



# HRA Today



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A MONTHLY ON HOSPITALITY TRADE  
By Metro Media

**GUEST EXPECTATIONS  
TO BE SURPASSED FOR  
SUSTENANCE OF A HOTEL**



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75  
Azadi Ka  
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## HOSPITALITY MAGAZINE

### PRINTER, EDITOR & PUBLISHER

Siji Nair\*  
sijicn@gmail.com

### SECRETARY GENERAL

Kunal Gujral

### EXECUTIVE EDITOR

Prasad M.

### ASSOCIATE EDITOR

N. Vijayagopalan

### MANAGER-MARKETING

Sreekanth K.S.

### ASST MANAGER-MARKETING

Sibu Nair

### DESIGN

Naveen A

### National Representatives

Mail: today.hra@gmail.com

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

### International Representatives

Mail: today.hra@gmail.com

Muscat, Oman	: Dr. Sanjaiyan
Dubai, UAE	: Binoy Syama Krishna
Abu Dhabi, UAE	: Sabari R Nair
London, United Kingdom	: Narendra Shah
Zurich, Switzerland	: Johnson Pereira
KL, Malaysia	: Sudarshan
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Doha, Qatar	: Raghesh
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## President's Message

*Dear Members,*

As we welcome in the New Year, I wanted to take a moment to reflect on the past couple of years and look ahead to the future.

2020 through 2022 were challenging years for our industry. Despite these difficulties, I am proud of the resilience and adaptability our members have shown in the face of adversity. As we move forward in 2023, I am optimistic that with the continued safety measures and uptick in demand, we will begin to see a return to more normal operations in our industry. However, we must also be prepared for the possibility of continued uncertainty and fluctuations in demand.

As we move forward, our immediate hopes are now hinged on how the upcoming Union Budget will help us expedite the recovery of the industry. Your Association along with the FHRAI has presented the industry's expectations to the Hon'ble Finance Minister. Among the several suggestions, HRAWI has made a strong case for the Budget to accommodate tax reforms for the industry including MAT waiver, an extension of investment-linked benefits under Section 35 AD for brownfield hospitality projects and modifying LTA rules to include the amount spent on hotel stays to be considered as LTA expense, among others. On the policy front, we have requested for increasing the ECLGS loan term.

Of course, we have reiterated one of our long-standing demands for Infrastructure Status under the RBI Infrastructure lending norm criteria for access to long-term funds along with granting Industry status and allied benefits to the hospitality industry. HRAWI has also asked that tourism and hospitality be placed on the concurrent list of the Constitution. Lastly and importantly, we have stressed the need for a uniform GST at 12 per cent on all hotels across the country.

More recently, our members from the States of Gujarat and Chhattisgarh informed us about the classification of 1, 2, and 3 star hotels being pending for the last 3 to 6 months. With licenses having

expired or being due for renewal, including that of liquor license, most hotels are not able to renew the licenses due to the delay in the classification process. We have reached out to the Ministry of Tourism explaining concerns faced by hotels in these States seeking either re-classification or classification of their properties and the enormous hardships they are facing. The Ministry of Tourism has been requested to resolve the matter at the earliest and in the interim, we have suggested extending the validity of existing classification to enable hotels to renew requisite licenses for hotels to continue uninterrupted operations.

Your Association has continued to successfully train and certify 2397 hospitality professionals across India's Western region in FoSTaC and FSSAI's Management Training Program so far. The most recent programme was organized on 10th January 2023 at the Four Points by Sheraton in Navi Mumbai, Vashi and was attended by 40 hospitality professionals. The training programmes are a big value-add to all hospitality professionals and HRAWI will continue to organize the programmes in the future too.

HRAWI believes that India's G20 Presidency is a golden opportunity for the tourism and hospitality industry. We have requested the Government to strategize and focus on activities to promote tourism and to intensify promotional initiatives under Incredible India to attract as many foreign tourists as possible during the year. Alongside, the MoT has proposed to launch a global 'Visit India 2023' campaign to draw more international tourists to position India as a preferred tourist destination in Asia. The hospitality industry is ready to welcome tourists to its warm hospitality and world-class standards. By 2024, we should be able to usher in a new era in Indian tourism and hospitality.

I encourage all HRAWI members to stay informed and adaptable, as well as to continue to prioritize the health and safety of our employees and customers. Let us work together to make 2023 a successful year for the hospitality industry.

*Best wishes,*

**Mr. Pradeep Shetty**

*President - HRAWI*



# Guest Expectations to be Surpassed for Sustenance of a Hotel

N.Vijaygopalan

**W**ith technology advancing in lightning speed and the frontiers of facilities and comforts ever expanding, expectations of guests when they reach a hotel have reached a very high level. In fact this is what is happening in most other realms of services. After all, a great service, where the guest's needs and expectations are not only anticipated but catered for, is key to keeping them coming back.

Let us have a look at a few guest expectations, which, if met, would ensure that the guests enjoy a great stay in a hotel, which is

today's mantra for sustenance of hotel industry.

## **Mobile check-ins and digital keys**

Technology has simplified many aspects of life, and gradually, when it comes to hospitality services, its influence is moving toward greater digital expectations.

These days even boarding passes, tickets and reservations can be loaded into your smartphone, so it's fair for guests to expect mobile check-ins, check-outs, and digital keys for room access. This extends





right through to being able to request hotel services from just about anywhere within the hotel.

Convenience improves guest expectations and increases revenue. Guests now almost expect digital enhancements to be in place – if only for convenience purposes. Guests like to take things at their own pace, without having to wait or rely on the more traditional process of check-in and getting keys to access rooms.

Usually, mobile check-ins and digital keys go hand in hand. So guests can simply check-in online,

receive the room number through a confirmation email, or a text. That way when guests arrive they don't have to wait at the reception to get the keys for them. Digital keys allow guests to access their rooms using smartphones, and there's far less risk of losing keys or the need to manage lots of sets of keys and keep them safe.

### **Cleanliness and hygiene matter a lot**

The most important expectation has and always will be cleanliness. The pandemic has enhanced the importance attached by hotel

guests to cleanliness and hygiene. Lack of cleanliness is among the top complaints about hotel stays. Good cleanliness often goes unnoticed, but poor hotel hygiene will always be something guests remember about their hotel stay.

Rigorous hygiene and cleaning services should always be a priority for every hotel. It helps to minimize complaints and limits the main dissatisfaction among guests.

### **Reliable safety policies**

Most guests expect hotels to



function as a home away from home. This brings a fairly sizeable expectation for even the most diligent and reliable of safety measures. In addition to the usual standard safety measures, guests now expect more personalized safety, like measures focussed around certain guests, such as women, children, and the elderly.

Guests also expect safety measures to be efficient and convenient in times of urgency, so they are favoring advanced technology-based safety measures.

### **Easy and efficient communication**

Today's guests expect that a hotel's communication is streamlined before, during, and after their stay for them to be 100% satisfied with their stay and with the service. So easy access to communication methods is one of the first and minimum things guests expect from a hotel, whether it be responding timely to a request, or to getting hold of the right person to help solve a problem.

But beyond just getting through to the right person, being able to respond to a guest's needs efficiently and satisfactorily is of vital importance. So hotels are increasingly arming their staff – as well as their guests – with easy and quick methods to communicate throughout the hotel to handle matters and incidents efficiently.

### **Value for money**

Hospitality has seen a rise in the number of accommodation options available, with many low-priced, widespread service



offerings coming up. Hotels are now compelled to up their game in terms of attracting guests in place of the old methods of booking accommodation. One way to do this is to exceed guest expectations in a hotel in terms of added value for money. This is being done through free-of-charge options that represent a low outlay for the hotel but large returns on customer satisfaction. Free laundry services or a free bottle of wine are examples.

### **Mobile information and ordering**

With steadily increasing reliance on our smartphones for everything, mobile information

plays a key role in our daily lives. This is no different when it comes to the top guest expectations in a hotel.

Guests expect a mobile-friendly caretaker option to find all the information they need about a hotel – what guests would not prefer the idea of a contactless ordering system to order their favorite drink while sitting beside the pool or in the lounge. It has been proven that providing guests with a web browser app to order food and beverage from a variety of areas in your hotel, can significantly increase food and beverage sales.

Whether it is enquiring about





the check-out time, or requesting a drink, hotels are expected to provide an easy platform for guests to get all their questions answered easily.

Many hotels are covering a lot of these areas, and increasing revenue, by simply employing an app.

### **A suitable menu**

Food is a vital part of a hotel experience and one of the top guest expectations in a hotel. No matter how good a hotel's customer service, ambiance, and amenities are, good food that suits guest preferences and activities, is a basic and yet powerful offering

that can make a guest's experience unforgettable.

Apart from tasty food, food hygiene, mindful, healthy and vegan food options are becoming an increasingly popular common guest expectation in a hotel.

People have different preferences when it comes to food – depending on their lifestyle and diet patterns. It's becoming a common expectation that hotels have food that both addresses dietary needs and meets the expectations of guests in their use of the hotel.

A hotel whose guests are mainly business clients could look at

simple and quick menu options for those on the go. Perhaps a 5-minute lunch menu, or even lunch-to-go options. Spa-centered hotels could consider more by way of light healthy snacks and wider health drink options.

Menu is no more a set-it-and-forget-it aspect of today's most restaurants. Menu analysis and menu labeling have gained importance and attention.

### **A high-quality, personalised and authentic service**

Nowadays guests expect to be made to feel special and not treated like just another guest. And this extends beyond the standard wake-up call. A personalized experience is a key expectation among guests and is becoming a go-to- way to keep giving them a satisfactory hotel experience during their stay.

One best way hotels are now delivering this personalized experience is through a welcome note with the name of the guests. Sending push notifications about breakfast hours, information about after-dinner events, or special discounts are a great way to personalize the hotel experience of guests.

High-quality customer service is the minimum expectation of today's hotel guests. This has prompted most hotels to take care to ensure that they have polite, approachable, helpful, and pleasant staff through training programmes.

These days though, guests' expectations in a hotel are through a higher level of clean and basic amenities, a level that goes



way beyond just a comfortable bed, clean rooms, corridors, a reliable WIFI connection, and other complimentary toiletries. Guests expect millennial-friendly service that offers them a highly personal and warming experience.

Employing up-to-date technology has enhanced guest experiences over the years. But many still expect a degree of the human touch when it comes to service and taking care of their needs.

Hotels have increasingly started to adopt several measures like the following to step up their service quality, though they may appear to be too basic or simple.

- Meet with or engage guests before they arrive, and upon arrival
- When a guest is unhappy with the food, have a caretaker, manager or even a chef briefly visit their table after the meal to ensure they were happy with the improvements.
- An authentic smile can make an enormous difference
- Always be ready to provide and impart local news to your guests where it might affect their stay
- If a guest drops an item in passing, pick it up for them – and ask if they need further help carrying their belongings
- Use local produce, advertise this fact proudly to your guests, they will see just how much thought you've put into providing a great experience
- Rejoice in guests that are celebrating a special occasion. Heard about a birthday? Offer a free cake or a drink.
- Should you pass a guest in the hallway who looks confused or lost, engage them, it's an opportunity to exceed their





expectations.

- See a guest struggling with some luggage, or a stroller? Offer immediate assistance.
- Be interested in your guests, without being nosey. Engage them if they seem to talk about the hotel, the service, the area, or their experiences.

### **Sustainable themes**

In the new millennium, people have been becoming more and more environmentally conscious. And this is also true of guest expectations in a hotel.

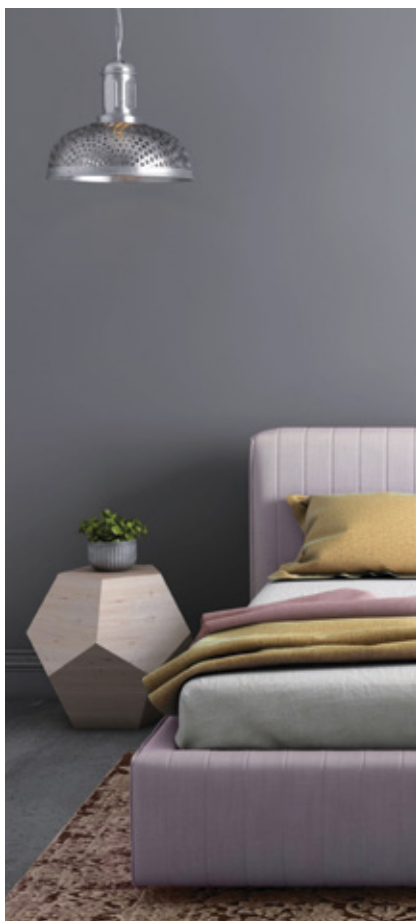
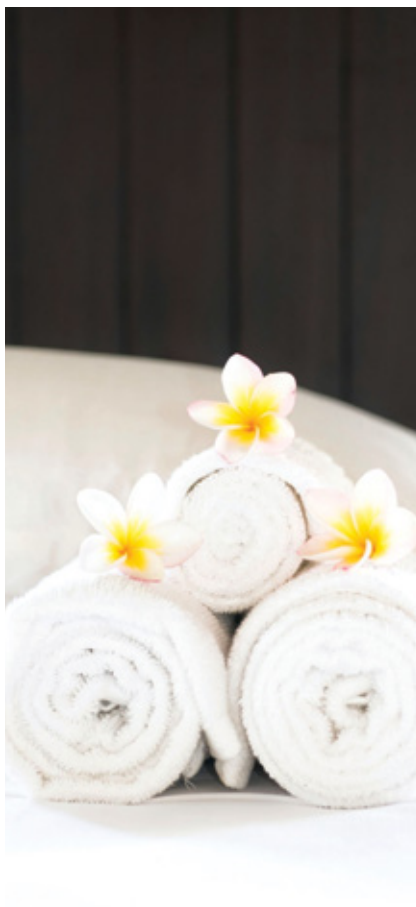
As people are making significant life changes around the world to counter the effects of climate change, many guests are willing to pay more for eco-friendly hotels over and above those that don't. Eco-friendly features are becoming a big expectation and an important consideration in hotels among guests.

Whether it is hotel designs and amenities reflecting eco-friendly concepts to paperless hotel policies or the use of solar energy, guests are expecting more environmentally appealing features which allow them to experience an environmentally responsible vacation or stay.

### **Face to face communication is still important**

Adding digital services to your hotel is becoming essential without moving to "staff free service". Guests do and will probably always appreciate the personal touch when it comes to meeting expectations.

Studies have shown that a large majority of guests still considered



face-to-face communication with a manager or staff member to be an important factor.

When it comes to areas like propensity to complain, information inadequacy, and guest frustration, guests prefer "rich communication channels to express their dissatisfaction.

### **Pleasant aroma**

Although least emphasized, when it comes to guest expectations in a hotel, in truth the aroma of a hotel is a major factor among guests that delivers them a pleasant hotel experience. Studies have shown that fragrance, and aroma influences psychological behavior, influences mood, and enhances well-being.

Retail stores have for a long time employed aroma as a means to influence behavior in their stores. Aromatherapy has been used to influence people for thousands of years and is an industry in its own right.

The right aromas in your hotel can also positively impact your guest's mood and behavior. When entering hotel premises or a guest room, smell has a direct impact on a guest's first impression of the hotel.

Many guests believe that the aroma of a hotel and the experience it gives to be a key factor that keeps them coming back.

Matching, nay, surpassing the expectations of guests has become a pressing necessity for hotels today for ensuring their sustenance.



A man and a woman are walking together outdoors, smiling. The woman is wearing a dark coat over a brown knit top and a chain necklace. The man is wearing a black leather jacket. They are walking on a paved surface with buildings and trees in the background.

# DIGITAL MARKETING FOR HOTEL BUSINESS: ITS INCREASING RELEVANCE

**T**oday hotel industry has become a very dynamic, fast transforming and competitive one. Challenges of the last decade including the pandemic have shifted marketing efforts firmly into the spotlight for the hotel business. More than ever, effective marketing strategies have become crucial for the success of hotel businesses. With the hotel industry constantly changing, to remain profitable, hotels must implement new strategic initiatives and think outside the box to attract more travelers.

Management of a hotel business is a real tough task. Managing the image and reputation has become one of the greatest challenges for hotels in India. Attracting quality clients, managing an online reputation, and combating the competitors are among the biggest problems faced by the hotel industry. Digital is the name of the game,

boasting affordability and potential for massive reach, for almost every business and particularly hotel business. Nearly 60% of the world's population, that's 4.66 billion people, are now active internet users. Social media reach continues to explode, with nearly 4 billion people now active users compared to just over 2 billion in 2015. In the scenario that has emerged, endless are the options and potential for harnessing the power of digital technology with the right strategy.

Digital marketing has become a must for the hotel industry. Digital marketing helps in reaching the target audience and promoting products or services and helps build a very powerful online presence. In order to grow business with digital marketing, there are a few factors that need focus.

It is imperative to mark the hotel's presence on Google, as whenever



people have to look for hotels to stay in, the first platform they visit is mainly, Google. Google's business profile facilitates people finding your business when looking for the services offered by you. This makes it easy for the customers to easily find your hotel and can also check out for the various services offered by you and to review your business.

An important factor that can help your hotel business grow is a powerful, speaking website as not every detail can be mentioned on the google business profile. Relevant details need to be added in the website in a manner that targets the minds of the readers and makes them feel that your property is what they are looking for. A good website is a powerful tool which helps showcase your hotels, your food, and your recreational activities and help you beat the competition and get more sales. As per a survey, 97% of people never visit the second page of Google. A website that appears on the second page stands to miss 97% of traffic. Also, well-versed SEO optimization is required to make the website outsmart all your competitors and appear among the top 10 hotel websites on the first page that google will show to your customers.

Revenue management software (RMS) is the hottest buzzword in the hotel industry on account of the numerous benefits it provides. RMS automates the analytics process and also assists in determining the correct price for the hotel or vacation rental, thereby increasing revenue. RMS facilitates selling the right hotel room to the right customer at the right price via the right distribution channel.

Google ads not only help

businesses increase sales and profits faster but also help calculate and control costs by giving measurable and actionable data about the expenses on marketing, sales, and customer acquisition. It also helps a business to understand and categorize its customers into different sections that can further help it get great ROI on marketing.

Social media optimization and marketing have now assumed very high relevance. It is necessary to target social media platforms as well. Facebook and Instagram are two social media sites where the target customers hang out the most. Hence, a strong presence on these powerful social platforms can help a hotel to grow and evolve to a great extent.

A useful way for hotels to get the best through digital marketing is by creating guest personas which represent the people they want to see at their check-in desk. It would be worthwhile to create a detailed picture of these people by doing some research around these questions:

How old are they?  
Where do they live?  
Who do they live with?  
Who will they travel with?  
What type of job do they do and how much do they earn?  
What other brands do they love?  
What are their hobbies and interests?  
What do they read?  
What social issues do they care about most?  
Where do they shop for food and clothes?  
What are their life goals?  
What is their big motivator?  
What is their favourite destination?  
How tech savvy are they?  
Which social networks do they



prefer?

How do they communicate at work, with family and with friends?

This should be followed by defining the ultimate digital marketing goals, the broader business goals and strategy. For example, if a hotel's goal is to boost revenue by 25% in the coming year by strengthening the brand, then its digital marketing goals have to be shaped around that goal. Doubling the Facebook and Instagram followers to reach more of the target audience and generating a 50% increase in traffic to your website may be goals that align with these broader business goals.

It is necessary to develop a plan which covers the digital marketing tools that will best help you achieve your goals and how you'll leverage them to achieve your goals. The most popular and effective tools include Content marketing, Social media, Influencer marketing, Email marketing

Online reviews, SEO, local SEO and Google Hotel Ads.



# HOTEL IN 2032

## THE GLOBAL HOSPITALITY SECTOR REPORT

**T**he pandemic which lingered with us for almost three years altered the way we travel. Travellers are becoming more concerned with their travel choices these days. The pandemic gave birth to various trends such as workcation, staycation, co-working spaces and so on.

The “Hotel in 2032” report from Noesis Capital Advisors, India’s leading hotel advisory firm, offers an overview of the global hospitality sector and the current and upcoming trends in the hotel sector in the next decade. It also includes some exquisite analyses

of the hospitality market from industry leaders.

As per the “Hotel in 2032” report, between the period of 2022 and 2032 travel and tourism will contribute to the worldwide economy at an average annual rate of 5.8%, which is more than double the 2.7% average annual growth rate of the global economy. It is predicted that by the end of 2022, the contribution of this sector to the overall economy will be increased by 71% in the Asia-Pacific region, thanks to a rise in domestic spending and the return of foreign tourists. The countries



that are anticipated to experience a large increase in foreign visitor arrivals include Malaysia, Japan, and Australia. By the end of 2023, the travel and tourism industry in the Asia-Pacific region is anticipated to reach pre-covid levels. However, it depends on whether source markets like China and Japan continue to impose restrictions on international travel.

The millennial generation and generation Z are driving change in the hospitality business and understanding their expectations is vital. The incredibly tech-savvy and adaptable Generation Z (born between 1997 and 2012) are leading to changes in travel preferences in this digital age. For this generation, four out of five methods for planning a trip are online-based channels; thus, a shift from multi-channel marketing to omni-channel marketing will be more effective. As a result, the hospitality sector must adapt to these developments. This generation is the first digital natives; They value experiences over things / material objects, giving rise to trends such as staycations and workcations.

The report goes into detail about the foregoing trends, staycations (stay-at-home vacations that don't involve much travelling) are estimated to be 15% more cost-effective than traditional vacations involving travel. According to NOESIS survey, 84% of hospitality leaders foresee staycations as a recurring trend in the coming decade. People are drawn to such trends because staycation offers convenience, less planning, specific activity experience and lesser risk of cancellation. In the report, it

is also discussed how work-from-home concepts have now become work-from-anywhere thus giving rise to the trend – Workcation. One survey found that 62% of employees believe working remotely increases their productivity.

Another emerging trend is co-working spaces, where employees from various companies share space, providing a sense of community, creativity and flexibility. This market has a growth rate of 14.8% with an estimated value of \$24 billion by 2030 and even hotels are taking advantage of this trend to expand and utilize available space for business travellers by providing services such as strong WIFI infrastructure, food, stationery and workspace during the day. One of the many hotels that have adopted the co-working model is Roseate Hotels and Resorts. The report goes into great detail about many other intriguing developments, including technology, dynamic workforces, subscription-based services etc. Subscription-based services are a result of the current trend of remote working for those looking for an 'office away from home.' On the other hand, the F&B market is expanding, and hotels can benefit from subscription-based food/delivery services, particularly for the current generation Z guests who demand highly personalized service. The Indian Hotels Company Limited (Taj Hotels) established "Qmin" their online culinary and food delivery platform just three months into the beginning of the pandemic and today it is present in over 20 cities across multiple platforms. The global online food delivery services market is projected to

expand rapidly at a CAGR 9.8% and the current global market valuation is US\$ 38.2 billion.

One of the most recent trends following the pandemic is the hospitality industry needing to focus on a dynamic workforce, where the generation z's expectations are drastically beyond what learning a starting position in a hotel can provide. Lower wages along with unpredictable work hours and weekend night shifts, neither of which are particularly enticing to a new graduate. According to the World Travel and Tourism Council, the industry is anticipated to generate 126 million new employment opportunities between 2022 and 2032, with the Asia-Pacific region expected to generate 76.9 million of those opportunities, as well as 64.8% of all new travel and tourism-related jobs globally. The report makes a few recommendations, including permitting flexible work schedules and remote work, offering rewarding jobs, appealing employee benefits, and expanding career options inside the sector.

The study also highlights the significance of crucial design changes in the modern hotel industry. In the next few years industry will see a "Hypo-allergenic room concept, with enhanced HEPA filter technology"

As rightly said by the CEO of NOESIS Capital advisors, Nandivardhan Jain "In the future, hotels will be integrators with a new function: providing guests with a unique hotel experience tailor-made to their preferences for each visit." We can be certain that hotels will experience rapid growth in the near future.

# RESTAURANT CULTURE UNDERGOING TRANSFORMATION DUE TO CLOUD KITCHENS

V.N.Nair

The food industry has been fast changing. High startup costs, burdensome regulations, and pandemic induced new scenario have all threatened the restaurant industry and traditional food business models.

## Enter cloud kitchens.

A cloud kitchen—also referred to as a “ghost kitchen” or “virtual kitchen”—is a commercial kitchen space that provides food businesses the facilities and services needed to prepare menu items for delivery and takeout, with no dine-in customers. Unlike traditional brick-and-mortar locations, cloud kitchens allow food businesses to create and deliver food products with minimal overhead. Cloud kitchens

enable restaurateurs to expand an existing restaurant or start a virtual brand at minimal cost.

Cloud kitchens are emerging as a viable alternative to traditional restaurants. They are delivery-only outlets with no physical premises. The concept was prevalent years ago. However, it gained prominence during the pandemic and has become a lucrative business opportunity now.

Cloud kitchens have an edge over conventionally operating restaurants due to various







reasons. Firstly, they allow restaurants to deliver straight to the customers at their doorstep. Secondly, they operate in a limited space thereby utilising resources efficiently through optimised kitchen operations.

Earlier, there was a clear demarcation between delivery-centric focused and dine-in brands. However, presently various hospitality players are adopting the cloud kitchen concept which is solely a delivery-based business. Driven by technology, their main objective is to serve quality food. Along with this, understanding customers and their requirements are equally essential. Furthermore, the partnership dynamics with delivery apps as well as procurement cost of menu items is critical for cloud kitchens' success. The extent to which they are technologically driven determines the RoI of their business. Their sales are entirely dependent on online orders.

The Indian food market is gradually moving away from an unorganised to an organised sector. Its future will be the organised market driven by QSR, dine-in, and most importantly, cloud kitchens. As per the RedSeer Consulting report, cloud kitchens are projected to be a \$2 billion industry by 2024 and will witness 5-6x growth by 2025.

Even in the post-pandemic times, a certain segment of the population is apprehensive about dining outdoors. They prefer ordering at home as safety is their topmost priority. In such a scenario, cloud kitchens are the go-to options. With doorstep delivery of food from their preferred restaurants, they can

enjoy their meal while practising social distancing.

Dining outdoors comes with a fear of who visited the place before them and whether it was sanitised or not. The cloud kitchen eliminates this fear by emphasising on sanitisation and safety and hence, customers prefer such a model.

Businesses want to save capital and this has made the transition to cloud kitchens a necessity. Since they do not have to provide ambience, the operational and maintenance cost is reduced significantly. Even the staff requirement is less and hence the labour cost is also decreased. They do not need huge spaces since there would be no footfall. And this is how even the rental cost will be reduced. A cloud kitchen business can be started with minimum investments and ensure efficiency, flexibility as well as better profit margins.

Cloud kitchens work with a delivery-only model and ensure doorstep delivery along with

safety and flavoursome food.

They are the ideal solution to the modern world food problems by offering tech-based solutions. They have spread as a trend and are gaining prominence even at the global level. They cater to the challenges faced by restaurateurs and enhance operational efficiency, deliver high-end guest experiences, as well as improve the bottom line of business. Cloud kitchens are the tech start-ups of the restaurant industry that have redefined the restaurant market and dining culture of customers!

All said, there are a few factors where the entrepreneurs have to be on the guard with regard to cloud kitchen business like thin margins, kitchen space rentals, higher commission of the third party online delivery partners, rising competition, lack of dining experience, lack of SOPs, inconsistency in operations and food preparations, poor financial planning, fancy and elaborate menus, lack of marketing, lack of guest interaction etc.

*(With inputs from F&B News)*







# India's food service market to reach USD 79.65 billion by 2028: Report

**I**ndia's food service market is expected to reach USD 79.65 billion by 2028, growing at a CAGR of 11.19 per cent from USD 41.1 billion in 2022, according to a report. Despite over 20 lakh jobs lost during the peak of the COVID-19 pandemic, the industry is expected to reach employment figures of 1 crore by 2025, as per the Food Service and Restaurant Business Report 2022-23, by Francorp and restaurantindia.in.

The restaurants and food service market in the country is divided into two segments with the unorganised segment accounting for the major share, the report said, adding that the organised sector also grew at a strong rate between 2014 and 2020.

"India's food service market is anticipated to project robust growth in the forecast period with an impressive CAGR of 11.19 per

cent and reach USD 79.65 billion by 2028," it said.

It further said that the country's quick service restaurants (QSR) market is estimated to be USD 690.21 million in 2022 and is expected to reach USD 1069.3 million by 2027, growing at a CAGR of 9.15 per cent.

Over FY20-25, the QSR chain market is estimated to be the highest-growing sub-segment -- at 23 per cent CAGR -- in the entire food service market, not just the chain market.

This will be on the back of large food service chains such as McDonald's, Burger King, and Domino's, among others, deepening their reach in India's smaller cities and benefiting from a younger demographic.

The report pointed out that the annual spending of middle class households on fast food restaurants in India's Tier II and

III cities has grown by 108 per cent in the last two years, from Rs 2,500 to Rs 5,400. In terms of employment, the report said the food services industry in India had a total of about over 7.3 million in 2021. "Despite over two million jobs lost during the peak of the COVID-19 pandemic, the industry is expected to reach 10 million by 2025," it said.

The report also pointed out that due to inflation, nearly 51 per cent of consumers are either dining out less or ordering less frequently, while nearly 40 per cent of them are ordering fewer items or ordering less expensive items in their order.

The main challenges for the sector continue to be supply delays or shortages of key food or beverage items which 96 per cent of operators experienced in 2021 and are likely to continue in 2022-23, it added.

A close-up photograph of a bright red, insulated food delivery bag with black straps, mounted on the back of a light green motor scooter. The scooter is parked on a paved surface, and its handlebars and front fairing are visible in the background.

# Changing Landscape of Food Delivery industry, post COVID-19

**A**s the country is on a transition from lockdown to greet what many refer to as the 'new normal', the foodservice and delivery industry, which includes the cloud kitchens or delivery-only kitchens in India, is putting their best foot forward to start operations after a four months' gap.

Throughout the lockdown period, online food and grocery deliveries continued to be the sole lifeline for many. Even after reaching the fifth phase of the nationwide lockdown, many still prefer ordering food online to avert stepping outside for dining altogether. The rising demand for online food delivery has led to the birth of delivery-only restaurants or virtual restaurants. Not surprisingly, this concept is

fast gaining popularity in the F&B space in India. As per Goldstein Research report, the universal cloud kitchen market which was valued at \$700 million in 2018 is currently anticipated to grow at a CAGR of 17.25 percent by 2030.

The F&B market, which was unstable in the lockdown phase, is now taking steps to fall back upon the concept of satellite kitchens since it is considered to be a prudent way of running the restaurant business. These delivery-only restaurants do not have any dining space, and depend only on online orders placed through food apps, which are the next big thing. Diners are now scaling up on takeaways and online food delivery as food safety and hygiene has become a crucial factor.



Market reports say that there are a few key elements that are going to define the future of the Indian food business once the pandemic vanishes. They are the products, the people who handle them, the production and manufacturing infrastructure and facility, and the essential protection measures while transporting the products from the production facility into the hands of the end-customers.

The emerging situation has prompted most restaurants and food aggregators to implement several safety strategies to augment the safety standards and to gain back customer trust. For instance, many food delivery joints are making use of double-layered packaging, one-time-use utensils and cutlery, ensuring delivery persons are equipped with gloves and masks, and most importantly, cashless payments.

Thanks to these initiatives, the cloud kitchen segment is not seeing any significant impact of the pandemic. With a strategic increase in the ticket-size, it is a clear indication that foodservice and delivery are slated to be a long-standing trend in the coming years and are here to stay.

Cloud kitchens are also taking other essential steps to curb the spread of the virus and to mitigate the risks and to make virtual food delivery during the pandemic a hassle-free experience. The food delivery platforms have started an operative outreach programme to reassure their customers about the safety involved in ordering food online. These programmes have been designed to inform customers about the optimum practices that are being followed in order to enable them to order food without being wary.

One of the major concerns for customers while ordering food is the health status of the delivery partner. To address this concern, food delivery apps are making use of a temperature tracker on their app in order to inform customers about the body temperatures of all the stakeholders - right from the cook to the delivery boy. For maintaining social distancing and avoiding contact with the delivery person, many platforms are offering services like no-contact delivery options while ordering food, to their customers. The feature ensures that you do not come in contact with the delivery partner in any way. Customers can choose from any of the digital payment methods for contactless deliveries. Since the delivery workers are particularly vulnerable to the virus, delivery agents are being provided with safety equipment like gloves and masks.

Customers are mostly concerned about the hygiene condition of places where the food is made and packed. Food delivery apps are taking measures to dehumidify

and sanitise all the surfaces, thus preventing the growth of the virus.

The ecommerce segment is poised for a massive growth in the coming quarters, with activities like fundraising, and mergers and acquisitions. In order to get freed from the clutches of the pandemic victoriously, the existing players will consider expanding their portfolios. This would see new partnerships and associations emerging and new companies springing up, thus escalating the ecommerce penetration.

Due to the complexity of factors surrounding the pandemic, in the current situation, dining out will be less even after the restaurants open totally. Increased emphasis is bound to be on home deliveries. It is an accepted fact that almost no business can be conducted as done in the pre-COVID era. At the same time the proven resilience of our country gives strong hopes of bounce backing with the new rules of customer engagement being drawn by restaurants.



## Lemon Tree Hotels signs a new hotel in Hubli, Karnataka



**L**emon Tree Hotels announced its latest signing – Lemon Tree Hotel, Hubli, Karnataka. This property is expected to be operational by May, 2023, and shall be managed by Carnation Hotels Private Limited, a

subsidiary and the management arm of Lemon Tree Hotels Limited. This property will feature 65 well-appointed rooms, complemented by a restaurant, bar, spa, swimming pool, fitness center and a meeting room.

Hubli in Dharwad District is one of the commercial hubs of Karnataka. Cotton and peanuts grow here in abundance and are traded across the country contributing to its economy. Unkal Lake, a beautiful water spot in Hubli, offers several recreational activities including boating, bird watching and more. Chandramouleshwara is a famous temple dedicated to Lord Shiva which is visited by thousands of his devotees every year. Besides these, Gayatri Tapovan, Iskon Akshaya Paatra, Navagraha Teertha, Holy Place and Gangubai Hanagal Memorial Musical Museum are also worth a visit.

## The Fern Hotels & Resorts launches The Fern Forest Resort & Spa in Jambughoda, Gujarat



**T**he Fern Hotels & Resorts, India's leading environmentally sensitive hotel chain, has opened its newest luxury resort, Bhanu The Fern Forest Resort & Spa in Jambughoda in Gujarat. This is the company's 23rd operational hotel in the State. The Fern Hotels & Resorts are the biggest hospitality players in Gujarat, with

hotels in all the major cities and in resort destinations covering beaches, temple towns, historical monuments, jungle safaris, forest resorts and wildlife sanctuaries in the State. Our hotels are well known for their environmentally sensitive and eco-friendly facilities.

Bhanu The Fern Forest Resort & Spa, Jambughoda is an upscale

resort near the Jambughoda Forest in Gujarat, surrounded by a wildlife sanctuary, lakes and captivating views of lush greenery. The resort offers 108 luxurious well-appointed rooms, suites and villas, ranging from 344 sq ft to over 800 sq ft. Foresta is an all-day restaurant with alfresco and indoor dining options. The resort also has two banquet halls accommodating 300 persons, 12,000 sq ft lawns and a swimming pool. The Health Club and Spa will be operational shortly.

In addition to the local attractions, Pavagadh Hills and the Champaner-Pavagadh Archaeological Park (a UNESCO World Heritage Site) are in close proximity to the resort. The Statue of Unity is also within driving distance from the resort.



## Ministry of tourism to discuss uniform tourist police policy with States



The national level conference convened by the ministry of tourism to build a consensus on uniform tourist police policy in states is expected to be attended by director-generals or inspector-generals of police from States and union territories in the country. According to the ministry of tourism, the agenda of the national conference is implementation of a uniform Tourist Police Scheme at pan India level for developing the tourist specific policing.

Considering the importance that tourists bestow to safety and security at visiting destinations, the national conference will discuss fixing of roles and responsibilities

for tourist police, their training etc. to provide a safer ecosystem to the foreign and domestic tourists in and around tourist destinations.

During the conference, the report on 'Tourist Police Scheme' prepared by BPR & D will be deliberated. The idea of the conference is to develop a dedicated team of Police personnel by States/ UTs to work towards taking care of the requirements of the foreign and domestic tourists, their safety & security. This, the government expects, would change the safety and security related perception of India at global level and will help in making India a must visit destination

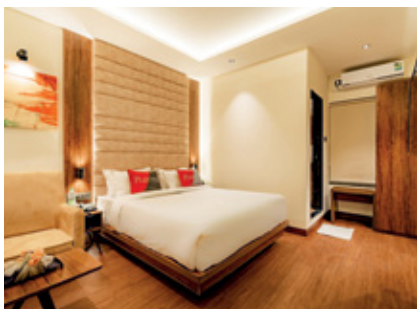
## Rester Hotels to launch 4th Rester Select in South India



Rester Hotels and Resorts has announced its plans of launching another Rester Select in Aamalapuram - Andhra Pradesh. This hotel is expected to commence operations in December thus making it the chain's 4th property in South India and 12th property in India. To be launched as Rester Select Aamlapuram this thirty room hotel will offer accommodation to corporates and leisure travelers.

Aamalapuram is a town, municipality, revenue division and hub of the district for education. It is also known for the five famous Shiva temples that gave it a name of Panchlingapuram.

## Over 4K rooms in Indore hotels blocked for Jan, 2023



Indore's hotel industry is ready and eager to welcome at least 4000 guests and investors in NRI and investors' summits scheduled in January 2023.

Ahead of the summits, departments concerned in coordination with Indore's hotel industry, has started chalking out a plan to offer better hospitality, including stay, traditional/local food, transportation and others, to the guests and investors. Sources said, the state government has invited President Droupadi Murmu and Prime Minister Narendra Modi to attend PBD on January 9 and 10, respectively.

"As many as 4000 out of the total

8000 rooms of Indore's hotels (3-, 4- and 5 star-level) have been blocked from 7-14 January for guests, who will participate in NRI and investors summits. Hotels will get the booking through the MP tourism department. So, a portal is also being prepared," Indore Hoteliers' Association president Mr. Sumit Suri said.

Following this, tariff of rooms and hospitality services are expected to go high by around 30-50% during NRI Summit and GIS.

## FHRAI Delegates Meet MSME Minister, Submit Representation Requesting To Increase ECLGS Loan Term



India's apex hospitality Association – Federation of Hotel & Restaurant Associations of India (FHRAI) recently met with the Hon'ble Minister for Micro, Small & Medium Enterprises (MSME) – Narayan Tatu Rane and submitted a representation requesting extending the Emergency Credit Line Guarantee Scheme (ECLGS) loan term for the hospitality sector for maximum period under the current provisions. FHRAI thanked the Minister for the enhanced ECLGS limit by from INR 4.5 lakh Cr to INR 5 lakh Cr and also informed him about the measure being inadequate to mitigate the losses incurred by the hospitality sector. The Association has requested that the repayment period be either enhanced to 10 years or as per the loan repayment period of the principal loan,

whichever is longer.

FHRAI has pointed out that the 6-year period is too short for the sector to reap the desired benefits of the scheme. Most beneficiaries of the scheme have already mortgaged their properties as surety against the Principal Loan. So, if the ECLGS loan is not in sync with the earlier loan, it would lead to payment defaults and high volumes of NPAs in the sector. The tenor of loans granted under ECLGS 3.0 is six years including a moratorium period of two years, whereas the same under ECLGS 1.0 is four years and under ECLGS 2.0 it is five years with one year moratorium. Many hospitality establishments have availed the loans under ECLGS 1.0 & 2.0 and the repayment period for these loans have already started in most

of these cases. So, FHRAI has requested for rationalizing the norms for all ECLGS loans for the sector.

FHRAI has also informed the Minister about the eligibility criteria to apply for a loan being too stringent. The cumbersome application process makes it difficult for entities to avail loans and so, has requested that the Government ease out eligibility criteria and also simplify loan application process via a single-window or single-click clearance. For making the ECLG Scheme fruitful and effective, the Association has requested that the tenure of the loan term be increased to at least 10 years or in accordance to the loan repayment period of the 'Principal Loan', whichever is longer



## Penalties on OYO, MakeMyTrip, Goibibo biggest win for hospitality sector: FHRAI



With the Competition Commission of India (CCI) imposing penalties of INR 223.48 crores and INR 168.88 crores on MMT-Go (Goibibo and MakeMyTrip) and OYO, respectively, for anti-competitive conduct, the Federation of Hotel and Restaurant Associations of India (FHRAI) described it as “one of the biggest wins for the hospitality industry against the dominance of the aggregators”.

Reacting to the development, FHRAI Executive Committee member and Hotel and Restaurant Association of Western India (HRAWI) President Pradeep Shetty said that it was on the basis of their complaint that OYO and Go-MMT were being investigated upon.

“Based on the complaints filed by us back in 2019, Oyo and Go-MMT were under investigation by the CCI for indulging in anti-competitive conduct. The CCI had then identified a case for investigations into both the entities’ business practices under Section 26(1) of the Competition Act, 2002. Today, the CCI has imposed penalties of INR 223 crore

and INR 168 crore on Go-MMT and Oyo for anti-competition practices,” FHRAI said in a statement.

“This is by far one of the biggest wins for the hospitality industry against the dominance of the aggregators. We also see this as a major verdict that will go a long way in disciplining the OTAs and saving the Industry,” it added. The actions of Go-MMT and Oyo have individually as well as collectively caused immense damage to hotels across all segments. These entities indulge in deep discounting, unfair business practices, dominant positioning and unilateral agreements, among other unethical business practices, FHRAI said.

Singling out OYO, FHRAI said that it was “especially responsible for the systemic depredation of the budget segment hotel business and its market as a means to achieve a notional billion-dollar valuation. This is a serious cause of concern for the hospitality ecosystem of our country. We hope that this will also serve as an eye opener for investors and the regulatory bodies about OYO, which is proposed to

go public”.

Earlier, the CCI had also directed MMT-Go to amend its market behaviour, for indulging in anti-competitive conduct. The monetary as well as behavioural sanctions on MMT-Go (MakeMyTrip and Goibibo) have been imposed by CCI for abusing its dominant position and also for having anti-competitive arrangement with OYO (Oravel Stays Ltd). Monetary penalty was also imposed on OYO for its anti-competitive arrangement with MMT-Go through which MMT-Go delisted the competitors of OYO from its online portals in 2018.

A major allegation against MMT-Go was that it imposed a price parity in their agreements with hotel partners. Under such agreements, the hotel partners are not allowed to sell their rooms on any other platform or on its own online portal at a price below the price at which it is being offered on the two entities’ platforms. It was also alleged that OYO was given preferential treatment by MMT on its platform, resulting in blocking of market access to other players

## Goa Government Issues Order To Crackdown On Several Illegal Tourism Activities



The Goa government on Monday issued an order to clamp down on several tourism-related activities, which are being carried out illegally, and ordered the police to take action against violators. The Goa tourism department termed activities such as tourists cooking on the roadside and the sale of tickets and packages to tourists promoting destinations outside the state as a “nuisance.”

While listing out various tourism-related activities prevailing in the state, the department has said such activities have damaged and deteriorated or are likely to damage or deteriorate the tourism potentiality of the tourist places. While prohibiting these activities, Desai has directed the concerned persons, companies, associations

or any firms not to undertake any such activities, processes or operations in tourist places with immediate effect. The department has prohibited 10 activities, including the operation of all boating/water sports activities from areas other than those permitted and conducted within demarcated zones, domestic tourists cooking at the roadside and creating a nuisance, touting or selling cruise boat tickets and any other tickets of tourist activities at places other than authorised ticketing counters and offices.

The activities related to selling items/goods from unauthorised handcarts and unauthorised hawkers would be banned in tourist places, the order stated. The department has said that the

hawkers/agents/service providers shall not in any manner impede the free movement of tourists/cause obstructions or compel tourists to purchase items/goods and services, it said. The department has also banned the unauthorised selling of water sports tickets or packages to tourists for services offered outside Goa in places such as Malvan, Karwar etc.

The ban is also imposed on the illegal placement of deck beds, tables and other items on all the beaches of the state without holding valid permissions from the prescribed /competent authority. The order has also banned driving unauthorised vehicles on the beaches of Goa and consumption of liquor in the open and breaking of glass bottles etc in tourist places



## FHRAI requests restoration of e-Visa facility for the UK, Canada & other source markets to Indian government



Federation of Hotel & Restaurant Associations of India (FHRAI) recently submitted a representation to S Jaishankar, Union Minister of External Affairs and G Kishan Reddy, Minister of Tourism requesting the restoration of e-Visa facility for the United Kingdom (UK), Canada other source markets.

The association stated that unavailability of the facility is impacting the survival efforts of the tourism sector in the post-

pandemic period. FHRAI has highlighted that non-restoration of e-Visa facility has been found to be a major reason behind the low traffic of tourists to India from these countries in the recent months. Further, the association mentioned that prior to the suspension of e-Visas in March 2020 due to the Coronavirus pandemic, the facility was available to the nationals of 171 countries, who immensely benefitted from the facility. While the e-Visa facility has now been restored

for nationals of 156 countries, the UK and Canada, among a few others continue to be left out whose nationals contribute to the maximum foreign tourist arrivals.

FHRAI has also stated that the delay and difficulty in procuring Indian visas is a big deterrent for tourists while considering their tour to India. It has been widely reported that the travellers are cancelling their bookings in large numbers especially in the UK, which in turn is affecting the Indian tourism sector adversely.

If the current situation persists, it will be a big loss for inbound tourism business and will cause further devastation to the already battered sector. With the travel and tourism sector opening up across the world, it is imperative that India too adopts tourism-friendly policies and practices to accelerate the growth and revival of the sector in the country

## No refund for fee paid under non-specified food norms



The FSSAI has issued a notice with respect to the 'Fee Refund Policy' for the applications under FSS (Approval for Non-specified

Food and Food Ingredients) Regulations, 2017, and stated that there shall be no refund. The notice reads, "the Authority decided that since it takes a lot of time and effort of the officers to perform initial scrutiny of the applications; fee once paid under NSF regulations shall not be refunded to the applicant in any case."

FSSAI has notified the Food Safety and Standards (Approval for Non-specified Food and Food Ingredients) Regulations, 2017 (commonly referred to as NSF regulations) on Sept 15, 2017, for approval of non-specified food and food ingredients including

novel foods. The applicants seeking approval of non-specified food and food ingredients have to submit an application in Form-1 of these regulations along with necessary documents and fee of Rs 50,000 (Fifty thousand) plus 18% GST.

FSSAI also issued another notice dated August 31, 2022, stating that applications and requisite fee under NSF regulations shall be submitted through ePAAS (electronic Product and Claim Approval Application System) only, and, applications submitted via email or post shall be summarily rejected with effect from October 1, 2022.

## FSSAI caps penalties for returns to 5 times the annual fees



The FSSAI has decided to cap penalties incurred by food businesses due to delay in submission of Annual Returns by fixing the maximum limit from fiscal 2021-22. The food authority has ordered that the maximum

limit to which the penalties can go shall not exceed '5 times the annual fees'. The FSSAI in this regard has also decided to amend the FSS (Licensing and Registration of Food Business) Regulations, 2011.

According to the statement issued by the FSSAI, 'in order to reduce the burden on the food businesses owing to accumulated penalties, the Food Authority has decided to substitute the clause 2.1.13 (3) of the FSS (Licensing and Registration of Food Businesses) Regulations, 2011, with the below stated clause: "(3) Any delay in filing return beyond 31st May of each year shall attract a penalty of Rs 100 per day for delay till the date of filing the return. The maximum penalty that can be levied shall not exceed 5 times the annual fees."

Inoshi Sharma, executive director, compliance, FSSAI, has stated that this will come into effect from FY 2021-22 onward for which the extended last date of return was June 30, 2022. Further, the amount of penalty levied due to

delay in submission of Annual Return with effect from FY 2021-22 (subject to maximum penalty levied shall not exceed 5 times the annual licence fee) shall be required to be paid by the food businesses before applying for renewal of their licences.

Clause 2.1.13 of Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011, specifies the condition for submission of Annual Returns by Manufacturers and Importers by May 31 of every year. Further, it specifies the penalty for delay in submission of Annual Return as Rs 100 per day beyond May 31. However, there is no provision in the said regulation for the capping of the maximum amount of penalty levied due to non-submission of Annual Returns while it was brought to the notice of FSSAI that an inadvertent lapse of non-submission of Annual Returns has rendered Food Business Operators liable for hefty penalties.

## NCLAT ordering Oyo to deposit 10 per cent of the total fine imposed by the CCI, positive step in the interest of the hospitality sector, says FHRAI



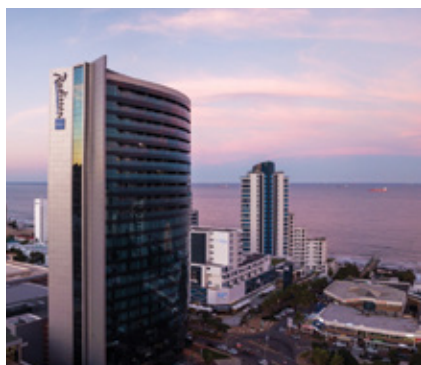
The latest development of Hon'ble NCLAT ordering Oyo to deposit 10 per cent of the total fine of INR 168 Cr imposed by the CCI is yet another positive step in the interest of the hospitality sector in the country. As a result, Oyo is now required to pay close to INR 17 Cr as the initial monetary fine to ensure hearing of their appeal in the NCLAT.

FHRAI will continue to pursue

the matter further for the benefit of thousands of small and budget hotels in the country and to discipline the OTAs in the new digital era so as to ensure a fair market, healthy competition and a level playing field for all stakeholders," says Mr. Jaison Chacko, Secretary General, Federation of Hotel & Restaurant Associations of India (FHRAI)



## Radisson Hotel Group launches new Radisson Rewards loyalty programme



**R**adisson Hotel Group has announced its new Radisson Rewards loyalty programme which will open doors for guests to enjoy valuable and exclusive benefits faster, with VIP members advancing to the highest tier twice as fast as before. Benefits can be accessed from day one and are available across the entire member journey from inspiration

to booking. This includes in-stay privileges such as complimentary upgrades, F&B discounts and additional experiences, as well as post-stay benefits such as the option to make a stay carbon neutral.

Since the launch of Radisson Rewards, Radisson Hotel Group has delivered stand-out benefits, complimentary upgrades, and exclusive experiences to its members to ensure that stays at Radisson Hotel Group properties are truly memorable. The Group's new loyalty programme has been simplified to become the most streamlined in the sector with just three tiers (Club, Premium, and VIP), offering members the fastest route to elevate their status, earn and redeem more loyalty points,

and unlock a host of VIP benefits. The new Discount Booster for future reservations - a unique feature across industry loyalty programmes - will allow members the choice to boost their discount by reducing the number of points they earn.

The currency model has been enhanced with members now able to book any room type in any hotel making it easier to book an Award Night with the new dynamic redemption model. Members can use their points exactly how and when they like, and now have the flexibility to choose how many points to use for an Award Night or combine any amount of points with cash for room bookings and hotel services with this brand new dynamic redemption model.

## Sarovar Hotels Signs an MOU with Amrapali Institute of Hotel Management to Mentor Young Hospitality Aspirants



**S**arovar Hotels shall provide mentorship and guidance to the young aspirants in hospitality to become future leaders at Amrapali Institute of Hotel Management (AIHM). To make their professional journeys thrive and also to make the journey a rewarding and enriching experience, Sarovar Hotels has announced that they have signed an MOU with AIHM to mentor and guide hospitality

aspirants.

Hospitality is a skill based industry where merging knowledge with skill is an essential factor for the upliftment of students. Amrapali Institute of Hotel Management, Haldwani has for the past 23 years been involved in imparting knowledge and enhancing the skill sets of its students. The students undergo an industrial training program as a part of its curriculum

and are accepted by various hotels of repute at various positions. The Institute helps to impart knowledge to the students to reach learning platforms to understand the real work scenario in-order to enhance their soft and hard skills. The trained professionals are then assisted to find a way in life to lead step by step as applicable in the Industry.

The leadership team at Sarovar Hotels, headed by Anil Madhok, Executive Chairman, shall be providing the aspiring professionals with opportunities where they would be able to up-skill themselves with the help of the expert hospitality workshops to be conducted by the Sarovar Hotels team.

## Fortune Select Exotica Navi Mumbai launches an all-new and refreshed 'Zodiac'



**F**ortune Select Exotica Navi Mumbai launched its multicuisine restaurant Zodiac in a new avatar. Located in the Vashi hub of Navi Mumbai, 25 kms from the Chhatrapati Shivaji International Airport, the refreshed Zodiac is an all-day diner offering a warm, contemporary setting for guests seeking cuisines of the world at one place. Designed by Star Chef of Fortune, the restaurant offers a menu that includes some of the best-loved dishes from India and around the world. The Zodiac also includes a bespoke locavore selection for travelers who prefer to savour local, destination-based flavours. Guests with children can benefit from the newly crafted, special kids menu and choose their child's hot favourites.

According to brand sources, Zodiac's multi-cuisine offering includes 81 covers, a show kitchen, and live cooking stations for a lively experience and the buffets and a la carte menu featuring dishes from across the globe includes some of the signature dishes like Broccoli and Almond Soup, Paneer Lukmi, Mezee Platter, Murg Fida Hussain Kebab, Qasar-E-Pukthan, Guncha-o-Kheema, Classic French Lasagne, Double Flower Kung Pao Style, Jhinga Dum Jehangiri, Salmon Steak, Mandarin Fish, Shandong Chicken, Kumdi Cha Rassa and Macchli cha Kalwan, to mention a few.

Fortune Hotels have earned a reputation of culinary excellence through the years.

## Grand Hyatt Mumbai Hotel and Residences takes a major initiative towards sustainability



**G**rand Hyatt Mumbai Hotel and Residences, with a vast operation of over 30,000 sq ft of banquets, seven F&B restaurants and more than an inventory of 600 rooms, suites and residences, has installed water a bottling plant that is in support of the Government's Go Green initiatives. Grand Hyatt Mumbai offers moments of more and grand experiences providing intimate interactions

with the people, culture and local experiences of Mumbai while also being responsible for the community and the environment.

Blending characteristics of Responsible Tourism and Ecotourism, the hotel is the latest to install an automated sustainable drinking water bottling plant at the property, with the assistance of Boon (formerly known as Swajal WaterCube). Grand Hyatt Mumbai now takes pride in supporting sustainable tourism and reducing its carbon footprint by using biodegradable materials. The programme works on the circular economy principle where an automated inhouse system washes, sterilises and fills glass bottles, thereby not only cutting down

on plastic waste but eliminating carbon emissions involved in transporting the bottles to the hotel from a plant. With the new bottling system, able to process 500 litres of water per hour, the guests will be treated to safe packaged drinking water.

Boon has been busy forming strategic partnerships with multiple institutions to launch its smart hydration system, WaterCube, which revolutionises drinking water quality. It has recently partnered with Travel Food Services (TFS) to set up an advanced AI-based intelligent hydration system at airport lounges and Fairmont Jaipur to curb plastic waste from water bottles.



## HRAWI has conducted their 1st FSSAI Physical Training Program after 2 years which was held at W Goa



We would like to inform you that the FSSAI - Food Safety Supervisor Training in Advance Catering in collaboration with HRAWI was conducted at W Goa on Saturday i.e., 26th November, 2022 and was attended by 36 participants. Inaugural for aforesaid training was done by the Guest of Honour Mr. Menino Proenca - Director of Resorte Marinha Dourada, Mr. Carl Costa - HRAWI Goa State Coordinator and Director of Fortune Miramar, Mr. Tanveer Kwatra - General Manager of W Goa, Mr. John D'Souza - Director of Human Resources and Mr. Praveen Andrews - Trainer. The Hotel and Restaurant Association

of Western India (HRAWI) in collaboration with the Food Safety and Standards Authority of India (FSSAI) conducted its latest Food Safety Supervisory Training in Advance Catering (FoSTaC) programme on 26th November 2022 in Goa. 36 hospitality professionals from W Hotel Goa participated in the training programme. Guest of Honour Mr Carl Costa - HRAWI Goa State Coordinator and Director of Fortune Miramar and Mr. Menino Proenca - Director of Resorte Marinha Dourada inaugurated the programme. From the team of W Goa, Mr Tanveer Kwatra - General Manager, Mr. John D'Souza - Director of Human Resources

and Trisha Eduljee - Manager Training and HR hosted the training session. The training was conducted by Mr. Praveen Andrews with a focus on health and food handling practices for hospitality personnel. "HRAWI is thankful to the hospitality establishments in Goa for proactively enrolling their personnel in the programme. We have made tremendous progress over the last few years with the programmes and the latest training programme too was a big success. The topics covered under FSSAI's training programmes are a big value-add to all hospitality professionals. Prioritizing education in food safety and handling SOPs amongst hospitality professionals is an ongoing endeavour and we will continue to organize the programmes as often as we can," says Mr. Pradeep Shetty, President, HRAWI. HRAWI has successfully trained and certified 2357 hospitality professionals all across India's Western region in FoSTaC and FSSAI's Management Training Program

## HRAWI Conducts Its Latest FSSAI's FoSTaC Programme In Sheraton Hotel, Mumbai



We would like to inform you that the FSSAI - Food Safety

Supervisor Training in Advance Catering in collaboration with

HRAWI was conducted at Four Points by Sheraton Navi Mumbai, Vashi on Tuesday i.e., 10th January, 2023 and was attended by 40 participants. Inaugural for aforesaid training was done by the Dr. V Pasupathy - Trainer, Mr. Stephen Dsouza - Cluster General Manager, Mr. Abdul Wahab Kazi - F & B Services Manager, Chef Meraj Ansari - Executive Chef and Mr. Hemanshu Chauhan - Assistant Secretary General.

## FSSAI issues direction for re-operationalisation of licensing norms



The food authority has issued a direction for re-operationalisation of Food Safety and Standards (Licensing and Registration of Food Business) Amendment Regulations, 2021. These regulations contain amendments in respect of the Licensing and Registration of E-Commerce food business operator, documents to be enclosed for new application for licence to State/Central Licensing Authority for restaurant, conditions of licence for restaurant, Part-II of Schedule 4 relating to general requirements on hygienic and sanitary practices to be followed by all food business operators applying for licence, Part IV of Schedule 4 relating to establishing a small slaughterhouse, and Part V of Schedule 4 relating to good hygienic and manufacturing practices to be followed by licensed food business operators engaged in catering or food service operations.

According to FSSAI, these

regulations were operationalised first with effect from Feb 15, 2018, and subsequently re-operationalised with effect from Aug 16, 2018, Feb 28, 2019, Aug 28, 2019, Feb 16, 2020, Aug 16, 2020, March 19, 2021, Nov 12, 2021, and June 24, 2022.

FSSAI in a statement has said that the said draft amendment regulations were notified on Nov 17, 2020, inviting comments from the stakeholders and are now under the process of finalisation. The FSSAI statement added that the food business operators shall follow these regulations and the enforcement of these regulations shall commence only after the final regulations are notified in the Gazette of India, except for the amendment in sub-regulations 2.1.9 (related to Modifications, Expansion or Changes in premise(s) after grant of licence or registration) which has already come into effect from March 27, 2020.

## Deputy collectors to operate as district tourism officers



Maharashtra state Tourism Department will now appoint the deputy collector as the District Tourism Officer, instead of additional district collectors. This is meant to reduce the burden of work on additional district collectors and help with developing tourist destinations in Maharashtra.

The officers will be in charge of implementing the Maharashtra Tourism Policy 2016 at the district level, track development of all tourism projects in their jurisdiction, ensure the state gets all requisite permissions for proposed development projects

of the Tourism department, coordinate with the state government and the department for permissions, and oversee implementation and expenditure for all projects of the department.

The state government has also decided to appoint third party contractors in 10 districts – Sindhudurg, Ratnagiri, Kolhapur, Solapur, Chandrapur, Jalgaon, Osmanabad, Nanded, Buldhana, Gondiya – to assist district tourism officers in streamlining work. The contractors in these districts will report to the Tourism department office.



## Lot of opportunity for innovations in food processing, CII meet told



CII's Food and Agriculture Centre of Excellence hosted the "National Food Processing Conclave 2022" with the focus on millets. With growing consumer focus on health, nutrition has become a key trend shaping the food processing sector's future. In line with the shift, the food processing companies in India have already shifted their focus to

enabling access to nutrition with more prominence on lowering nutrients of concern, improving micronutrient access through fortification, enabling protein intake through innovative products and so on.

Minhaj Alam, Additional Secretary, MoFPI, mentioned, "Food requirement is expected to skyrocket in the coming

years, which will provide a lot of opportunity for industry innovations in food processing sector to meet demand- supply gap." "Innovations in food technology are critical to the growth and development of the food processing sector as they support and enable the various components of the food value chain from the farm to the fork," remarked Mayank Jalan, co-chairman, CII National Committee on Food Processing Industries & CMD, Keventer Agro.

In the segment of innovation, the Conclave witnessed participation of the next generation food companies, which included Wholsum Foods, Sresta Organics, Good Dot Enterprises, Sattviko (Rays Culinary Delights Pvt. Limited).

## Food businesses write to minister for review of FOPL norms



Food businesses in India, led by CAIT, have written to the Union Health Minister asking for a review of the draft regulations for front-of-the-pack labelling (FOPL) that prescribe Health Star ratings for food products based on content, primarily, salt, sugar and fat. The letter referred to the variations of the food habits across the country that were not taken into

consideration while framing the draft. Also, the letter makes a point about the recipes, which are special and peculiar to the specific region and based on the local consumers' palate. It added that food business is also carried out by a large number of small enterprises, not only large companies and they too make their product available in packages.

"Any legislation or regulation which may be drafted (without considering the local factors, consumer preferences/ choices and trade practices) may result in closure of large number of small sweet and namkeen manufacturers traditionally known as halwai and bakers, which will further result in unemployment of large number of workers who work with these small halwai and sweet namkeen manufacturers' units," reads the letter while adding that the proposed rules have not taken into consideration the ground reality of food trade in India.

CAIT has sought time from the Union Health Minister to make a detailed presentation on the subject.

## Goa Village at Sunburn Festival 2022 launches to a global audience



The GOA VILLAGE the first of its kind put up at the Sunburn music festival venue at Vagator was inaugurated Minister tourism, Rohan Khaunte, Goa on December 27th, and officially thrown open to a global audience attending the Sunburn Goa Festival at Vagator, Goa. The Inauguration Ceremony of the “GOA VILLAGE at Sunburn saw the Minister for Tourism, Goa cut the ribbon to throw open the Goa Village to the world audience. Oradh Goemkar serenaders, a

talented group of Global Goan Musicians, welcomed the Minister and guests, their melodic rendition serving as a fitting tribute to the opening Ceremony of this unique Goa Village.

The Inauguration Ceremony was attended by over 10,000 foreign and domestic tourists, artists and the native Goan populace who have descended in droves from every corner of the world and India to attend the 3 day mega Sunburn Festival scheduled from December

28 to 30, 2022.

For the first time and over 16 years, Sunburn has Created a Goa Village at the Festival event in Vagator. Khaunte said that “the Goan Village was a long standing dream of the Government to present the vast and vibrant heritage, art and culture of Goa to a global audience. Goa has a vast repertoire of local talent who need the right exposure, and the right dedicated stage will Create that opportunity alongside celebrated global artists.”

The Goa village skillfully captured the vibrant heritage, art, culture, legends, cuisine and lifestyle of Goa from both locally established and upcoming talents. It displayed a vibrant Flea Market showcasing and selling Goan wares spanning apparel, accessories, colortu pottery, coconut handicrafts, beaded items and shells, and many exotic items unique to Goa.

## Govt partially rolls back ban on single-use plastic items



With certain restrictions, Maharashtra government has agreed to permit all single-use compostable plastic goods, polypropylene bags with a minimum GSM of 60, and plastic items with a minimum thickness of 50 microns used by companies for packaging and other similar uses. On March 23, 2018, the state’s environment agency outlawed the production, use, storage, distribution, retail sale, import, and transit of all plastic bags and other single-use disposables made of plastic and thermocol. Additionally tiny PET and PETE bottles with a carrying capacity

of less than half a litre and plastic used to wrap or store goods were prohibited.

The resolution complies with the central government’s prohibition on plastics policy. Following clearance from the chief minister’s office (CMO), a revised notification to this effect will be released in the coming days, according to authorities.

The first state to enact such a restriction was Maharashtra. In August 2021, the national government issued a notification that prohibited the use of plastics, with few exceptions.



## FHRAI asks SEBI to stop OYO from launching IPO



Federation of Hotel & Restaurant Associations of India said it has written to SEBI to stop OYO from launching its IPO in the wake of a penalty imposed by the Competition Commission of India on the hospitality and travel-tech firm for unfair business practices.

OYO, however, said the Federation of Hotel & Restaurant Associations of India (FHRAI) is misrepresenting the CCI order and the letter to Securities and Exchange Board of India (SEBI) is to distract attention from the executive committee meeting of FHRAI being held as null and void by the NCLT, which has also ordered a court-monitored AGM

of the hospitality industry body. In October this year, the CCI slapped penalties totalling more than Rs 392 crore on online travel firms MakeMyTrip, Goibibo, and hospitality services provider OYO for indulging in unfair business practices.

“Now that OYO has been found guilty of indulging in anti-competitive and unfair business practices thereby affecting the business of small hotels and suppressing competition, it is imperative that its IPO should not be allowed in the interest of the hospitality sector; consumers and potential investors,” FHRAI said.

## 10 ITC Group hotels attain 'Net Zero Carbon Status' by achieving LEED Zero Carbon Certification by USGBC



10 properties of the ITC Hotels Group have attained 'Net Zero Carbon Status' by achieving coveted 'LEED Zero Carbon Certification' by USGBC (United States Green Building Council). This achievement by the ITC Hotels group is a major global step towards sustainability at a time when the world is closely monitoring and benchmarking

the carbon emissions by each and every sector,

LEED Zero, developed by the US Green Building Council, is a complement to LEED that verifies the achievements of net zero goals and signals market leadership.

LEED Zero Carbon Certification recognises buildings operating with Net Zero Carbon emissions

on annual basis. The certification provides a transparent accounting of the carbon balance i.e., carbon emitted due to energy consumption and occupant transportation v/s carbon avoided to achieve Net Zero Certification, entity's carbon balance should be either '0' or -ve.

# APPOINTMENTS


**Sanjay Sood**

Chief Operating Officer (COO)  
Leisure Hotels Group

Sood will oversee group hotel operations and experiences across all properties. He will also lead and mentor teams in pre-opening, projects, business development, human resources and learning and development for the group leading to customer delight. Sanjay has spent the last 34 years managing some of the largest and most iconic hotels in India & abroad, including major pre-openings. Previously, he served as General Manager at various IHCL and Marriott Hotels along with several leisure properties in India & abroad.


**Aroop Chatterjee**

General Manager  
Jagg's Inn by HÔCOTEL

Aroop holds vast experience in the hospitality industry. Aroop has completed his diploma in Hotel Management & Catering Technology, from the Institute of Hotel Management & Catering Technology (Pusa), Trivandrum Kerala, India. He has worked with various renowned brands such as The Oberoi, Marriott, Hyatt Pune, and The Five Palms Dubai. As the General Manager, Aroop Chatterjee will be responsible for leading and managing the hotel operations and ensuring high standards of guest satisfaction are carried out.


**Shailendra Dharme**

Corporate Learning and Development  
Manager, The Pride Group of Hotels

Shailendra Dharme has over 16 years of experience across multiple brands like Taj Hotels, ITC Hotels, Radisson Hotels Worldwide, McDonalds India, Orchid Hotels, Ananta Hotels, and Sarovar Hotels & Resorts. He was awarded the "Trainer of the Year" award in July 2022. He holds a Hotel Management Degree from SBT HMCT Nagpur, completed post graduation at the University of Pune, and is also certified by the Advanced Train the Trainer programme at IIT Roorkee.


**Saurabh Gahoi**

Ramee Group of Hotels,  
Resorts and Apartments  
Vice President – India for  
Operations and Business  
Development

Saurabh has an industry experience of over two decades. He has worked with Lemon Tree Group of Hotels, Taj and KC. In his previous assignment with Lemon Tree Hotels, he was responsible for the operations of hotels in West Bengal, Andhra Pradesh, Tamil Nadu, Kerala, Andaman and Nicobar Island and UAE. Currently at the helm of Ramee Group India, he is responsible for operations and expansion of Ramee group's footprints in India especially in key metros.


**Ninad Thakur**

Food and Beverage Manager  
Courtyard by Marriott  
Pune, Hinjewadi

Ninad brings with him an experience of over a decade from renowned hospitality chains like Starwoods, Intercontinental hotel group, Hilton and Radisson. In his current role, Ninad will spearhead restaurant Food and Beverage operations for the hotel including restaurant, lounges and events. Ninad will also be responsible in positioning the hotel as the most preferred dining destination in the Hinjewadi sub market.


**Neha Chowdhury**

Director of Sales And Marketing,  
Courtyard by Marriott Mumbai  
International Airport designates

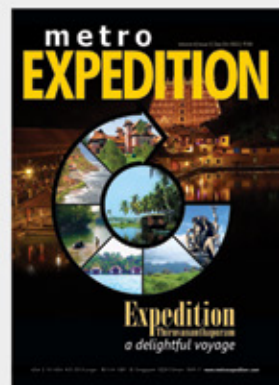
Neha Chowdhury has a long experience in the hospitality industry. She started her career in the front office operations at Grand Hyatt Mumbai. Then she joined Four Seasons Hotel Mumbai as the assistant manager front office and later moved to sales. She has an impressive professional work experience and exposure with some of the hospitality giants of the world and has worked many roles in her hospitality career.



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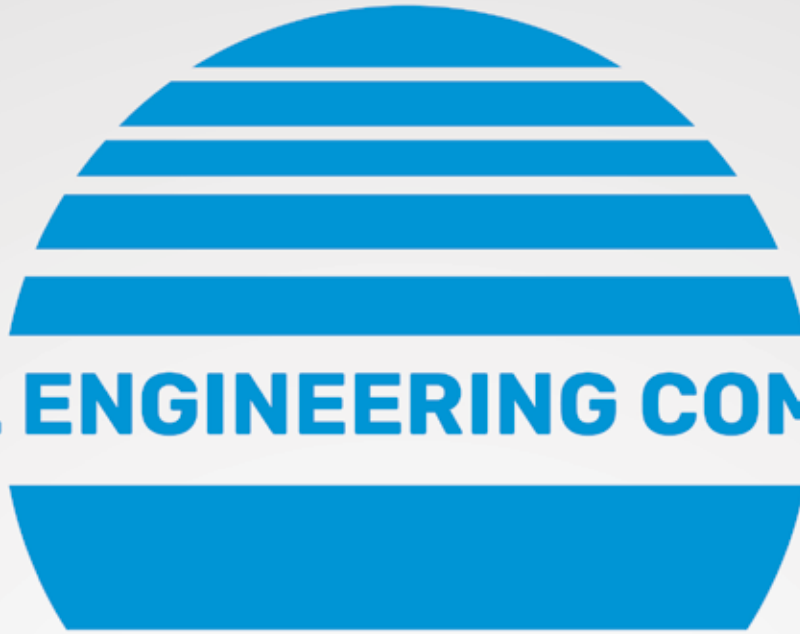
## HRAWI MEMBER LIST SURGES

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



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## BUZZING WITH A FLURRY OF ACTIVITIES

**A**n attempt has been made in this edition for presenting a snapshot of the hotel industry in India and analysing the extant trends, as it is fast moving ahead on the path of a significant revival post pandemic.

The “Hotel in 2032” report from Noesis Capital Advisors, India’s leading hotel advisory firm, offers an overview of the global hospitality sector and the current and upcoming trends in the hotel sector in the next decade. The report gives a strong indication that hotels stand to experience rapid growth in the near future.

Today the hotel industry has become a very dynamic, fast transforming and competitive one. It is interesting to note that in all recent hotel industry related reports, the emphasis is on the fact that surpassing the guest expectations through their actual experience, adoption of high-end technology and adoption of digital marketing are now at the centre stage in the hotel business.

The expectations and priorities of hotel guests have undergone a vast change post pandemic, prompting the industry players to embrace the best in technology for bringing a unique

guest experience. Challenges of the last decade including the pandemic have shifted marketing efforts firmly into the spotlight for the hotel business. More than ever, effective marketing strategies have become crucial for the success of hotel businesses. Digital marketing has become a must for survival of hotel business.

The restaurant culture is undergoing a transformation due to factors such as the emergence of cloud kitchen culture. The landscape of food delivery industry has also been changing post covid-19. The ecommerce segment is poised for a massive growth in the coming quarters.

New partnerships, acquisition, new properties, expansion and upgradation have become the order of the day in hotel business the world over. Increased travels and the resurgence happening in the tourism sector in India have a catalytic effect on the growth witnessed in the hotel industry.

On the whole, the hotel industry is a sector buzzing with a flurry of activities. With the industry constantly changing, to remain profitable, hotels must implement new strategic initiatives and think outside the box to attract more guests.

**SJI NAIR**  
Managing Editor



email: [sijicn@gmail.com](mailto:sijicn@gmail.com)

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