bene, an upbeat and friendly Italian trattoria features a rustic menu of salads, soups, antipasti, pastas, rotisserie meats and homemade bread that can be savored within the old-world ambience. Explore the exotic flavors of North India while enjoying the cool breeze atop the rooftop at Chingari, an all-Indian cuisine restaurant featuring local delicacies. Guests can also experience Sheraton's inventive lobby bar menu concept, Paired which offers unexpected and innovative pairings of small plates and premium wines and beers.

The hotel also offers a range of function spaces including elegant venues, state-of-the-art-facilities and conference rooms. Its 6,100 square foot Majestic Hall and Sovereign Room both add undeniable character to any event at hand with its intricate murals as a centerpiece. Pairing elegance with convenience, all of the rooms are equipped with state of the art audio-visual technology and high speed internet, ideal for corporate and social gatherings.

"Pune has seen a growing demand for internationally-branded hotel experiences in recent years," says Ajay Aggarwal, Managing Director, Brahma Corp. "We are confident that the Sheraton Grand Pune Bund Garden will become a preferred destination for both business and leisure travelers to the city of Pune."

Strategically located in the city centre and in proximity to Pune's sightseeing and shopping district, the hotel is ideal for business and leisure travelers alike. The major industrial hub of Pimpri-Chinchwad as well as the IT parks at Hinjewadi and Magarpatta City are all conveniently located nearby, allowing guests to easily go about their business endeavors in the city. For travelers seeking entertainment and adventure, the location offers nearby trekking trails with beautiful views combined with challenging hikes and a wealth of leisure options including modern malls and charming restaurants at MG and Koregaon Park . ■

Nightlife: A Boost For Hospitality Industry

Nightlife in India has evolved rapidly in the last few years as bars and pubs have turned into event venues leading towards more employment for artists and revenues for government. At present, India has the youngest population in the world with major metros having numerous bars and nightclubs in each city. Nightlife needs to be seen as an urban social phenomenon which needs to be balanced through urban planning interventions and legislative amends.

Nightlife in any new place is always a good way to get familiar with their party culture and presents a wide array of options for entertainment. Having the diversity India has in terms of culture and geography, the nightlife culture in India is an interesting scene here. While some cities are known for their scenic charm and vibrant festivals, others revel in their enthusiastic nightlife which comprises of themed parties, pubs and restaurants and several live music performances.

The metro cities of India promise you a blend of happening party scene with a variety to suit everyone's taste. Some places in India are particularly popular for their hedonistic lifestyle and psychedelic trance parties. While they are officially restricted and regulated at many places, these parties are very popular with the young crowd. Of India's Rs. 2,04,000-crore food and beverage (F&B) industry, Mumbai's bar and pub industry alone accounts for an annual estimated turnover of Rs. 10,000 crore. Nearly 15 per cent of the State government's GDP comes from the industry. A FICCI and Grant Thornton report expects this figure to touch Rs. 3,80,000 crore by 2018, with Mumbai and Delhi together accounting for 22 per cent.

If Mumbai, the financial powerhouse of India, needs to compete globally,



and provide a work-life balance for its citizens, business visitors and tourists, it must fully unlock this potential.

A Maharashtra government report put together by Accenture in 2015 predicted how, if night life gets a boost, tourist expenditure in Mumbai will double, as will the average length of stay in Mumbai (currently two days for domestic tourists and four for foreign visitors).

A city that never sleeps

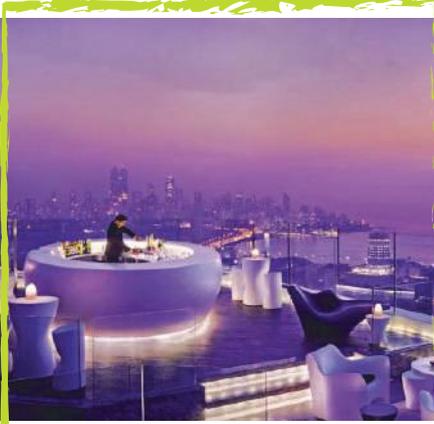
Historically, Mumbai has been a vibrant and active city, often referred to as 'the city that never sleeps'. This is one city in India that was known for its nightlife, but not in the modern sense.

Apart from Bollywood stars, industrialists and high-earners frequenting pubs and restaurants, mostly inside five-star hotels, Mumbai's nightlife in the early '80s was dotted with khau gallis and omlette-pav stalls or tiny bars outside railway stations.



Mumbai being a port city, with a textile mill and manufacturing industry as well, ensured that people worked round the clock, and took the last train home. For others, dance bars in suburban Mumbai were night haunts. None of these activities disturbed the everyday lives of people, and were not seen as a nuisance. Liberalization in the early 1990s saw a rise in the average disposable incomes, and the mushrooming of restaurants, malls, pubs and discos.

A lot of the change also has to do with the majority of the population being below the age of 30, and women



deteriorated when in 2012, the police took cognizance of people's complaints and went to the other extreme: It started raiding pubs and bars, asking patrons for drinking licenses quoting archaic laws, all of which dissuaded people from socializing. The nightlife economy of the city deteriorated drastically.

Understanding the dilemma

In its scramble to provide the much-needed push to Mumbai's nightlife economy, the municipal corporation and the police completely ignored



entering the workforce. Transportation, long commutes and the rapid pace of the city, which results in long-working hours, has created an increasing demand for late-night socializing options, whether it is for coffee, a meal or a drink. Since urban planning in Mumbai never accounted for pubs and discos as separate from restaurants, they started coming up in residential areas, and the locals were never consulted before sanctioning licenses.

There was no control over the dance bars — 600 of them — throughout the city, and issues of morality and increasing prostitution started being raised. This is where the sparks began to fly.

In July 2005, late NCP home minister R.R. Patil brought in a ban on the dance bars on issues of morality, promiscuity and prostitution, bringing a halt to Mumbai's nightlife. It further

the need for people to socialize vis-à-vis the crumbling nightlife laws and infrastructure.

Mumbaikars, who spend their week through long, tiring commutes and hectic working hours, truly deserves a night life, and a vibrant one, for 'chill' time post-work and on weekends. And business travellers and tourists need to unwind and breathe the city. But can this happen at cost of the right to peace and tranquility of an individual.

Issues related to nightlife are the same the world over, but if tackled in a more informed way right from the start, the government will be able to minimise the hiccups it is bound to face on the way to Indian cities that will be alive 24x7.

Let us look at a few solutions that could be considered as amendments to the Act before Mumbai steps into the 24x7 zone.

A nightlife regulation document

Mumbai has six administrative zones and a nightlife regulation document can be put in place before the entire archipelago lights up at night. Instead of implementing the Act wholesale, it would be wise to plan a zone-wise rollout plan for the city. It could also start as a weekend plan, where establishments are kept open through Friday and Saturday nights.

Based on their zonal experience, civic authorities and police could coordinate and document a Standard Operating Procedure for managing law and order, tackling traffic, night infrastructure and commuting and, importantly, noise issues in the zone.

New York City enacted a nightlife legislation law in 2006, owing to the increasing nuisance caused by drunken brawls and safety issues. The law tackles issues of underage drinking, improving club safety and increasing street and transportation safety.

Mumbai will need to chart out a separate chapter on women's security and safety and how this will work out.

Noise abatement in town planning

It should be mandatory for local licensing authorities, in this case the Mumbai civic corporation, to work with establishment owners to ensure that complex issues relating to regulating internal music systems, keeping in line with the design of buildings and the neighbourhood, are followed.

Non-residential activity on residential premises should be permitted selectively, carefully taking into consideration its community's needs, provision for the traffic and parking that would be generated, as also the environmental impact.

An interesting way to tackle this might be the way Singapore has done it. As a whole country that is smaller than Mumbai, it is fighting a severe space crunch; intense segregation of spaces is

impossible for every venue.

In Singapore, nightclubs and amusement centres can come up in premises that are marked wholly commercial and in commercial zones. Permissions involve both the police and local authorities who check acoustics, and the noise norms and vibration issues, dispersal and parking provisions, which establishments have to follow.

At any point, the authorities are allowed to intervene in cases of noise and vibrations caused by pubs and issue shut-down notices.

Opening locked up assets

Mumbai has seen the transformation of locked up assets like the defunct mill lands and industrial areas, mainly in Lower Parel, LBS Marg at Kurla, Andheri, Ghatkopar, Powai and Mulund. The conversion into retail and entertainment zones has proved to be a huge success. Most of these properties are away from residential zones and can become entertainment hubs where nightlife infrastructure can be planned and provided so that businesses start investing in these areas.

There should be a concentrated effort on behalf of the government to open up such properties in land-starved Mumbai by giving them special concessions.

The Revised Draft Development Plan 2013 has made amends in the Development Control Rules 2013 that will allow defunct single-screen cinema theatres to be used for other entertainment purposes. These properties, which were previously buzzing at night, can be reinvigorated for entertainment purposes.

Make business districts night-friendly

There is a growing demand from residents to carve out entertainment zones in areas like the Bandra-Kurla Complex or Ballard Estate, and shift all night activities there. Although it seems

ideal on paper, good urban planning says a mixed use of residential and commercial is a healthy and preferable solution. For a woman to get out alone late at night and find a commute back home from isolated areas of BKC or South Mumbai poses issues of safety and security.

An example in this regard is Kalaghoda in south Mumbai, which used to be a quiet and isolated area less than a decade ago. It has now become a hub for nightlife, with pubs, cafes and fine-dining restaurants. The Kala Ghoda

to police interventions. The police cannot be isolated from permissions and then be expected to monitor these establishments. There is need for a rethink on how the Mumbai police should be brought back into the system and a check kept on corrupt practices.

Party safely

No one can deny that every vibrant city with global aspirations and waiting to tap its full economic potential should give its citizens and entrepreneurs an opportunity to enjoy its night potential.



Arts Festival, an annual art and culture celebration, played a role in getting people to frequent the area and enjoy their evenings in the grandeur of the heritage district.

Just having a few restaurants in BKC or Ballard Estate will not make the area safe. It is necessary for the authorities to host weekly bazaars or set up a Mumbai haat in these areas for it to become nightlife-friendly. Corporates could be roped in for this cause.

Get the police back into the system

In December 2015, owing to complaints of police harassment from hoteliers, the State government removed the requirement for police approval to get performance and public entertainment licenses.

While the intention of the government cannot be doubted, it has proved to be counter-productive: establishments stopped paying heed



At a time where Mumbai's income inequalities are leading to gentrification in a few areas, nightlife provides a Ground Zero for everyone in society. But it will only be a boon for the city if done in a holistic manner, by bringing in the right regulations and following them scrupulously.

After all, nightlife can be a great social catalyst, and its ability to breach barriers of caste, ethnicity and religion cannot be undermined.

How something as basic as the freedom to enjoy life can be perceived as bad or illegal. "Is our culture hiding at home and not meeting new people?"



actually much safer when a city has a open and vibrant nightlife than not.

The government in Bengaluru moved the night deadline from 11:30 pm to 1 am. The government came out on record and said that there was no increase in any untoward incidences; incidentally the crime rates went down. It's a well known fact that cities which are open till later tend to see lower crime rates.

We are living in the 21st century and today Mumbai is a city that shines bright on the world map. It attracts thousands of tourists each year which translates to a



Not enjoying life and living under a curfew? If something is legal in the day does it become illegal at night? These are questions that we all need to ponder upon. India is a young country. We need to start listening to what the youth wants. And what they want is a vibrant nightlife.

Creating certain nightlife hubs or districts too, will aid in taking the pressure off of residential neighborhoods. This leads to designated zones and helps contain any disturbances, and noise pollution. Cities can plan for better late night public transport facilities to ensure there are less accidents. The government should look at promoting organised and licensed businesses instead of unregulated and unlicensed businesses that could be a health hazard. "We have liquor shops slyly opening at night and supplying alcohol to people in dark corners who then drink and drive. It's

lot of revenue for the city and state. Why not develop that avenue for revenue even at that late hour.

Facilitating factors

Another thing that India could benefit from is creating 24-hour cities. Talking on the need for such cities. India is an exciting destination. It is a very welcoming place; the people here are enthusiastic and hospitable. This gives it so much potential. Having flexible licensing hours is really important. Why can you have a glass of wine and baguette at 5 am in Paris but not in India. The appropriate course of action is to work with councils and politicians to allow professionally run companies to procure a 24-hour license. You employ people, light up streets; it helps the retail industry better, and makes the fashion industry improve. It's a win-win situation.

Lifestyle is Changing

While India is not especially known for a wild and crazy nightlife scene, it does not mean that there is any dearth of it in the country. Whether you seek a beer pub with rock music covers melding themselves into the background or a dance club, complete with vodka shots, upbeat music and disco lights, India's nightlife has it all.

The country is replete with posh restaurants, trendy pubs, jazzy nightclubs, happening discotheques and rest assured, a night out in India will give oneself a lot of fun.

Nightlife in India can take a variety of forms. There are outdoor hippie-style parties in places like Goa and Manali which may follow a psychedelic and trance theme to which everybody is invited. There are also indoor clubs in all the major cities which play the latest Bollywood music and encourage all party-goers to dance their nights away. However, these may involve a cover charge and alcohol and food may be accordingly expensive. Another popular option for those nocturnal folks is the rise of Resto-pubs or Resto-bars where you can enjoy a good dinner along with drinks.

These are the often sought after hangout options for many young professionals and college students as they also usually call local bands to play while you enjoy your evening. This setting is perfect for those who want to spend their evening relaxed and in the company of good music. For those who wish to spend their nights immersing themselves in the arts, there is an endless repertoire of opportunities to drown in the cultural wonder of India. In every major city, there are cultural programmes put up. Right from dance performances to music to theatre, you will not find a single evening in India devoid of entertainment. Each city displays its own culture in these performances and hence no two cities will provide you

with an identical experience. A night out in India, whether or not it is with alcohol, will always be a memorable one

The music scene in India is quickly changing, and venues are opening their doors to bands and artists playing electronic, EDM, jazz and everything in between. If you're a music junkie and like your music live, there are a couple of dozen venues across the country that offers great experiences.



India growing nightlife sector

Globalisation and numerous other socio-economic factors, as the reasons why the concept of dining and entertaining outside the purview of one's homes has seen remarkable growth in the past few years. While the growth of this trend is largely witnessed by major metropolises and cosmopolitan cities like Delhi, Mumbai, Bengaluru, Chennai and so on, Tier-II cities have also seen a steady growth in dining out. The augmentation of this trend is also attributed to a new generation of working professionals who not just work hard, but also want to enjoy well in their personal life and don't hesitate from spending or experimenting with their dining and nightlife experiences. This generation is looking for a fine work life balance and is the new driving force behind the growth of this sector.

Over the years, besides the western tourists, Indians, too, love to travel, whether within India or outside. Families also like visiting restaurants where they offer entertainment options like live bands. According to National Geographic, Goa has been voted sixth

such a manner.

India is also home to the largest youth population in the world, with nearly 701 million individuals below the age of 30. By 2020, India is set to become the world's youngest country with 64% of its population in the working age group.



in the world for its nightlife and that definitely has contributed to more tourists coming in to see the place.

All dynamic, iconic urban hotspots are defined by culture, social engagement and interaction opportunities with a robust economy for tourism and locals alike. Nightlife experiences are an integral part of any big city today, and help determine how lively, vibrant and diverse a city is considered. The perception that a nightlife destination offers solely berserk parties and a drink-until-you-can't-anymore atmosphere makes it harder for this sector to be seen in a positive light and is something that policymakers and authorities should keep in mind, before presenting it in

The scope of the nightlife scene

in India is enormous and the revenue it generates for the government is desirable. Currently, there are over 6,200 licensed bar premises, contributing over 11,500 crores to the Indian economy growing at an astonishing CAGR of 20%. About 14,000 crore is the actual size of the PBCL market which comprises both chain and standalone formats which is a largely organised market. This year alone, the Indian restaurant sector will create direct employment for 5.8 million people.

Lot of positive planning can get along to make India a Nightlife friendly nation, in turn boosting the travel, tourism and hospitality Industry. ■



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The Lagoon

First Eco Friendly Resort in Lonavala

The Lagoon Resort in Lonavala is India's first environmentally friendly resort in Lonavala near Khandala, equidistance between Pune and Mumbai Express Highway. A man-made lagoon with eco-friendly entertainment activities is the highlight of this resort.



The Lagoon Resort has committed itself towards providing the best products and services and constantly exceeding guest expectations, by employing the best possible environment-friendly methods and practices.

The resort is conveniently located within 1.5 km from the Pune - Mumbai Express Highway. Lonavala Railway Station is just 1.6 km away, while Pune International Airport is approximately 65 km away.

The Resort's 68 rooms are divided into three categories, namely Deluxe Room, Executive Suite and Lagoon Suite. All the rooms and suites are well-furnished and feature modern amenities like television and air-conditioner. Free Wi-Fi access is available in its public areas, while complimentary parking is provided on site.

Accommodation Deluxe Room

These elegant contemporary rooms are styled to suit the Luxury and needs of the Leisure as well as the business traveller. The dark oak wood on the floor of the Luxury deluxe rooms is complemented by soft tones of the upholstery and artworks on display. The sense of warmth is enhanced by the picture window with a private balcony that admits natural light and offers panoramic views of the Lonavala's landscape. The sumptuous Luxury Rooms are furnished with a king-size bed or twin beds, flanked by bedside tables. Each deluxe room is provided with fresh crisp bath towels, hand towels, face towels, and bathroom amenities including soap shampoo, and body lotion.

Executive Suite

The spacious and elegantly appointed Executive Suite of the resort offers an unparalleled feeling. Luxurious accommodation in the suite including a master bedroom, en-suite bathroom, and a living room makes for a great sense of style.

The room comes with the following highlights:

Amenities for Executive Suite:

- Welcome drink on arrival.
- Bathrobe & Bath slippers.
- Cake will be provided on Anniversary (Wedding or Birthday).
- Tea/Coffee Maker- complimentary.

Lagoona Suite

These are high quality suite for business travellers along with eminent service. It has a master bedroom, en-suite bathroom, and a living room with world class comfort.



The room comes with the following highlights:

Amenities for Lagoona Suite:

- Welcome Drink on Arrival
- Bathrobe & Bath slippers.
- Cake will be provided on Anniversary (Wedding or Birthday).
- Deluxe fruit basket and cookies will be provided in the Resort Room.
- Tea/Coffee Maker- complimentary.

Food & Dinning

The Patio

The Lagoona Resort - an Ecotel Hotel has a restaurant called The Patio, which serves a variety of delectable multi-cuisines to its guests.

Tipsy – Horse

This popular resort has recently come up with a brand new restaurant cum lounge known as the Topsy Horse located close to the swimming pool. The Bohri style cuisine served here is unique and has become very popular with guests both local and tourists.

The restaurant cum bar cum lounge has a unique menu which boasts of starters such as Mutton Kheema Samosa, Shaami Kabab, Topsy Horse Fusion Chicken Tikka, Mutton Chicken/Pattice (minced meat mixed with mild spices, coated with egg and then deep fried), Nargisi Kabab (a delectable mix of soya mince and lentils), cheesy mushroom bombs and lentil Samosas.

A coffee shop also forms a part of the resort and provides guests with an opportunity to relax and chit-chat while sipping coffee.

Meetings & Events

The Lagoona Resort Lonavala offers large and spacious banqueting areas specially designed to make it a perfect venue for business Conference, Wedding and Marriage Parties, with the best facilities and amenities.

Pearl	Coral	Oyster	Sapphire	
Area (Sq Feet)	400	1100	3000	700
U - Shape (Persons)	20	40	90	30
Board Room (Persons)	20	40	90	30
Class Room (Persons)	24	40	105	40
Theatre (Persons)	35	100	300	50
Reception (Persons)	N. A.	1000	400	0
Formal (Persons)	20	50	150	40

The Lagoona Resort is the best among Luxury Hotels in Lonavala. It is a perfect escape for those who believe in indulging and pampering themselves with nothing but the best. Well connected with the city and beyond, the hotel remains away from the hustle and bustle of the town. Come and enjoy your holidays at this Peaceful & beautiful resort in Lonavala. ■

Lonavala and Khandala

Mesmerising Peaceful Twin Hill Stations In Maharashtra

Lonavala and Khandala both are the hill station in Pune district in the Indian state of Maharashtra. Khandala is about three kilometers from Lonavala.



Lonavala is famous throughout India for the hard candy sweet known as chikki. Lonavala has been blessed with valleys, hills, Milky Waterfalls, Lush Greenery and pleasant cool winds. The morning sun rising over here appears as if it is sprinkling rose water all over. Chirping birds gently awaken oneself and all of this makes it a really Good Morning. The whole place is covered with a thick blanket of fog early in the morning; this is how the day begins here.

If you travel to the Khandala hill station, one thing is for sure - you will fall in love with it at the very first sight. Infact, most of the people who stay in Mumbai and Pune visit this hill resort on weekends, to forget the daily pressures and let their body as well as their mind relax and rejuvenate. Khandala

has been blessed with nature's beauty in abundance. The natural splendor, combined with peaceful surroundings, makes the hill station the perfect holiday spot. Today, Khandala is counted amongst one of the most visited tourist destinations in India.

Bhaja Caves



Bhaja caves, second century old Buddhist caves, in Lonavala is rare Buddhist tourist destination. These caves

encloses 18 rock cut caves constructed by Buddhist nuns and enshrines many sculptures like a prince in a chariot, a prince seated on an elephant, three armed warriors and dancing couples. All these sculptures are the specimen of Indian architectural age and the mastery in sculpturing.

The first cave is believed to be the residential place of the master of the caves; the next ten caves are Buddhist viharas with one cave

contains the Chaitya hall. The rest seven caves are adorned with inscriptions including the details of the donor. A water fall is also located at the last of the caves.

Bushi Dam

Bushi Dam is one of the majestic



picnic spots in Lonavala. The Dam is magnificent during the monsoons with water gushing out through the dam make exhilarating waterfalls. The Dam is located at the backdrop of scenic hilly terrains and lush green environments. This is a much sought weekend and vacation destination in Lonavala. Calm environment and cool atmosphere add the beauty of this site.

Karla Caves



Karla Caves are the largest cave temple in India and is located in Lonavala. These rock cut caves are assumed to be built around 100 AD by Buddhist nuns. The marvelous ancient Karla Caves are presently a popular tourist destination to have a close look at the ancient Buddhist architecture and culture. These caves exhibit Buddhist ideologies through inscriptions and stupas.

The Chaitya hall is spectacular with 37 octagonal pillars with a base structure of a water jar and it has a special feature of the facade screen made out of teak wood. The entrance of the Chaitya hall is adorned with an arch in the shape of a horse shoe. Karla caves encloses Buddha viharas, where the monks were staying during their meditation period in the caves. The cave encloses sculptures of elephants adorned with metal jewelries and ivory tusks.

Koli Temple

Koli temple, a temple of the Koli (fishermen) community in Lonavala,



is located outside the main Chaitya of Karla caves. The tribal Goddess Aai Ekvira is the main deity here. The Koli tribes throng to this temple during special occasions like Navratri and chaitra. One can see the Koli fishermen community populates walking all through the hilly terrains to reach the temple with festivities, Koli dances and folk music. Koli tribes believe that the tribal Goddess has majestic powers.

Koregad Fort



Koregad Fort is an individual fort in a hillock which is not connected to other hills in Lonavala Region. About one hour trekking expedition

is required to reach the top. This hillock is credited with few ponds and magnificent picturesque landscapes. This fort stands alone with grandiose solitude. One can get eye pleasing views of surrounding hilly terrains and other forts from the peak of this fort.

Lohagad Fort



Lohagad, literally means Iron fort, is an important hill fort used extensively by Chatrapati Shivaji. It has a long history and was used by all dynasties who ruled Vidarbha and Maratha kingdoms. The

fort is placed at an altitude of more than 1050 meters. This fort is situated on the Sahyadri ranges and divides the Pavna basin and Indrayani basin. The fort site is a fine destination for tourist with interests in architecture, archeology and history. The actual date of original fort is not clearly known but the known records points out some additional constructions such as a step well and big tank during eighteenth century. The ancient fort's four mammoth gates are still intact and are in good condition.

Lonavala Lake



Lonavala Lake is also known as Monsoon Lake as it dries up during the winters and gets filled with gushing water during monsoons. This lake, built around 1876, is a picturesque picnic spot in Lonavala. This location is gorgeous with natural beauty and scenic surroundings. The source of the Lonavala Lake is the famous river Indrayani. This lake is a natural habitat of many water bodies. Many varieties of birds can be spotted over the lake.

Manranjan Fort



West part of the Rajmachi fort is Manranjan Fort. Its construction was strong so that no enemy could destroy it easily. The fort was built to have a watch on the plateau down the Manranjan hills. The fort has three entrances and also has a water tank at the top of the peak. The government and local authorities

are taking necessary steps to preserve this historical fort. The fort offers an excellent panoramic view of the plateau down. The Fort is placed at the peak of the hill which is vibrant with thriving natural beauties.

Morvi Dongar



Morvi Dongar is a fascinating hillock between Tung fort and Devgad. This is at one side of the Pavna Lake. There are many trekking routes from Morvi to Tung fort and other hilly ranges in Lonavala. Morvi Dongar is a jungle region with many varieties trees and flora. This is a natural habitat of various kinds of bird fauna. Bird watchers can enjoy the day here watching beautiful birds.

Nagphani



Nagphani, later known as Duke's Nose after Duke Wellington, is a cliff at Khandala. The Cliff is pointed like a snakes pointed head portion (hood) and hence the name Nagphani (Nag means snake and phani means hood). The name Dukes' nose is derived as the cliff looked like the shape of the Duke. This is a marvelous picnic spot nearby. Adventurous trekking is highly essential to reach the Duke's nose and the view

of the downhill plains from this point is mind boggling.

Pavna Lake



Pavna Lake is an artificial lake formed by the Pavna Dam built across the Pavna River nearby Lonavala. The lake attracts many tourists due to its imposing natural ambience and cool climate. From the dam site one can view the majestic sights of Tungi, Lohagad and Tikona forts.

Rajmachi Point



Rajmachi Point is located about 6.5 km from Lonavala. This point commands a view of Shivaji's famous fort, Rajmachi and the surrounding valley. Regular State Transport buses ply between Rajmachi Point and Lonavala from the State Transport Bus Stand. The famous Vaghjai Dari is also located here.

Rajmachi Wildlife Sanctuary



The Rajmachi Wildlife Sanctuary is located in the picturesque locale surrounded by dense green forests. The wildlife sanctuary is on the foothills and hilly terrains of Western Ghats in

Sahyadri ranges. The sanctuary offers the wildlife beauty in its pristine passion. This is a weekend destination for the nature loving tourists. The sanctuary encloses abundance of animals and birds. One major attraction here is the mammoth Indian squirrel. It is a rare place where one can spot the wild animals freely moving in their natural habitat. The landscape is enriched with rare species of herbs and plants. The location is very good for nature walks, trekking and bird watching.

Ryewood Park



Ryewood Park is a picturesque hang out in the hill station Lonavala and is located very close to Lonavala market. This Park has plenty of grounds with greenish lawns and playing grounds for children. The Park is blessed with many varieties of trees which are decades old. It

was a botanical garden and later converted to a Park. The present day garden has many facilities for merry making and is thriving with many varieties of flowers. Ryewood Park is weekends hang out for many families. Children enjoy the playing facilities in the Park. One can get the pure air in this park.

Sausage Hills



Sausage Hills is one of the best picnic spots in Lonavala. This pristine hill is covered with dense forests and is the natural habitat of many varieties of

birds. The Sausage hill is the perfect place for hill climbing, bird watching and trekking. Many trekking trails originate from Sausage hills and leads to other hilly terrains, forts and lakes. From this hill one can get eye catching views of Pavna Lake and Tunga Fort.

Scorpion's Sting



Scorpion's Sting, also known as Vinchu Kata, is a long and narrow fortified spur in the region of the Lohagad fort which extends westwards of the Lonavala. This is a finger styled projection of fissure of Lava and the name scorpion's sting due to its natural shape. The attractive beauty of the pinnacle of this hilly terrain is worth visiting.

This trail is very fascinating for the nature lovers and trekkers. From this peak one can descend towards the Visapur fort. The peak offers long views of surrounding plains and lush green sceneries of the forests.

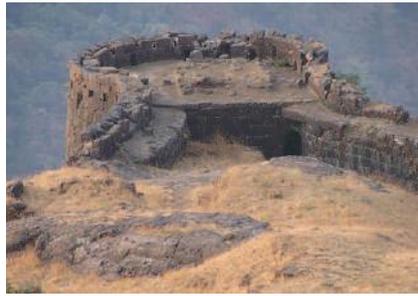
Shooting Point



Another scenic point in the town of Khandala, which provides magnificent view of the Rajmachi Fort and the valley below. It is also the home for the St. Mary's villa.

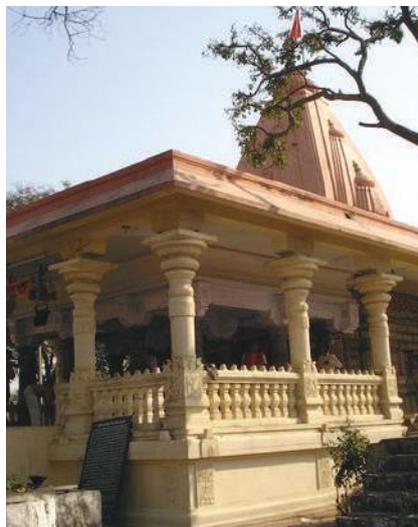
Shreevardhan Fort

Shreevardhan Fort, an ancient fort spotted with the history of Maratha rulers, is situated to the east region of Rajmachi town near Lonavala. The



construction of the fort is in Maratha style architecture and the imposing entrance of the Shreevardhan fort is in a semicircular shape. The fort is built at the pinnacle of one of the peaks in Rajmachi, so that one can view the movements of the downhill region. The view from the fort is breathtaking with wide greenish landscape and undulating hilly terrains. The fort encloses attractive Buddhist caves and two water tanks with plenty of water all through the year. Bhairavnath temple adds the attraction of the Shreevardhan fort.

Bhairavnath Temple



Bhairavnath Devasthan is situated at a place called Dhak in Rajmachi. The primary deity of this grand old temple is Shiva in the form of Bhairav. The temple architecture is similar to Shiva temples elsewhere in Konkan region. The temple is located in the backdrop of naturally thrilling forest regions. Soft breeze and cool ambience provide the premises of the temple a sacred atmosphere. The temple can be approached by a slippery path. Many small shrines for other Hindu

gods and goddesses are also placed around the main sanctum sanctorum. Mahashivratri is the famous festival here on which day hundreds of devotees visit this temple with many offerings.

Tiger's Leap



Tiger's Leap is a cliff-top with a sheer drop of over 650 m, giving an extensive view. Many tourists come here to see the valley during sunrise.

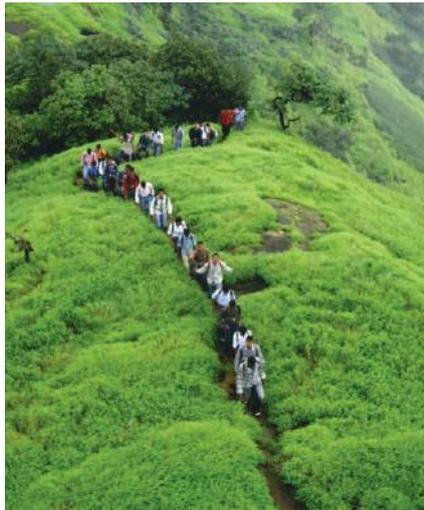
Tikona Fort



Tikona Fort, also renowned as Vitandgad fort, is a major hill fort in Maval region near to Lonavala. Tikona fort, literally means triangle fort, had witnessed many dynasties ruled in the Maratha region. This was the nerve centre of the many activities of entire Maval Pavna regions. The small hamlet close to the fort is Tikona peth. The fort's mammoth entrance is a special attraction. The Tikona fort is a great trekking destination for the adventurous tourists. One can get the eye catching views of the Pavna Dam and the forts at Visapur, Tung and Lohagad. The fort encloses a lake, Satvahan caves and the temple of 'Trimbakeshwar Mahadev'.

Trekking in Rajmachi

Rajmachi is a renowned trekking place in Maharashtra near Lonavala. The Western Ghats and Sahyadri ranges offers mild to hard trekking experiences



to all adventure loving tourists. The area famed for its exotic natural attractions is really a breathtaking place to have trekking expeditions. Climbing the hilly terrains to reach the famous medieval forts is a real experience for lifelong memory. The trekking trails from Rajmachi to Khandala plateau, to Tungarli Lake and also to Lonavala are challenging for amateur trekkers. One can trek from Rajmachi to Kondana caves or to Ulhas river shore. Many tourists to have nice experience of natural treks, visit this unspoiled nature's gift.

Tung Fort



Tung Fort, also known as Kathingad, is a fort in the peak and is very difficult to approach. The fort is in the Maval region which was ruled by Maratha kings. The fort is constructed at a height of 3500 feet and about 1200 feet hilly terrain are with steep ascents.

The Tung fort is a tough and rough adventurous trekking destination. One can start trekking to Tung fort from Phagne Dam in Pavna River. The Tung has a temple dedicated to Devi Tungai. There is a lake and a cave inside the fort region. From the pinnacle of the hillock, one can enjoy the majestic views of Laghghar and Visapur forts.

Tungarli Lake



Tungarli Lake is an artificial reservoir in Lonavala. This lake is the major source of water supply to Lonavala city. There is a dam across the Tungarli Lake. During monsoons the lake fills with water. The Lake is located at scenic surroundings and the well maintained lakeside adds to the beauty of the place. The garden near the dam site is a nice location for evening walks and hang outs.

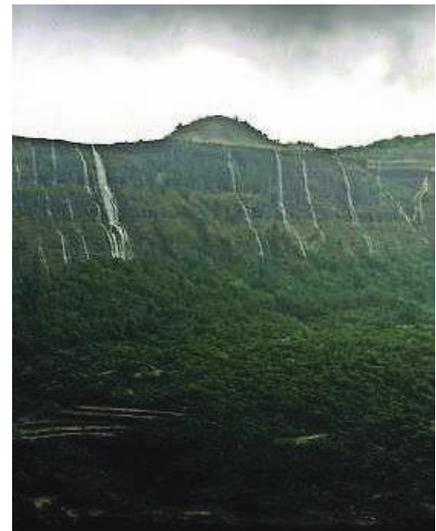
Valvan Lake



Valvan Lake is one of the beautiful picnic spot in Lonavala. The Valvan Lake is an artificial lake created by the Valvan Dam built across the Kundali River. The

Valvan dam is the source of water to the Khopali power station. By the side of the lake there is a beautiful garden with vast expanse of landscaped plains. The Valvan Lake and the surrounding dam sites and the garden are popular evening relaxation spots.

Visapur Fort



Visapur fort is located at an altitude of nearly 4,000 ft above sea level in Lonavala. One has to do a real trekking expedition to reach this

historical fort. It is believed that the fort is built centuries back and was thriving with many activities during the rules of many Maratha dynasties. Chhatrapati Shivaji was using this as a place to watch the movements in the downhill and the plains. The scenic surroundings and the majestic panoramic views of the plains are the best attraction here.

Lonavala and Khandala Hill Station are lushes with greenery and natural beauty. In the season of monsoon one can see many waterfalls coming from the mountains. Lot of tourists from Pune and Mumbai travel to these twin hill stations on weekends a lot of trekkers and nature lovers come here for bird watching and to fulfill their joyous treks. Those living in Mumbai or Pune consider it a blessing indeed that they have the twin hill stations of Lonavala and Khandala almost a hop, skip and jump away. ■



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However, the pool industry in India was in its infancy and

world-class designs required world-class equipment to match. To achieve this, Mermaid Swimming Pools studied the international pool market and joined hands with international manufacturers of world-class products that were hitherto unknown in the Indian market. To this end, Mermaid introduced and is proudly associated with Emaux Water Technology - Australia, Mountfield Instant Pools - Europe and GMX water conditioners - USA.

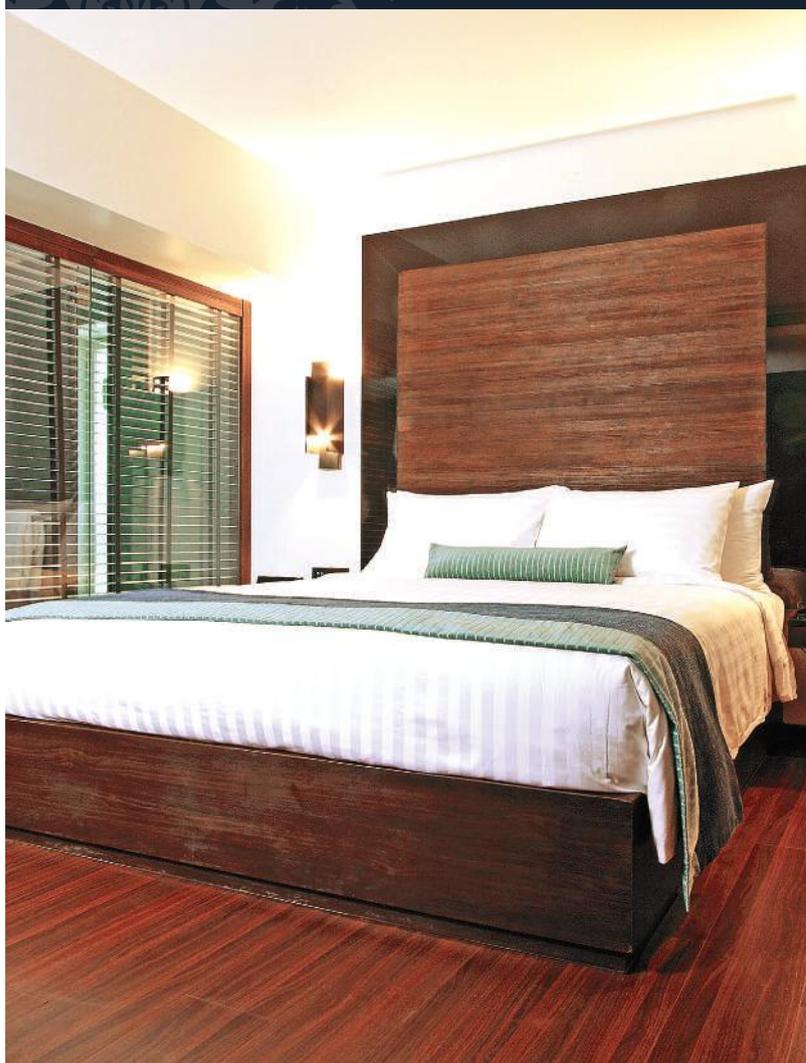


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Mountfield brings to India the finest above ground pools in the market designed, built and installed in over 47 countries across Europe. Mountfield pools are created from the finest materials, manufactured to meet the highest international quality standards, and to endure extreme temperature variations from scorching Spanish summers to below freezing German winters. Pools designed to provide fun and relaxation 365 days a year for the most discerning European connoisseurs, are now available in India.

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