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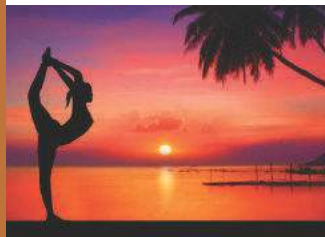
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JUNE 2016



Spa & Wellness A Growing Segment In Hospitality Industry



BIOLOGICAL SOLUTION FOR DRAIN AND GREASE TRAP MAINTENANCE!

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Fat, Oil and Grease (FOG) major reason for drain blockages in kitchens; it can be avoided by using Grease Grazer

Modern Days Product

Grease Grazer is an innovative liquid biological product that rapidly degrades FOG. It contains special non-hazardous bacteria specially tailored to degrade FOG waste.

Tried and Tested Product

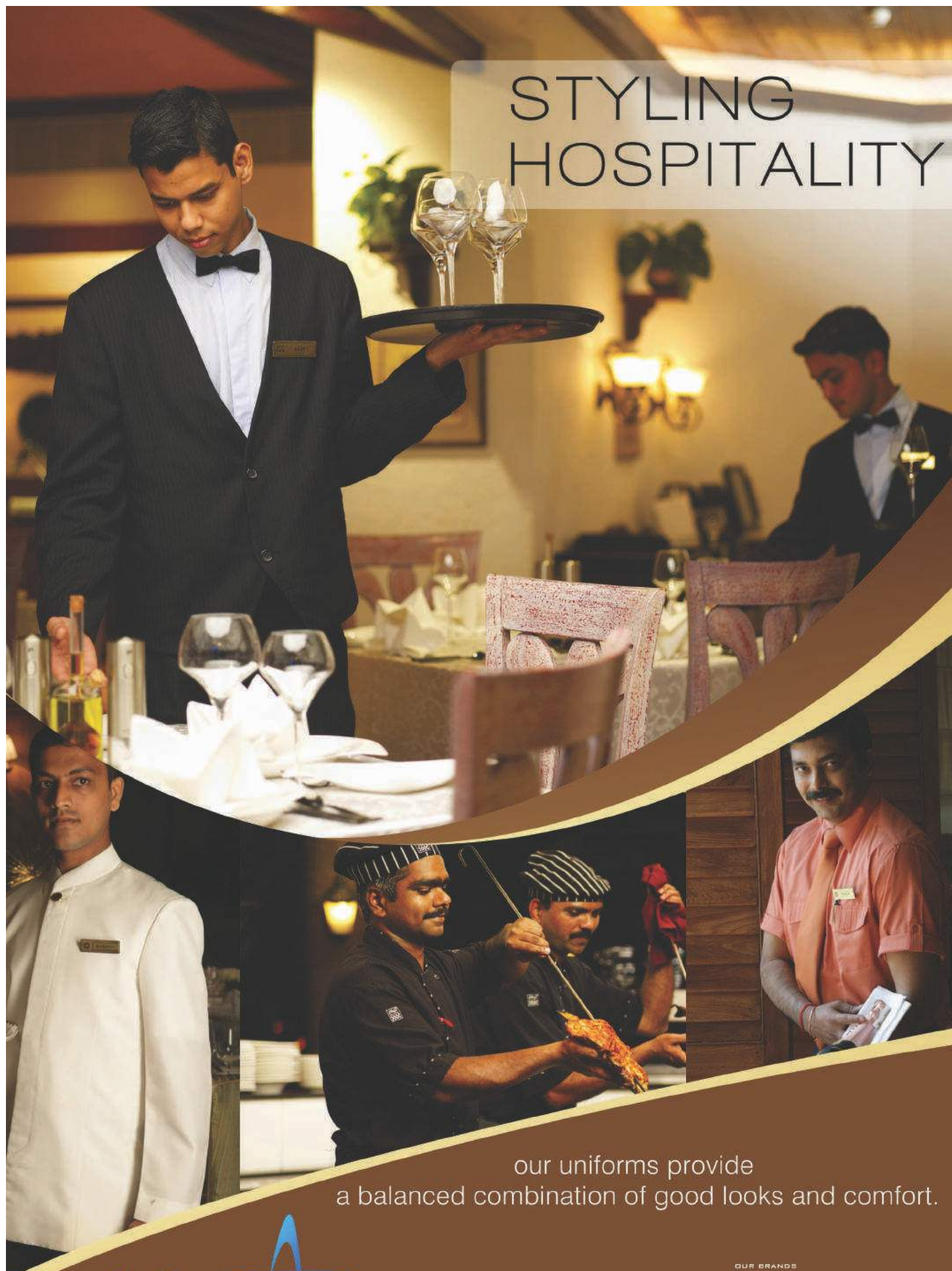
Various hotels and international food chains are currently using Grease Grazer in their kitchens in India.

Benefits of Grease Grazer System

- ✓ Cost effective solution
- ✓ No more frequent drain cleaning call out.
- ✓ No more offensive smell in premises
- ✓ Does not requires daily attention. 'Fit and Forget' type automated system.
- ✓ Grease Grazer avoids frequent emptying of fat traps
- ✓ Does not damage pipe system as it happens in chemical drain cleaning method.
- ✓ Self satisfaction for using environmental friendly alternative to pollution problem



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President's Note

Dear Members of the HRA (WI):

The monsoon season is around the corner, we hope this year it rains sufficient to give us water for all year round, our fellow hoteliers are gearing up for monsoon with offering good discounts to guest to lure them to visit their properties.

E-Tourist Visa and Tourist Visa on Arrival schemes by Government of India has seen increased tourist arrivals from different countries, hope for the coming season the government policies help us to develop good business with ease and less difficulty.

We appreciate our fellow hoteliers celebrating Environment day this month and hope that all our members follow eco and green practices in our daily routine by standardizing and involving our staff and associates to follow eco-cautious programs, and commitment to future green initiatives and eco practices. We also request our members to save water and donate less used articles from our properties to the NGO's helping the poor.

HRA NOW this month has focused on Spa & Wellness a growing segment in hospitality industry, which has created a market for hotels that cater to the health-conscious guest. There is a huge potential for hotel owners to capitalize on the development pipeline by designing full-service Spa & Wellness facilities in their hotels. The Spas & Wellness market in India has a large space for lot of innovation and customer satisfaction with full-fledged growth to a whole new level.

The destination covered in HRA NOW this month is Thane, the ideal travel destinations in the country as it is blessed with the best of nature. Thane has a large number of lakes due to which it is known as the city of lakes, it also has scenic beauty with a mixture of ancient and modern culture, making it one of the best tourist places in the state of Maharashtra.

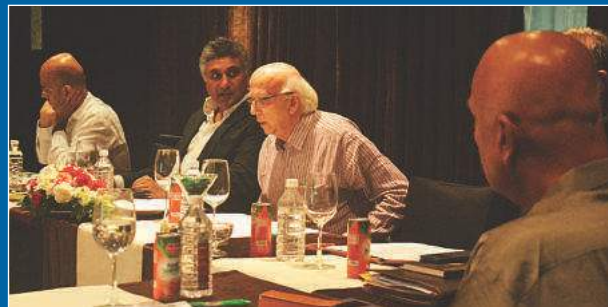
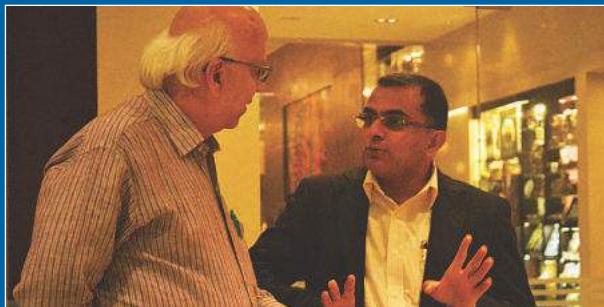
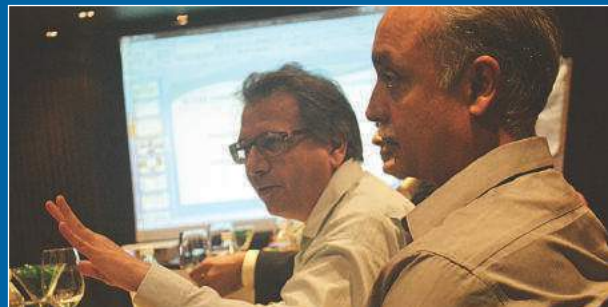
The Association has been organising number of seminars for the benefit of members, we request all our members to participate and gain knowledge through the same. This year's annual FHRAI Convention is being organized in the beautiful city of Indore in September. Members are encouraged to book their space early and also their flight/train tickets to avail of better prices.

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

With Best Regards,

Bharat Malkani
President HRAWI

Photos Taken During The HRAWI Ec Meeting Held At
THE HOLIDAY INN, Mumbai International Airport On
Friday, 13th May, 2016 Which Was Followed By Whiskey Appreciation
Event With A Sit Down Dinner





462, Senapati Bapat Marg, Lower Parel, Mumbai – 400013

The St. Regis Mumbai located in the heart of Mumbai City, is the country's tallest hotel tower, a timeless address in the city's premier entertainment and commercial district of Lower Parel.

The hotel offers 395 well-appointed guest rooms including 27 suites and 39 Residential Suites, each of which has a stunning view of the city or the Arabian Sea. All resident guests enjoy the uncompromising St. Regis Butlerservice, a first in the country. Guests can delight in world-class local and international cuisines including Indian, Modern Japanese, Pan Asian and European across the Hotel's four specialty restaurants or experience and the highest bar and nightclub in the country. Offering convenient access to the commercial districts of Parel and Worli, The St. Regis Mumbai is the new social epicentre for conducting business in the financial capital of India.



Plot No. 26, Shivnath Complex, Besides Nagar Nigam Office, G.E. Road, Supela, Bhilai - 490023



Hotel Amit Park International is a leading hospitality group in Bhilai. With an established name in the hospitality sector since last 6 years, they are on their way to tread a new path to elevate the standards of services being provided to patrons.

Hotel Amit Park International is a centrally located budget hotel in the city of Bhilai with close access to major business activities and social outlets and is ideally suited for both the business travelers and tourist alike. It has 26 well appointed rooms, 24 hour coffee shop serving continental, Indian and Chinese cuisine. In addition to the above facilities, the hotel boast of a well appointed business center and a Travel Agency to take care of guest's visits.

Magneto - The Mall, N.H. - 6, Labhandi, Raipur, Chhattisgarh - 492001

The first international luxury hotel with five-star facilities in the state of Chhattisgarh, more specifically Raipur City, Hyatt Raipur enjoys a prime location in Labhandi, a key commercial and residential district.

Strategically located on National Highway 6, Hyatt Raipur is a premium business hotel with close proximity to Raipur's Swami Vivekananda Airport, just a mere 15 minutes away by car.

Hyatt Raipur offers 105 contemporary guestrooms including 4 luxury hotel suites measuring 27 sq m to 84 sq m, each with a work station and high-speed complimentary Internet connectivity.

Guests can choose to dine at Café Oriza, their all-day dining café or enjoy the comforts of a lounge-bar at The Bar. StayFit at Hyatt offers state-of-the-art fitness equipment. Offering over 10,000 sq ft of meeting and event space with a Ballroom measuring 4,740 sq ft which opens into a 5,500 plus sq ft terrace, Hyatt Raipur is the perfect choice to host conventions, business events and weddings. With a capacity of up to 600 guests in reception style, the Hyatt Ballroom can be used for weddings with elaborate décor, product launches and conferences of varying capacities. Hyatt Raipur is part of a mixed-use complex, Magneto The Mall. The mall houses a four-screen state-of-the-art multiplex cinema, lifestyle stores and a commercial office hub.

HYATT RAIPUR



7, Sahar Cargo Estate, Chakala, Andheri(E), Mumbai – 400099

Founded in 1931, KC Fabrics is today an internationally respected brand for superior quality, well-priced furnishing fabrics that meet the requirements of a wide array of customer's Curtain and Upholstery needs.

KC Fabrics designs, manufactures, markets, and distributes furnishing fabrics across the globe. Unique designs, a plethora of colours, large inventory and passionate customer service makes KC Fabrics the preferred choice supplier for its customers and trade partners. Be it homes or hotels, offices or restaurants, KC Fabrics range includes the latest textures and fabrics, contemporary and new styles, intricate embroideries, glossy satins, and pleasing colours to meet every possible need and requirements.

From retail requirements of a few meters to large scale furnishing projects going into thousands of meters, KC Fabrics has the experience, capability and delivery track record that's on par with the best in the world.

- With an Annual Sales Turnover of over 2.4 million meters.
- Selling to more than 15 Countries worldwide.
- Maintaining an Inventory of more than 1 million metres.
- Warehouse Capacity of 5000 Sq Mtrs.

Hotel Marine Plaza-Mumbai gifted plants to their guests as an initiative taken towards green environment

World Environment Day is observed every year on 5 June to raise global awareness to take positive environmental action to protect nature and the planet. It is run by the United Nations Environment Programme (UNEP). Everyone across the globe, from hoteliers to royal families, farmers, politicians to school children, tens of thousands of people all over the world marked World Environment Day (WED) with events.

Hotel Marine Plaza also celebrated “World

Environment Week” from 3rd – 5th June 2016 with full enthusiasm. Different activities were performed in this week long celebration for the employees. All the head of departments encouraged their team to participate in the drawing and poster making competitions with environment-related topics to show their creativity. All the staff participated in the plantation drive to make the surrounding green. Ms. Meghna Tendulkar the House keeping Executive interacted with the employees and briefed them about the threats to the environment. Posters regarding different environmental issues were also displayed.

Guest Speakers, Mr. Afzal Khatri & Mrs. Nusrat Khatri recipient of “Indira Gandhi Paryavaran Puraskar 2007” jointly under individual category first prize from the President of India, at Vigyan Bhavan, New Delhi, on 5th June 2009, delivered a meaningful lecture on the value of the environment. A presentation about various environmental issues was shared with the staff. ■



TripAdvisor Certificate of Excellence 2016 won by U Tropicana Alibaug

The TripAdvisor Certificate of Excellence is awarded to properties that consistently achieve outstanding traveller reviews on TripAdvisor.

U Tropicana Alibaug spread over 12 acres is located off Chondi Naka, just three kilometers from picturesque Kihim Beach. Tropically landscaped gardens and



greenery allowing guests to forget about the worldly worries and bask in an atmosphere of ultimate relaxation and rejuvenation.

All 32 Deluxe rooms and suites are decorated in the contemporary design with local influences and U’s unique

concept of service. Facilities include an all day dining restaurant, lounge bar, spa, fitness centre and library for guests to catch up on news or sunk in their favourite books or magazines.

U Tropicana Alibaug has received a TripAdvisor Certificate of Excellence 2016. The TripAdvisor Certificate of Excellence is awarded to properties that consistently achieve outstanding traveller reviews on TripAdvisor. Certificate of Excellence recipients include accommodations, eateries and attractions located all over the world that have continually delivered a quality customer experience.

“Team U Tropicana Alibaug is gratified of the TripAdvisor Certificate of Excellence 2016,” said Mr. Muneesh Budden, General Manager. “TripAdvisor platform is a true expression of the customers and guests. We read all the reviews carefully to ascertain whether we are meeting or exceeding the high expectations of our guests and make note of any observations they may be concern with ways in which we can improve on or enhance the guest stay.”

“With the Certificate of Excellence, TripAdvisor honors hospitality businesses that have consistently received strong praise and ratings from travellers”, said Heather Leisman, Vice President of Industry Marketing, TripAdvisor. “This recognition helps travellers identify and book properties that regularly deliver great service. TripAdvisor is proud to play this integral role in helping travellers feel more confident in their booking decisions.”

The Certificate of Excellence accounts for the quality and quantity of reviews submitted by travellers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months. ■

Foreign Tourist Arrivals in India Grows stated Ministry of Tourism

Ministry of Tourism, Government of India has witnessed a 10.7 per cent growth in Foreign Tourist Arrivals (FTAs) in April 2016 over the same period in 2015. Bangladesh accounts for highest share of tourist arrivals followed by USA and UK in April 2016. Rs. 11, 637 Crores of Foreign Exchange was earned through

tourism in April 2016.

Ministry of Tourism compiles monthly estimates of Foreign Tourist Arrivals (FTAs) on the basis of Nationality-wise, Port-wise data received from Bureau



MINISTRY OF TOURISM
GOVERNMENT OF INDIA

of Immigration (BOI) and Foreign Exchange Earnings (FEEs) from tourism on the basis of data available from Reserve Bank of India. The following are the important highlights regarding FTAs and FEEs from tourism during the month of April, 2016.

FTAs during the Month of April, 2016 were 5.99 lakh as compared to FTAs of 5.42 lakh during the month of April, 2015 and 5.35 lakh in April, 2014. There has been a growth of 10.7 per cent in April, 2016 over April, 2015. FTAs during the period January- April, 2016 were 31.08 lakh with a growth of 10.1 per cent as compared to the FTAs of 28.23 lakh with a growth of three per cent in January- April, 2015 over January- April, 2014.

The Percentage share of Foreign Tourist Arrivals (FTAs) in India during April, 2016 among the top 15 source countries was highest from Bangladesh (18.09 per cent) followed by USA (12.24 per cent), UK (9.58 per cent), Sri Lanka (3.71 per cent), Malaysia (3.23 per cent), China (3.14 per cent), Australia (3.05 per cent), Germany (3.02 per cent), France (2.86 per cent), Canada (2.83 per cent), Russian Federation (2.81 per cent), Japan (2.50 per cent), Nepal (2.07 per cent), Singapore (1.85 per cent) and Thailand (1.61 per cent).

The Percentage share of Foreign Tourist Arrivals (FTAs) in India during April 2016 among the top 15 ports was highest at Delhi Airport (29.12 per cent) followed by Mumbai Airport (16.85 per cent), Haridaspur Land check post (9.77 per cent), Chennai Airport (7.82 per cent), Bengaluru Airport (6.66 per cent), Kolkata Airport (4.16 per cent), Cochin Airport (3.51 per cent), Hyderabad Airport (3.07 per cent), Goa Airport (2.84 per cent), Gede Rail (2.31 per cent), Trivandrum Airport (1.54 per cent), Ahmedabad Airport (1.44 per cent), Tiruchirapalli Airport (1.31 per cent) Attari-Wagah (1.13 per cent), and Ghojadanga land check post (0.96 per cent).

FEEs during the month of April, 2016 were Rs. 11,637 crore as compared to Rs. 10,091 crore in April, 2015 and Rs. 9,179 crore in April, 2014. The growth rate in FEEs in rupee terms during April, 2016 over April, 2015 was 15.3 per cent as compared to the growth of 9.9 per cent in April, 2015 over April, 2014. FEEs from tourism in rupee terms during January- April, 2016 were Rs. 52,048 crore with a

growth of 15.7 per cent as compared to the FEE of Rs. 44,966 crore with a growth of five per cent during January-April, 2015 over January- April, 2014. FEEs in US\$ terms during the month of April, 2016 were US\$ 1.747 billion as compared to FEEs of US\$ 1.609 billion during the month of April, 2015 and US\$ 1.520 billion in April, 2014. The growth rate in FEEs in US\$ terms in April, 2016 over April, 2015 was 8.6 per cent compared to the growth of 5.9 per cent in April, 2015 over April, 2014. FEE from tourism in US\$ terms during January- April, 2016 were US\$ 7.733 billion with a growth of 7.2 per cent as compared to the US\$ 7.214 billion with a growth 3.6 per cent during January- April, 2015 over January- April, 2014. ■

eZee Technosys Pvt Ltd Hospitality Technology

eZee Technosys is a complete hospitality solutions provider offering innovative products and services. They have a single unified vision to provide IT solutions for the hospitality industry, solutions whose sole purpose is to simplify business processes for clients and help them grow. Solutions that are developed using the latest technology under the supervision of industry experts and keeping in mind the complexity and inter-connectivity of the various functions in the industry. The rise in the adoption of hospitality technology has changed the hospitality industry in the last decade. Hotel management operations, booking management and overall guest management has been greatly influenced by the technological advancements. Sadly, the technology adoption hasn't percolated to hospitality businesses of all sizes. Software vendors' apathy to small hotels, resistance to technology adoption has put many small independent hotels at a business risk. Many small and mid-sized independent hotels do not realize that their survival in the industry will become more of a struggle, if they don't adopt technology soon.

eZee Technosys has launched eZee Ultimate allowing hoteliers across the globe to avail their top-notch hospitality technology platform- free of cost. eZee Technosys, world's foremost hospitality solutions provider with customers in over 140 countries worldwide has come to the rescue of small independent hotels and has launched



a free-to-use suite of essential hospitality products. The free offerings included a cloud PMS, channel manager, web booking engine, cloud restaurant POS, hotel website, guest feedback management system and a mobile portal. Hotels get access to cutting-edge technology at no charge and can create new sales channels, streamline hotel operations, maximize online visibility, boost occupancy and offer a wonderful guest experience without spending a penny.

eZee will take care of implementation, training and support to hoteliers making the transition. Hotels pay only a small transaction fees for bookings received via Channel Manager and web booking engine capped by a ceiling limit equivalent to the cost of subscription. Moreover, at times smaller hotels don't have expertise in OTA registration, Channel Optimization and eZee promises to put all the research and knowledge into action to help hotels improve sales.

Mr. Aeijaz Sodawala, CEO of eZee Technosys said "Almost 75% of the hotel industry comprises small and independent hotels who aren't technology-savvy and have for long avoided adopting automation tools like a cloud PMS. The technology first belief is still limited to the larger hotels, mostly 3 star and above category, which are greatly benefiting from it. All we wanted to do was provide small to medium sized hotels the technology which until now was only available to the bigger players of the industry."

Vipul Kapoor, CTO and Co-founder of eZee Technosys said "We have tried to address each of the pain points we came across; if the user feels the software is too complicated, we provide unlimited training, as many times it's required for them to completely comprehend the solution. We were told that even the monthly subscription fees can be costly for smaller hotels so we decided to give away the technology for free. It doesn't get better than this- there is no investment required and hotels pay us only when they get business"

Currently, 5500+ businesses across 140 countries worldwide run on eZee's technology and vouch for the system's capabilities and robustness. eZee Ultimate offers a win-win option for both hoteliers and the technology leader. With eZee Ultimate, instead of paying subscription fees, hoteliers pay a small transaction fees on confirmed/realized bookings. As a result, hoteliers will have better shot at getting more business while the service provider will recover their costs through mass subscriptions. Hotels have the option of getting the same solution with regular subscription fees, with no lock-in contracts and hotels can switch plans anytime. ■

Tourism Malaysia Recently Appointed Mohd Hafiz Hashim As Director Tourism Malaysia-Mumbai



The Tourist Development Corporation of Malaysia (TDC) was established on 10 August 1972 as an agency under the former Ministry of Trade and Industry by an Act of Parliament. With the inception of the Ministry of Culture, Arts and Tourism on 20 May 1987, TDC was moved to this new ministry; and became the Malaysia Tourism Promotion Board (MTPB) through the Malaysia Tourism Promotion Board Act 1992. Popularly known as Tourism Malaysia, its full focus is on promoting Malaysia domestically and internationally. Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts, making tourism its second largest foreign exchange earner.

Mohd Hafiz Hashim has been appointed as the Director of Tourism Malaysia at Mumbai. Mr. Hashim's main responsibilities include developing the Western India market targeting especially the Tier2 and Tier 3. He is also planning to promote niche products like self-drive, luxury travel, eco-tourism, sports tourism, business travel etc. to reach out to special interest segments of the Indian traveller. In his earlier roles, he has served at Tourism Malaysia offices in Singapore, Sydney, Melbourne and Auckland. ■

Westin Pune Koregaon Park has Recently appointed Nishant Agarwal as the General Manager



This upscale hotel in Pune along the Mula Mutha River lies 3.8 km from Pune Golf Course and 8 km from Pune Airport. Located in the rapidly developing Koregaon Park area, The Westin Pune Koregaon Park offers convenient access to numerous commercial developments. Tourist attractions are also

located nearby, including Aga Khan's Palace, the Tribal Museum and Pataleshwar Caves.

The hotel has 277 superbly comfortable guest rooms. The chic, earth-toned rooms and suites offer custom-designed beds, ergonomic desks, and couches, as well as flat-screens and free Wi-Fi. They also include tea and coffee making facilities. Upgraded rooms add terraces and some provide private lounge access. Suites come with separate living and dining areas. There are 3 restaurants and 2 bars. Other perks include a spa, a fitness room and an outdoor pool, plus 8 meeting rooms.

The Westin Pune Koregaon Park has appointed Nishant Agarwal as the new General Manager. With over 16 years of experience Mr. Agarwal's journey in the hospitality industry has been far-reaching, given his achievements in the preceding years. His career began at The Imperial, New Delhi; this was followed by his association with a series of brands including The Oberoi Hotels & Resorts, InterContinental Hotels, and Marriott Hotels. ■

Atmantan Wellness Resort has appointed Athena Salim as General Manager



Atmantan is a wellness Resort near Pune. Atmantan is a one-of-a-kind luxury wellness resort committed to holistic practices and transforming lifestyles. Nestled in the lap of the majestic Sahyadri Range in the Western Ghats and only 48km from Pune; Atmantan is spread over 55 luxuriant acres in a valley overlooking the picturesque Mulshi Lake. State of the art facilities at the resort include; 122 vibrant rooms and villa's, 3 food and beverage outlets, 3 private dining rooms, conference & banquet facilities, and a 50,000 sq ft spa facility; positioning Atmantan as South-Asia's first truly integrated luxury wellness resort. Atmantan has certified experts in Ayurveda, Naturopathy, Pranic healing and fitness. The resort has a specialist Kriya pavilion for comprehensive and authentic Ayurvedic programmes.

Atmantan, luxury wellness resort in Mulshi Pune, has appointed Athena Salim as General Manager. She has over 13 years of experience in the hospitality industry. She has been General Manager with Keys Hotels & Resorts

and Olive bar and kitchen. Prior to that she was Training Manager at The Claridges, New Delhi. She has been associated with Oberoi Hotels & Resorts for more than 9 years. Ms. Athena brings a treasure of experience to the position complemented by highly respected operational excellence. She has also developed strong management and interpersonal skills after serving in many executive hospitality positions. Apart from being a dynamic presenter with team spirit, she relies on driving initiatives that optimize productivity and efficiency at every stage. She possesses the ability to effectively manage administration, whilst ensuring memorable guest experiences and business development.

At Atmantan, Ms. Athena will be responsible for leading the business by providing a holistic guest experience. ■

Choice Hotels opens four star hotel in Vadodara

Choice Hotels International (NYSE: CHH) is one of the largest and most successful lodging companies in the world. Choice currently franchises

more than 6,300 hotels, representing more than 500,000 rooms, in more than 35 countries and territories. Ranging from limited service to full service hotels in the economy, mid-scale and upscale segments, Choice-branded properties provide business and leisure travelers with a range of high-quality, high-value lodging options internationally.

Recently Choice Hotels Group has entered Vadodara market with a Star category business hotel 'Comfort Inn Donil', a joint venture of the Choice Hotels International and the Vadodara based Manish Empire, a well know name in Real Estate Company in Vadodara.

Speaking on the occasion, Manish Patel, MD, Manish Empire said, "Our objective is very clear, Value for money for all. Our aim is to offer an environment of world class services and the hotel has been designed keeping in mind all the details for the convenience to delight our all guests,



be it business traveller or tourist."

A strategic location of Darjipura, Opposite to RTO, Comfort Inn Donil is accessible in a few minutes from Vadodara's airport and is very near to key business areas like Savli and Halol.

Vilas Pawar, CEO, Choice Hotel India said, "Vadodara offers amazing potential and the demand for rooms in the segment of hotels that Comfort Inn Donil operates in is only set to rise. While we offer value for money to the business traveller, domestic holiday travellers and families it is an opportunity to give all a quality stay with a world class ambience and facilities."

Comfort Inn Donil offers guests a pleasurable and comfortable home away from home with modern style hospitality. It features Wi-Fi, laundry, room service, doctor on call, currency exchange, business center and many more. The cozy in-house multi-cuisine restaurant is a perfect place to pamper the taste buds with a wide range of delectable dishes. Patrons can take a dip in the azure water of its inviting swimming pool or indulge themselves with a rejuvenation therapy at its spa. The lush green lawns of the place brighten the guest's mood and make their trip pleasurable. Fitness freaks can practice healthy workouts at in house fitness center. The hotel houses beautifully designed banquet hall to host one important events of life and make it memorable too. All the rooms showcase pleasing decor with elegant furnishings. They have a pleasant ambience offering travellers comfort, harmony and warm atmosphere ■

Preferred Hotels With Fortune Hotels To Add Seven New Hotel Properties

Preferred Hotels & Resorts comprises more than 650 independent hotels, resorts, residences, and hotel groups across 85 countries. With corporate headquarters in Chicago, Illinois, the company maintains nearly 40 sales offices worldwide.

Preferred Hotels & Resorts expands its partnership with Fortune Hotels (a member of ITC's hotel group) by announcing the addition of seven new properties to its portfolio within the first quarter of 2016, bringing its partnership with the group to nine total properties across key destinations in India, including Ahmedabad and Navi Mumbai.

Designed to support ITC's hotel group's strategic vision, the partnership enables Fortune Hotels to tap into Preferred Hotels & Resorts' unrivalled sales capabilities in the corporate and leisure travel sectors, expertise in the

independent hotels space, innovative marketing and distribution platforms, and network of sales professionals located in 40 offices worldwide. The alliance is pivotal to Preferred Hotels & Resorts' growth campaign in the Indian market and further cements the brand's ties with Fortune Hotels.

"Throughout its history, ITC's hotel group has successfully established itself as one of the foremost hospitality brands in India. We are pleased to further strengthen our partnership with Fortune Hotels under the umbrella of the ITC's hotel group. The fusion of traditional Indian hospitality and contemporary international standards, along with the brand support from ITC's hotel group, makes Fortune Hotels an ideal fit in our India portfolio," said Mr. Saurabh Rai, Executive Vice President of Preferred Hotels & Resorts.

Mr. Suresh Kumar, Managing Director, Fortune Hotels said, "Fortune Hotels will benefit from Preferred Hotels & Resorts' vast range of business solutions, including access to international business through global preferred partnerships and programmes with global TMCs (Travel Management Companies), online distributors and corporate customers. As hotel development continues to expand in India, our aim is to be at the forefront of the industry with effective distribution strategies. Our partnership with Preferred Hotels & Resorts is a key component and essential in enabling our hotels to access new business both locally as well as on the international level."

The association between Preferred Hotels & Resorts and Fortune Hotels began in 2014 when My Fortune Bangalore and My Fortune Chennai joined the brand.

With this association, Preferred Hotels & Resorts enhances its presence in India with a total of 32 member hotels across the country. These member properties are located in key leisure and business cities and constitute some of the finest luxury hotels in India. ■

New Innovative Food Destination At Mumbai-Expect the Unexpected at **अन्न censored**

A brain child of Rahul Bhambri and Vivek Bhargava, **अन्न censored**, is a one-of-its-kind food destination, where technology meets food, skill meets taste and knowledge meets warmth at Mumbai Kamala Mill, Lower Parel.

Quintessentially innovative, **अन्न censored** enlivens the ever present- albeit discounted debate of the world- Tradition versus Modernity. It aims at amalgamating food (with ancient and royal recipes) and technology to give you the unique experience which is intense and opulent

at the same time. It uses innovative techniques and secret ingredients which leave you enraptured. The array of flavors will seduce you to give into pleasuring your taste-buds.

Interweaving the classic and contemporary styles, the menu brandishes innovative culinary cuisines- Censored and Uncensored. While the Censored flaunts of progressive world cuisine with a unique presentation; Uncensored is more dramatic and entwines the myriad dishes from across the globe with spices and flavors, erstwhile unheard of.

The menu has been carefully curated to accommodate a number of unique dishes that will leave one wanting for more. From delicacies like Pork and mango salad with plum ginger dressing, Miso Lamb chops, Fig and confit duck samosa with sweet and sour glaze & Tandoori chicken roulade to 63 degree egg with asparagus and beans and red pepper calibres, Mix veg cheese cake with porcini valute, each item is unique. The menu at **अन्न censored** also boasts of Fruit Meats, an ancient Britannia technique of master chefs impressing kings where they replicated fruit looking like meat delicacies. For sweet cravings, **अन्न censored** has Nitro Coconut parfait with saffron rasmalai foam or Orange cheese cake.

This harmony of flavors is not limited to food though. It extends its graces to the drinks. At **अन्न censored** expect the unexpected as the cocktails are quirky and fun, they are anything but regular. Truly cosmopolitan, each drink comes with its own secret potion or in other words- inimitable twist. Tiki Cocktails for example, provide a perfect incredible experience, which reflect the saccharine promise of classic mélanges cocktails fashioned the contemporary way. The innovative drinks menu has many surprising potions like Alcohol n Cookie, Indian Huskie which are made with truly unique ingredients.

Not to forget the illusionary cocktails, the secret ingredients and mind blowing presentations will entice you and cajole you to give in to the paradise of luxury and grandeur, guaranteed by the ambience and infrastructure. A blend of both worlds, **अन्न censored** offers luxurious dining experience, casual or lounge, all under one roof with the State of Art Interior. The theme of the restaurant revolves around illusion and 3D similar to its basic concept of Tradition and Modern which though coexist but never become one. The interiors are aesthetic and appeal to the diners, soothing their artistic alter-ego. Together the ambience, the food and drinks menu and the infrastructure will leave the people gratified and yearning for more. ■

Spa & Wellness

A Growing Segment In Hospitality Industry

“With large number of Spas & Wellness centres, predicted to open doors in the next two years, there's no doubt that the Spas & Wellness industry in India is growing fast. Several companies are busy devising major expansion plans to reap in huge profit margins. With the extended global Spas & Wellness economy now estimated to be worth \$255 billion, there has never been a better time for medical tourism in India. India will continue to be a hot spot for medical tourists that seek travel services that incorporate diverse wellness packages, including those that couple medical procedures with Spa indulgences, Ayurvedic treatments or cultural immersion experiences. The Spas & Wellness

market has an exciting, room for lot of innovation and customer satisfaction to a whole new level. Only the ones with creativity and passion will make most out of this delicate industry.”

Spa & wellness is a concept which has been in vogue since ancient times in India. Traditional medicinal and health practices like Ayurveda and yoga have propounded the concept of mental and bodily wellness. Most of the ancient wellness concepts have largely focused on the basic needs of an individual within the need hierarchy, namely a focus on health, nutrition and relaxation. With the progress of time, wellness as a concept has taken up a multi-dimensional definition, encompassing the



individual's desire for social acceptance, exclusivity and collective welfare. Chiefly influenced by changes in society and in the lifestyles of individuals, this change has also been accelerated by extraneous factors like globalization and a greater awareness of the need for wellness among individuals. Spa & Wellness players thus have responded to this change, shifting their focus from traditional offerings like curative healthcare and value oriented mass products to new generational offerings like preventive healthcare, luxury products and personalized services. Perhaps the many instances of young corporate honchos collapsing in the past year or two has been a wake-up call to the average Indian that it is time to give their health, priority. A direct consequence is that most people have adopted some or the other form of physical activity in a bid to attain fitness and sustain high energy levels that go with success. Adjacent industries such as retail, healthcare, hospitality, among others, are assimilating Spa & Wellness as part of their value proposition, opening up huge opportunities going forward. The Spa & Wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 1990s to a comprehensive ecosystem today. This ecosystem comprises consumers, providers, adjacent industries, facilitators and the Government. While

the Consumers mainly comprise a young population with rising income levels and the increasing need to look good and feel good, which has led these young consumers to seek Spa & Wellness solutions to meet lifestyle challenges, the Providers offer wellness services and products to meet the hygiene, curative and enhancement needs of the consumer. Some of the key industry trends in this sector include:

- The growing wellness industry has attracted a large number of domestic entrants and international players.
- Established players are pursuing revenue maximization through product and service diversification and are exploring new global and domestic markets. Franchising is emerging as a popular option for scaling up.
- Companies are actively seeking public and private equity investments to fuel their growth.
- While there is strong optimism about future growth prospects, recovery of investments may spread over a longer horizon than anticipated.
- There exists an opportunity for micro-segmentation to develop more targeted value propositions for consumers and commercialization of traditional Indian home remedies.

The Indian Spa & Wellness industry has grown in leaps and bounds. If you look at the age old



therapeutic treatments that has its strong roots in Ayurveda and the super-luxury ambience of the modern-day luxury spa resorts that have sprouted all over our vast country, what you get is a blend of the traditional and opulent luxury that you find only in India.

While the concept of luxury Spa & Wellness holidays is still in its nascent stages in India, it has been observed that the number of tourists opting for this tour has skyrocketed over the years.

The India's Spa & Wellness Industry is relatively young by global standards, given that the most Spa facilities are just over a decade or two old. Established and emerging Spa businesses need to constantly improve their business and management skills, keep up with new changing trends within the industry, and develop good business contacts and partnerships. Access to resources are needed that can assist role players in market research, product to market development, and improving industry standards, professional training and education.

The Indian Spa & Wellness Industry has raised their voices and has indicated a need to ensure quality spa experiences to all Indian spa visitors. These pioneers recognize the significance of a closer link between the wellness, health and skincare, healing, medicine and spa communities in a sense that will

assure a quality experience available to guests with international standards.

The Indian Spa industry is increasing every year, making the country one of the most popular Spa destinations across the world. India is poised to attract significantly more western tourists (particularly on the medical/wellness/travel front) as well as continue to develop its own vibrant, indigenous Spa & Wellness market at a heady pace.

Indian Spa & Wellness sectors will also continue to expand their Ayurvedic menus, for both their passionate overseas clientele who want to experience authentic Ayurvedic therapies, as well as for local enthusiasts who are either already familiar with the benefits, or who wish to adopt their own Indian healing traditions for the first time.

Spa & Wellness franchise is becoming hot market with profit margins in the hospitality industry rising as high as 60-65 per cent. After years of exclusive operation of company-owned clubs, franchising was a natural evolution for Indian Spa & Wellness industry. The biggest disruption which is shaping growth of spa industry in the major cities in India contributing to premium Spa & Wellness boutiques, often opens in hotels and high-born vicinities.

Housing a number of business opportunities to pursue along the wellness continuum, Indian spa



industry is relatively less exposed in comparison with salon business. While some opportunities will require long-term effort and investment, Spa franchise small adjustments made by owners and investors to their service offerings and re-examine their franchisees with a new, wellness-oriented viewpoint.

Franchising the best medium

In the last two years, we have seen over a dozen of spa chains operating in the Indian wellness space, exhausting every possible potential to spread their reach. Growing organically in a country like India is challenging as every nook and corner has a potent competitor in the form of day spa or Spalon (salon with spa facilities).

Aiming to crack quick returns with rapid growth, Indian Spa leaders like Aura Thai spa, The Four Fountain spa, O2 spa, Seven seas spa, Moksha spa etc. are all taking franchisee route to grow their market presence.

Attractive concepts flexible returns

As consumers are turning aware and much conscious of their spa experience in terms of selecting the therapy or pampering options, tighter and attractive concepts is a must to woo them. Today, customers are not looking for an exclusive massage

option; rather they keen on investing in a concept that sells an overall tranquil experience.

Investment for the business

Investment in a Spa & Wellness facility may range from Rs15-20 Lakh to Rs2 crore. The franchisee must have a detailed plan as to where to invest and how much to invest. The franchise investment costs varies from brands to brand and depend on the services offered, the location you chosen, current cost of property, costs incurred on hiring people, the quality and range of products and equipments used. Breaking even may take about 2 to 3 years.

Services and Returns

The Spa business plan must lay out in detail what all would be required for the day to day operations. These details include the services you will be offering and the equipments and products you need to purchase for the same.

Also, one needs to determine how many employees need and at what salaries. On an average, a unit level franchisee gives 30-40 per cent of return while a multi level franchisee builds 15-20 per cent returns.

Thus, taking franchise as a medium to grow in spa business, much development is foreseen in couple of years to come.



In today's world, with the rising stress levels among all, there is a growing need for wellness centres of all kinds. People realize that the little time that they are able to take out of their busy careers should be meaningfully spent recharging their batteries. The spa industry is moving away from pampering to wellness and going beyond the body to heal the soul. This is an opportunity for many to make a difference in people's lives. The wellness segment also has the potential to offer millions of job opportunities. The entry of organised players shows that the industry is growing.

Current travel trends reveal a convergence of health, travel and hospitality. The spa industry is emerging to fulfill these needs by embracing wellness and focusing on experiences. Guests are increasingly visiting spas for holistic and wellness purposes apart from the basic relaxation. There is also a rising trend among men to visit Spas.

As compared to a trip to the tropics which is very expensive and time consuming, a trip to a Spa & Wellness centre is much quicker and affordable to de-stress oneself.

India will be the top contributor to the Wellness Tourism segment, registering over 20% growth through 2017, over half the growth in the segment

in the next four years will come from Asia, Latin America and Middle East/North Africa. By 2017, the segment is projected to grow at 9.9% per annum—twice the rate of global tourism

The Spa & wellness industry in India is poised to touch Rs 1,00,000 crore (Rs 1 trillion) by 2017, with a compounded annual growth rate of 15-17%, from about Rs 70,000 crore in 2012.

Spa & Wellness services in India are projected to generate more than three million jobs by 2017. However, the industry is facing issues in getting standard skilled manpower, and no standard is followed across the industry. The need for skill development, training centers, accredited and certified courses, consistency in quality of products and services has become vital for the Spa & Wellness industry to meet the huge growth projections.

The Spa and wellness segment is growing immensely in hospitality, creating a market for hotels that cater to the health-conscious guest. The hotel brands are pushing the envelope, with Spa & wellness built into their very design. There is a huge potential for hotel owners to capitalize on the development pipeline by designing full-service Spa & Wellness facilities followed with anticipated hotel growth and demand. ■





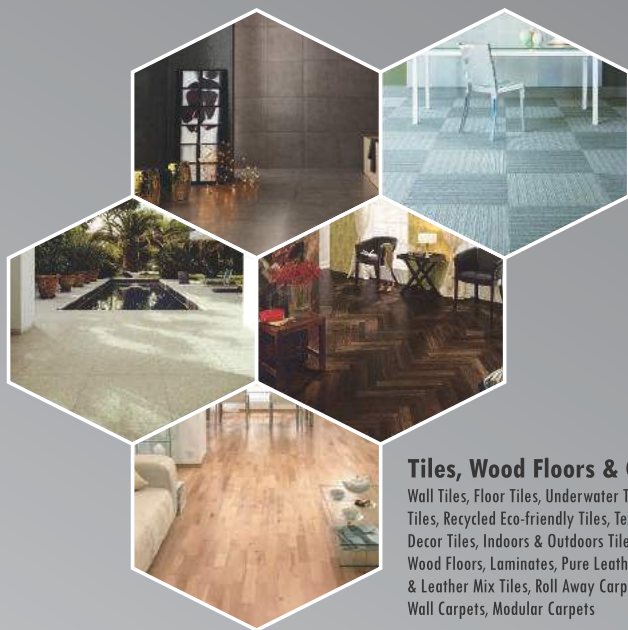
Bathrooms

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



Rooms

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Fortune Park Lake City Upscale Business Hotel In Thane

“Tastefully and thoughtfully appointed, Fortune Park Lake City-Thane is the perfect amalgam of comfort, convenience and great value. It is an upscale, first class, full service business hotel.”

Fortune Park Lake City offers a selection of 46 well-appointed rooms, modern conferencing and banqueting space and delectable dining options to be a preferred choice for the business travelers.

Thane situated on the western banks of Thane creek, has been a hub of economic activity since medieval times due to its strategic location on the Eastern Express Highway that connects it to the business and industrial nerve centres like Waghle/Kolshet, Bhiwandi, Airoli, Kalwa, Vikhroli, MIDC & SEEPZ, Navi Mumbai and Mumbai. Besides being a hub of economic activities, Thane is surrounded by the picturesque hills of Yeoor and Parsik Hill and the 30 lakes in and around the city gives Thane an enthralling and riveting outlook. Situated in the heart of Thane, Fortune Park Lake City is a brilliant getaway from the hustle and bustle of Mumbai and delights everyone with the best that Thane has to offer.

Fortune Park Lake City is strategically located on the Eastern Express Highway at Thane; this hotel stands on the vein that connects to the business pulse of the city. The hotel is about 04 km from Thane Railway Station; 08 Km from Ghodbunder road; 38 km from Mumbai Central Railway Station; 28 km from Chhatrapati Shivaji International Airport

ROOMS

Fortune Park Lake City offers a choice of 46 well-appointed rooms which include 18 Standard Rooms, 16 Fortune Club Rooms and 12 Suites. Special rooms for differently-abled persons are also available on request. Each guest room at this hotel in Thane is well defined and well equipped with all modern amenities. Fortune Park Lake City- Thane aims, to take care of all its guests needs while offering them their much needed privacy. The architecture renders each room naturally bright and airy.

Standard Rooms

Standard Rooms aims to offer a blissfully relaxed stay in a contemporary ambience. The room comes with an option of either a king size bed or twin beds.

Fortune Club Rooms

Fortune Club Rooms are designed to offer the guest a little extra of everything. These rooms provide an upscale product/service comparable to the "Best in Class" rooms in the city.

Suite

The Suites at the hotel are elegantly decorated and feature a separate living area, private work station and a spacious bathroom.



FORTUNE CLUB LUNGE

Fortune Park Lake City, Thane offers a Club Floor dedicated to help guests to unwind or stimulate the mind with a mini library, chess table, refreshing tea lounge, and even a card table! The Fortune Club Lounge is elegantly done up with comfortable seating and can also be used by the Fortune Club Room guests for impromptu meetings.

DINING

Fortune Park Lake City-Thane offers a blend of appetizing cuisines that will tempt one's taste buds. Guests can savor the dishes of their choice with either the 24 hour room service or can dine at



any of the signature restaurant of Fortune Hotels, including Rainbow – a vegetarian multi-cuisine restaurant and Fortune Deli – the hotel’s patisserie.

Rainbow

It is an exclusively vegetarian restaurant, offering memorable indulgence of delectable vegetarian cuisine from around the world.

Fortune Deli

A perfect place to relax and unwind, amidst some great coffee and scrumptious snacks and other delicacies. Guests can stay connected with work in this 24 hour Wi-Fi Hot Spot or simply indulge in gourmet delights. Fortune Deli is certainly an ideal venue to work, dine and play.

Meetings & Events

Fortune Park Lake City-Thane is just the place to talk business in style, offers a range of state-of-the-art Banquet and

Conference Halls which are backed by professional support and new age technology like high speed Wi-Fi connectivity and latest gadgets to ensure a truly global conferencing experience. Fortune Park Lake City is an ideal destination in Thane for hosting seminars, business meetings, in-house conferences as well as social gatherings for up to 300 guests. The banquet halls Agrata and Daksha have collapsible sound proof partition that can be used as per the guests’ requirement.

Travellers shall be amazed to find a refreshing and rejuvenating atmosphere at the Fortune Park Lake City Hotel-Thane, which lies in the pristine lap of nature; guests can enjoy a heightened sense of peace along with great connectivity to Mumbai's prime areas. The Fortune Park Lake City Hotel-Thane offers different types of rooms to choose from. It is a great venue for hosting events; guests can eat healthy vegetarian food varieties to their heart's content .One of the best business hotel in Thane with unbeatable comfort and services. ■

Conference Hall	Area (sq. m)	Seating Style Capacity				
		Theatre	U- Shape	Class Room	Dinner	Round Table
Gyan	30	-	10	-	-	-
Ujas	60	84	30	40	70	36
Agrata	88	100	40	60	120	48
Daksha	144	160	70	90	150	90
Agrata /Daksha	232	250	80	150	300	160
Board Room	19	-	8	-	-	-



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China Bistro

Authentic Chinese Restaurant In Thane

“Welcome to China Bistro where we take you on culinary journey through the kitchens of China and other Pan Asian countries to unravel the mystery of age-old recipes.”

China Bistro is the culinary venture of Food Link Restaurants India Pvt. Ltd., the passionate dream of Sanjay Vazirani, an alumnus of the prestigious Cornell Nayang Institute of Hospitality Management, Singapore. His grand vision is to create exceptional global dining experiences in a contemporary ambience with exemplary customer service, all at value for money.

Their journey began in 2012 with a standalone restaurant, and in a span of just 3 years they now successfully deliver exceptional dining experiences across 10 restaurants designed in 3 distinct restaurant formats.

The first emperor of China - King Qin Shi Huang wanted to leave his legacy of holding the greatest Warrior dynasty in the History of China. He guarded his grave with The Terracotta warriors who protected him in his afterlife like they did during his rule. These Terracotta Warriors had a distinct personality and it reflected in the way they ate. Their food was made with passion, earthy

flavors and a variety of local fresh ingredients found in their land. And just how the Terracotta Warriors are believed to protect their king, they come to protect these recipes too, at China Bistro!

China Bistro started as a standalone restaurant in 2012 in Thane. Within a month of its launch it was evident that the brand could be taken forward and expand it as a chain across. So they launched an outlet in 2013 at Worli, followed by the opening of Dadar & Chembur restaurants in 2014 & 2015 respectively.

They pride themselves in delivering a refined culinary experience, without breaking the bank, in exquisite locale completely designed to give the feel of an oriental bistro. Along with an elaborate Chinese menu, their experts Master Chefs also serve culinary gems from the kitchens of Korea, Japan, Indonesia, and Hong Kong.

Also their expansive bar menu is designed to soothe ones senses with classic mocktails, cocktails and a whole new range of alcoholic beverages.

If you seek authentic Chinese this is the place for you. Extravagantly decorated in an East Asian style, China Bistro-Thane serves popular Chinese dishes. Be it family gathering, friendly diner or romantic date, China Bistro gives you the ideal experience. ■



China Bistro a must visit place in Thane!

Thane The Beautiful City

Of Lakes In The State Of Maharashtra

Thane also called Thana which means 'station' is a district in the state of Maharashtra. It is a part of the Mumbai Conurbation, north eastern suburb of Mumbai at the head of the Thane Creek. It is the beautiful city which is very near from Mumbai has many things to watch and explore. The first railway train in India ran from Bombay VT to Thane in 1853. Thane has around 30 lakes so it is also mentioned as city of Lakes. The most beautiful of them is the Masunda Talao, also known as Talao Pali; some of the other popular lakes are Upvan Lake, Tansa Lake, Kacharali Talao, Makhamali Talao, Siddheshwar Talao, Bramhala Talao, Ghosale Talao, Railadevi Talao etc. The city boasts of various vibrant events and festivals. Hotels in Thane are bustling with tourists around the time of Diwali, Janamashtmi and Dahi Handi. The energy of the city during these festivals is unmatched. Thane is a blend of the traditional and the urban, and hence, apart from these festivals, it also hosts a number of corporate events held in the various business hotels in Thane and are attended by bigwigs from across the world. Thane Creek displays the region's astounding biodiversity and is one of the must visit attractions in Thane. Apart from the beautiful lakes, Thane is also famous for its temples and forts. Devotees from around the world come to the city to visit its Siddhivinayak Mahaganapati Temple, Manas Mandir and Sai Baba Temple. Bassein Fort, Mahuli Fort and Gorakhgad

Fort stand as testimonies to the city's rich historical past.

Thane is also the place to be for thrill seekers. It offers a plethora of adventure activities, like trekking, boating, camping and water scooter riding. Thane holds something for everyone. Forts and temples for the history buffs, resplendent scenic beauty for nature lovers, trekking and other adventure sports options for those in for adrenalin rush, and budding IT Parks for the business minds.

Siddhivinayak Mahaganapati Temple

Mahaganesh Temple also known as Siddhivinayak Mahaganapati temple, dedicated to Lord Ganesha is located in Titwala. The popular belief is that if anyone worships the Mahaganapati regularly, will get married to the desired person. Angarika Chaturthi and Ganesh Chaturthi, are the festivals celebrated here, which are attended by large number of devotees. Towards the right of the temple, there is a sanctum of Lord Shiva.

Outside the temple premise there is an artificial pond, surrounded by a beautiful garden. Boating facilities are available in this pond. Titwala is also known as the birth place of Shakuntala devi who is the daughter of the famous sage Vishwamitra and Apsara Menaka. Legend has it that King Dushyant married Shakuntala in the Titwala temple. There is also a Shri Vithoba temple near to this temple.



Manas Mandir

Manas Mandir is a beautiful place which everyone should visit, one get peace of mind here. Located in between Vasind and Asangoan, it is a must worship for all those people who cannot go to palitana Shri Bhuvan bhanu Jain Manas Mandir Tirtha. It is around 85 kms from Mumbai and 45 kms from Thane and 30 kms from Bhiwandi. It is the place where there is a large temple complex on top of a small hill near the river running through Savroli village just near the railway line, on central railway stations between Asangoan and Atgaon, about 45 minutes from kalyan station.

Sai Baba Temple

This Sai Baba temple is at Vartaknagar, Thane. This temple is known as Sai Prati Shirdi Mandir, as it is a replica of Sai temple at Shirdi. It's a very old temple in Thane which is visited by many devotees of Sai Baba every day. Many devotees have seemed to be blessed by Baba here, as many wishes of devotees have come true by praying to Baba. It is one of the famous temples in Thane, all puja and artis are performed here similar to Sai Baba temple in Shirdi.

Ganeshpuri Temple

Ganeshpuri is a small town near Bhiwandi, about 40 km from Thane which is the residence of Swami Nityananda

Maharaj. An ancient temple is also there with four tanks called kundas. The kundas are some 800 years old. It is more famous for its hot water springs which is said to cure skin diseases as it contains natural minerals.

Jawhar

Jawhar is located in a tribal belt and the entire area gives a feel of being inside a forest. Jai Vilas also known as the Raj Bari, the erstwhile palace of the tribal kings in Jawhar is the starting point to explore Jawhar. Jawhar has many beautiful waterfalls like Dabdaba waterfalls and Dabhosa waterfalls which are major tourist attraction of Jawhar. Jawhar also has some vantage points like sunset point and hanuman point which offer panoramic views of the valleys. Jawhar is an erstwhile tribal kingdom in Thane, with a vibrant cultural heritage and picturesque undulating hills Jawhar is also called the Mahabaleshwar of Thane district. Jawhar is famous for its majestic Jai Vilas palace, magnificent waterfalls, forts and panoramic vistas but above all Jawhar is known for the rich cultural heritage that Jawhar holds close to itself even now.

Kashi Mira

Kashi and Mira are two villages in Thane Taluka located close to each other. The surroundings of the two villages

abound in natural beauty and scenery. Just after leaving the check-post at Dahisar is an open surface with the backdrop of hills with zigzag paths leading up the hills. It is this flushy background that has given these two villages the name Kashimira.

Salsette Island

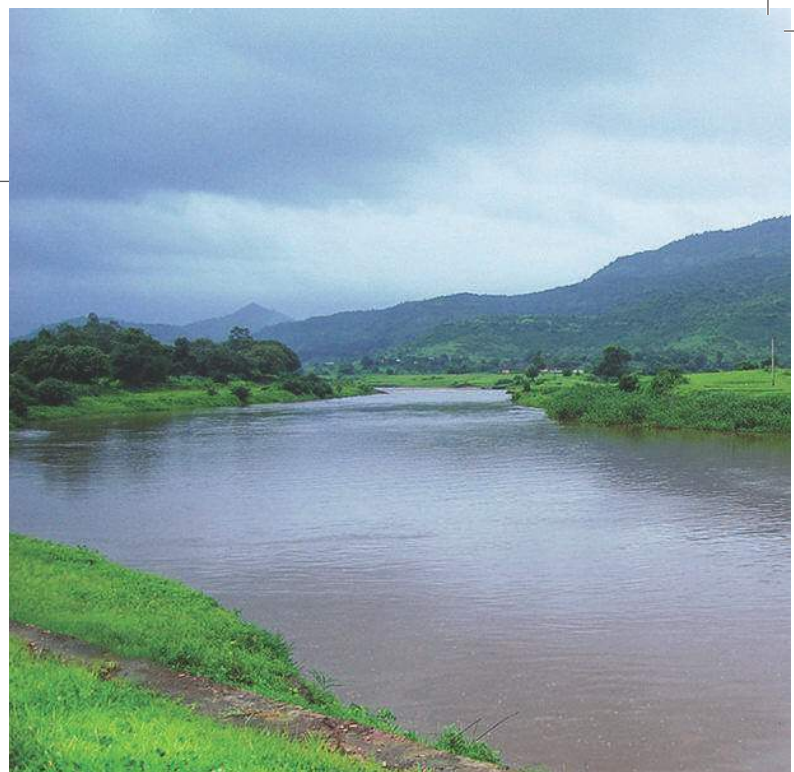
Salsette Island is an island in Maharashtra state on India's west coast. The metropolis of Mumbai and the city of Thane lie on this island, making it the 14th most populous island in the world. This island is comprises of lakes, rivers and creeks.

Shri Sant Gajanan Maharaj Temple

Shri Sant Gajanan Maharaj is known to most of the people in Maharashtra. He stayed most of his life at Shegaon, near Akola district in Maharashtra and has taken Samadhi there. His devotees have constructed many temples in different parts of Maharashtra. In every minor/major city of Maharashtra, one will find a Gajanan Maharaj Temple. Shri Vinay Joshi, a very ardent devotee of Maharaj has devoted his own household property for the temple. Vinay Joshi conducted and participated in an 18 day padayatra to Shegaon from Thane along with five other devotees. Vinay Joshi himself has moulded and painted the very attractive idol of Gajanan Maharaj which is installed in Kalpavruksha, his residence on Ram Maruti road in Thane. Hundreds of devotees pay their respects at this shrine and one is overwhelmed by the selflessness of the man, who has engaged a number of youngsters in service of the great saint so that they do not get onto the wrong path.

Yoor Hills

Yoor Hills is a pollution free zone. One can take a rest here from the hassles and hazardous life of the metropolis. Yoor hills are a buffer zone and the other end of the Sanjay Gandhi National Park. Yoor hills lies just a few kms from Thane city and has a few restaurants and resorts. The area is



popular for nature lovers for school education trips, nature walks and bird watching. The clean atmosphere is the main attractions of these hills.

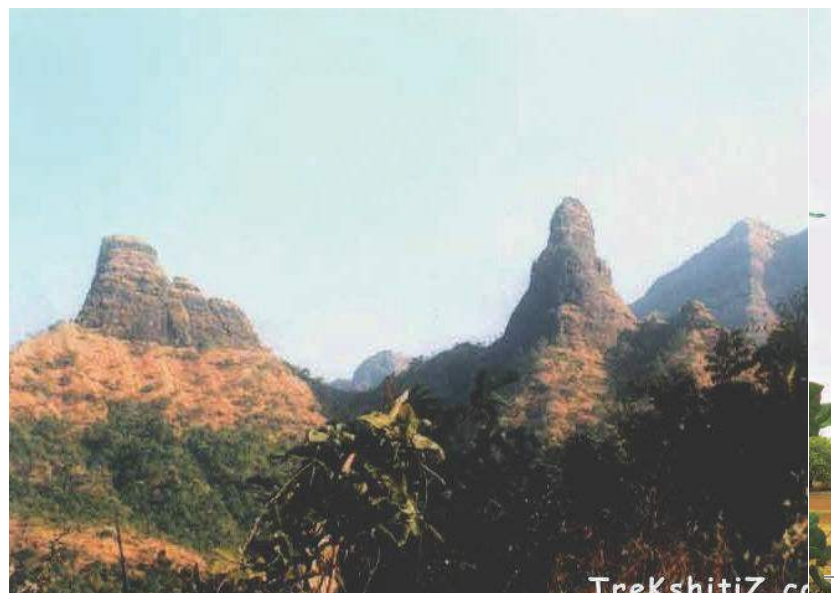
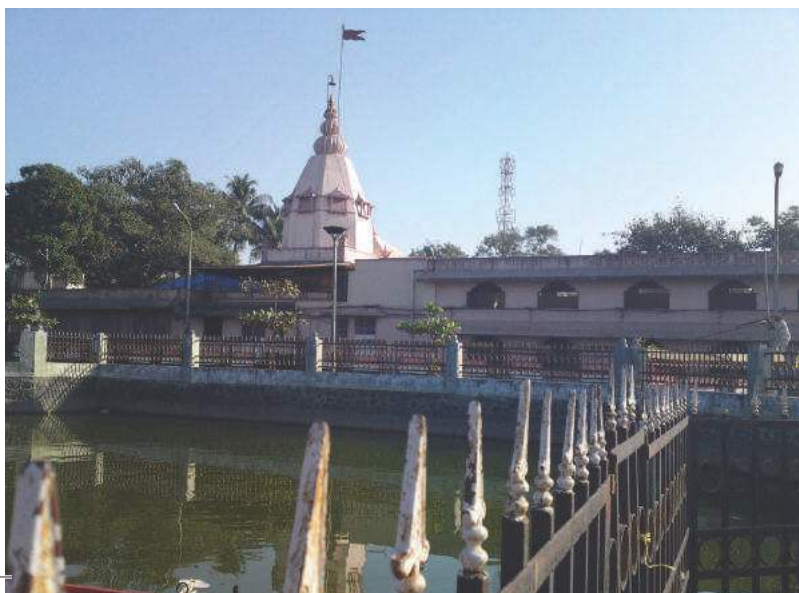
Masunda Lake

Masunda Lake is the pride of the city and the place where it all happens. The grandeur of this lake is evident in the day as much as at the night. Boating, Bhel Puri, Tanga rides, adds to the attraction. Places of historic importance like Kopineshwar Temple on one side and St. John Church on the other only enhance the beauty of the lake. Also the Hanuman Temple in between the lake increases the beauty in many folds.

The lake is located about 600 m west of Thane creek and a kilometer north of Thane railway station. This is one of the recreational areas for people who live and visit Thane.

Hariyali Lake

Hariyali Lake is located at Chendani Koliwada in Thane east, this lake was earlier called as Chendani Talao and was renamed as Hariyali Lake. Considered to be one of the oldest lakes in Thane, it spreads across an area of 0.79 hectares. It is a recreation point for all visitors.





Kachrali Talao

Kachrali Talao is situated bang opposite the civic headquarters at Panchpakhadi. It's one of the few water bodies that has been restored and now exhibits a soothing sight, especially in the evenings. The well lit lake looks gorgeous and has become a hotspot for senior citizens and youngsters. Kachrali Talao is a picturesque lake with a small one tree island on it. This lake has a circumference of 500m. It attracts many people for its jogging tracks; children play area, exercise area etc.,. There is a temple of Lord Ganesh inside the lake premises. Once a slum area, major cleansing & beautification has transformed it to a jogger's paradise. The government has brought Ducks on the lake; these ducks can be seen in the lake especially on the one tree island.

Makhamali Lake

Like its name, Makhamali Lake has a smooth sight to behold, especially when the marriage hall in the background is very well illuminated. A smaller lake compared to others, this lake has its own charm.

Railadevi Lake

The calm and peace of the Railadevi Lake stirs the soul. It's for the romantics at heart as much as for those who just want to spend a quiet moment by the lakeside. It is a place to relax and rejuvenate.

Upvan Lake

Upvan Lake is a lake for couples and all young-at-heart. The serenity of this lake is the magnet that attracts people from far. The lake, with Yeoor hill Range on one side looking down, gives an impression that it is a part of a sanctuary. The clean air, quiet and peaceful settings have further added to the appeal of the place. The area has been declared a pollution free zone by the district municipal authorities reducing the vehicular traffic.

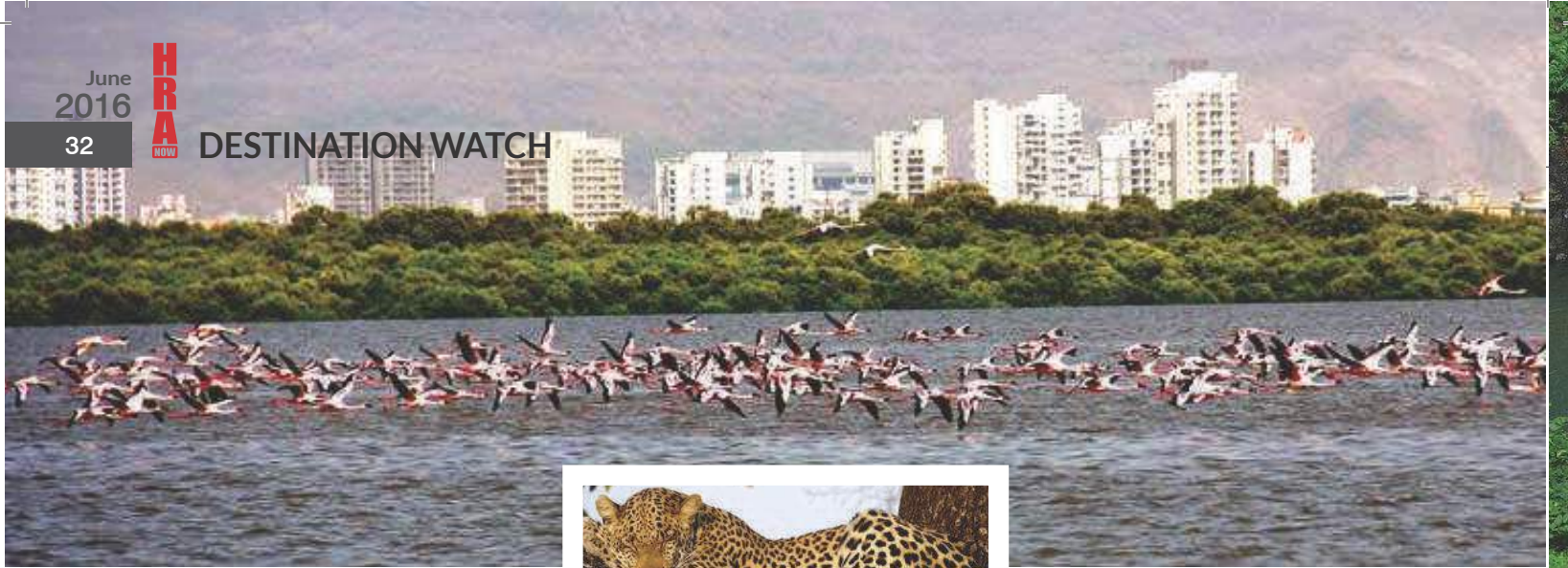
Bramhala Lake

Bramhala Lake is one of the oldest lakes in Thane city, it looks fabulous post renovation. With new light poles and jogging track the lake adorns a beautiful look. It is one the most popular lakes in Thane. Also known as Kolbad Lake, it is situated at Uthalsar. Uthalsar is located close to the Thane Station, at a distance of only 2km. Due to its close proximity to the station, people from different parts of city, come to Brahmala Lake to spend some peaceful time. The residents are also seen here in evening times, exercising and jogging in front of the lake.

Jail Lake

The lake next to the Jail and central maidan area is known as the Jail Lake by many, but originally the lake was called Castle Tank. But since the lake is situated in close proximity with the Thane jail, it is known to be Jail Lake. The authorities have done a lot to save this lake. Facilities like space to sit in evenings and a beautiful fence adds to the beauty of the lake.





Ambe-Ghosale Lake

Ambe-Ghosale Lake is located right in the centre of the city, this twin lake got its name based on two sisters. Though one of the lakes is extinct, the other lake still exists. The lake is well-illuminated and facilities like boating and jogging track make the lake an attractive spot for visitors.

Kharegaon Lake

Located at the foot of the glorious Parsik Hills is the beautiful Kharegaon Lake. After the renovation and restoration of this lake, it has become a picnic spot for nearby people and visitors.

Revale Lake

Revale lake is located opposite the Balkum fire station, this lake once upon a time provided drinking water to the people of Balkum village. But later the Thane Municipal Authorities took up the task of renovating and restoring the lake. It has a beautiful surrounding for recreation.

Siddeshwar Lake

Siddeshwar Lake is located in the middle of the Khopat area. The lake got its name from a nearby located Siddeshwar Mandir. A beautiful statue of Lord Bramha was also recently found next to the lake.

Kolbad Lake

The spot where we see a beautiful lake today was a garbage dumping spot a few years ago. This lake today has become a source of entertainment and leisure for nearby citizens.

Tansa Lake and Dam

Tansa Lake and Dam is a pleasant expanse of blue waters in natural settings of the sanctuary; a perfect place to shake off the stresses of the modern day mechanical life of the metropolis. Tansa Lake and Dam is in the Thane district just North of Mumbai. The migratory birds can be seen here from September to March.

Tansa Wildlife Sanctuary

This sanctuary is located in Thane district. The sanctuary with an area of about 320sq.kms has around 54 species of animals and 200 species of birds in the sanctuary. Major wild animals seen here are Panther, Barking deer, Mouse deer, Hyena, Wild boar etc. Tansa Lake flows through the sanctuary. Best time to visit the sanctuary is from November –May as tourists can encounter beautiful animals and birds residing here.

Thane Creek

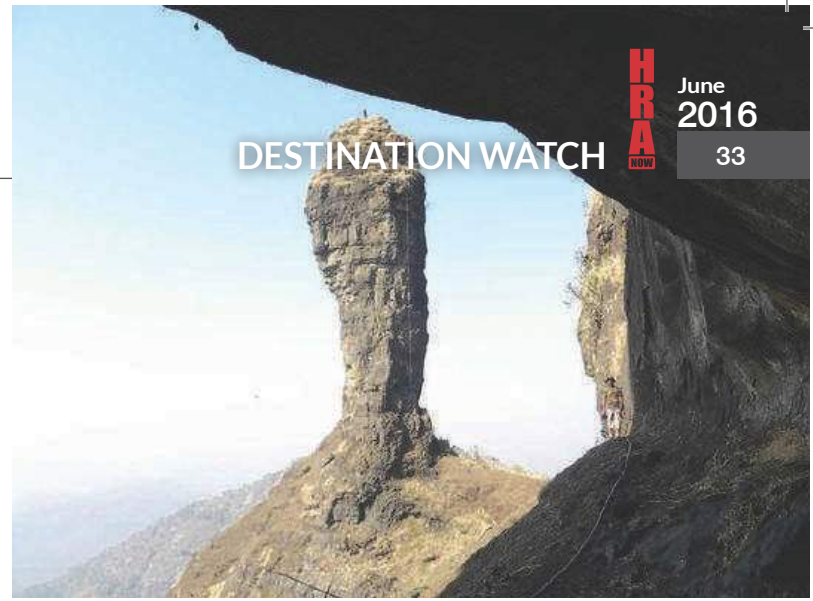
Thane Creek is part of the estuary of the Ulhas River in western India opening into Bombay Harbour. It comprises the area stretching from Mumbra Retibunder to the Mankhurd-Vashi Bridge. It has been recognised as an Important Bird Area by the Bombay Natural History Society, as it is home to flamingoes and several other migratory and wading birds. The city of Thane lies at the head of Thane Creek.

Ulhas River

The Ulhas River is a river of western India. It originates near Karjat in the Western Ghats Range, and flows westward through Raigad and Thane districts of Maharashtra between Kulgaon-Badlapur, north to Ulhasnagar and on to Kalyan, where it turns west to Thane. Near Raw water pump house of MIDC Jambhul the river meets Barvi Dam discharge water also called as Barvi River. The confluence is a tourist and fishing hub for villagers around. At Thane the river splits into two branches which flow west and south, respectively, around Salsette Island, on which lays the metropolis of Mumbai. Both branches are estuarine, and lie on seismic fault lines. The main branch turns northwestward to Ghodbunder, where it opens into the estuary of Vasai Creek. Thane Creek flows south to empty into Bombay Harbour.

Upper Vaitarana Dam

The Upper Vaitarana dam is located at a distance of 20 km from Khodala in Thane district and is close to Mumbai city. It is a nice place for picnic. This dam provides water to the



city. The time of sun rise and sunset at the Vaitarana Dam is a mesmerizing sight.

Vasai (Bassein) Fort

In the ancient times, the Vasai Fort was known as the Bassein Fort. It was the headquarters of the Portuguese from 1534 AD to 1739 AD. Bassein or Vasai was an ancient Portuguese settlement located near the Thane creek in Thane district. The Bassein Fort was constructed in 1532 by Bahadur Shah, Sultan of Gujarat. One can see ruins of the Fort and the Cathedral of St. Joseph and the Churches of St Antony and St. Paul. The city walls are still intact. There are also decorative gateways inscribed with coats of arms and Portuguese graves dating back to 1558.

Mahuli Fort

This is a popular trekking destination and a paradise for rock-climbers, many nearby pinnacles are named interesting like Vazir, Vishnu, etc., by the local trekking and climbing fraternity. This mountain complex is actually a group of two or more hills with common pinnacles. It is the highest point in the Thane district. The forest surrounding Mahuli has been declared as a sanctuary. Once Shahaji Raje, father of Chatrapati Shivaji Maharaj, had this fortress as his residence, the fort has been declared as a protected monument. Besides an open Shiva temple there is a small perennial drinking water cistern on top, three caves of which the larger can be used as overnight shelter.

Gorakhgad Fort

Gorakhgad is a fort that can be visited in a day's time, quite reachable from Mumbai and Pune located near Murbad Taluka in Thane district. Gorakhgad attracts trekkers due to its thrilling experience of climbing vertical rock wall and breath-taking views. This region of Gorakhgad has a dense forest cover. This fort is named after Saint Gorakhnath who is said to have performed penance here. The rock-cut caves and water cisterns here indicate that it was used to look over the nearby region and as a stopover station during the journey to Junnar via Naneghat. Though small in size, there is enough water and accommodation place here. There are in total fourteen cisterns on the fort, however, only the three tanks near to the cave have potable water. The trek to Gorakhgad is not complete without reaching the top of the pinnacle. On the top there is a small Mahadeo temple with Nandi. A wide region ranging from Siddhagad and Machchindragad up to Ahupe Ghat and Jeevdhan in the Naneghat area towards north can be seen from the fort-top.

Thriving by the side of the metropolitan Mumbai in Maharashtra is the city of Thane. It is one of the ideal travel destinations in the country as it is blessed with the best of nature. Endless horizons of the city promise its visitors an unforgettable experience. Thane also has a large number of lakes due to which it is known as the city of lakes. Visit to Thane is a mixed experience of ancient and modern culture. ■



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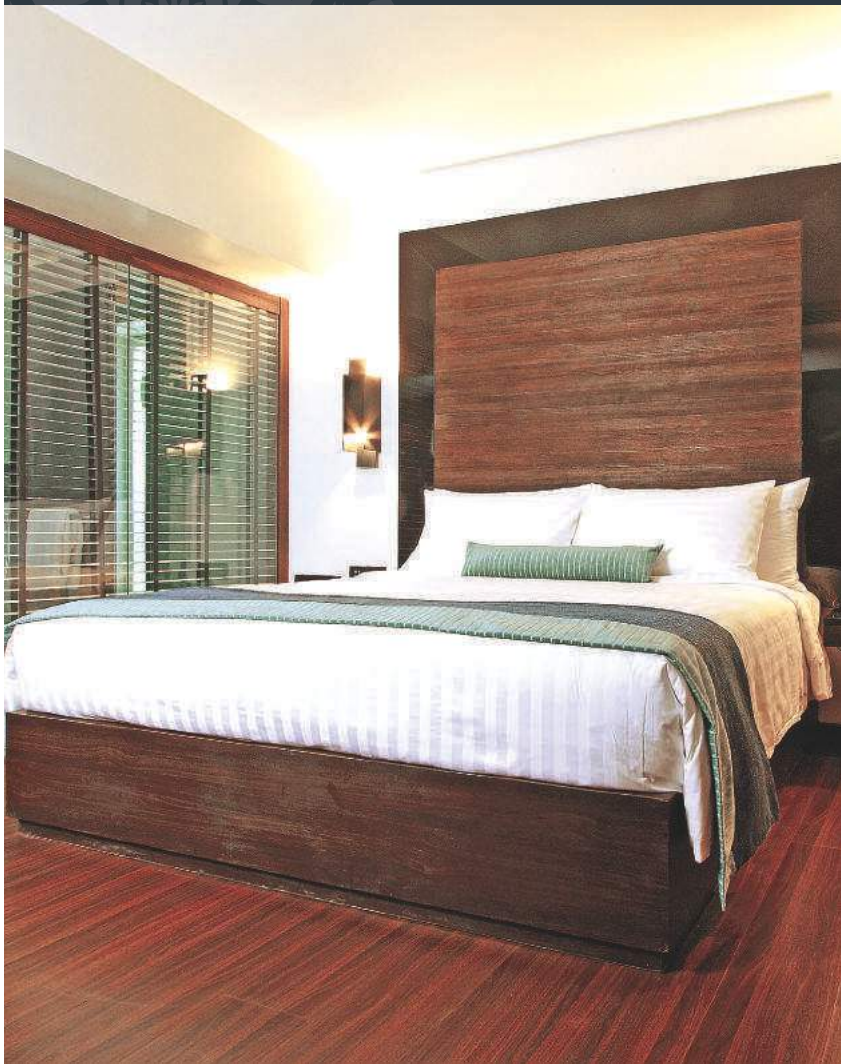
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