

HRA Today

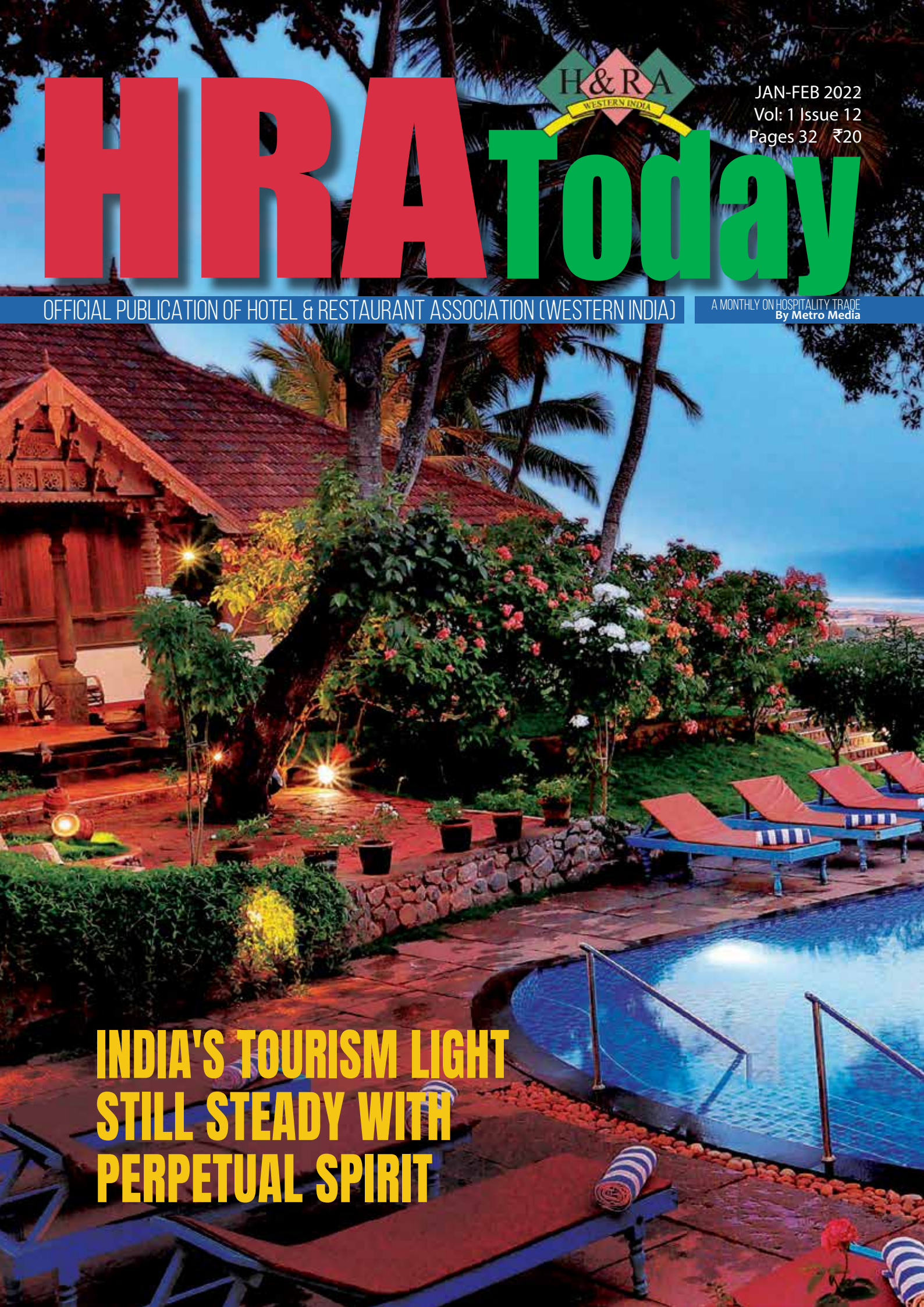


JAN-FEB 2022
Vol: 1 Issue 12
Pages 32 ₹20

OFFICIAL PUBLICATION OF HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)

A MONTHLY ON HOSPITALITY TRADE
By Metro Media

**INDIA'S TOURISM LIGHT
STILL STEADY WITH
PERPETUAL SPIRIT**





K E R A L A
T R A V E L M A R T

**DON'T
MISS
YOUR
ADVERTI
SEMENT**

— IN —

**KTM
2022**

SELLERS DIRECTORY
print | e-magazine | online

**RESERVE
YOUR SPACE
NOW..**

**LIMITED PAGES
AVAILABLE**



For any questions or request:

email : metromart.tvm@gmail.com

M : +91-9947733339/9995139933

Canara Bank
India's
3rd
LARGEST
PSU BANK

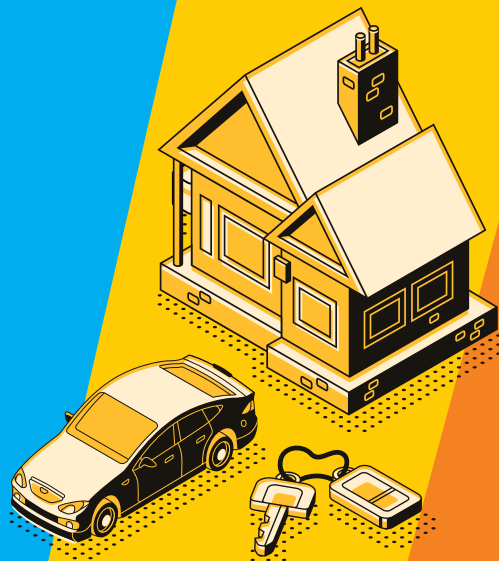
75
Azadi Ka
Amrit Mahotsav

*Khushiyon ki bahar...
Aapke Dwar...*

**Canara
Retail Utsav**

**CANARA
HOME
LOAN**

Rate of
Interest
6.90%



**CANARA
CAR
LOAN**

Rate of
Interest
7.30%

**Processing Charges, Documentation Charges
and upfront charges waived off**

**Limited
Period
Offer**

- No hidden charges
- Interest on daily reducing balance
- No pre payment penalty
- Easy HL Takeover
- Pre approved Free Credit Card

*Conditions apply

Scan to apply
Online
Get instant
approval



**ENJOY HIGHEST
RETURNS WITH
CANARA BANK**

Rate of Interest

	General Public	Senior Citizens
KAMADHENU DEPOSITS : 1 year Only :	*5.20% 5.10%	*5.72% 5.60%
KAMADHENU DEPOSITS : 3 to 10 years Only :	*5.35% 5.25%	*5.88% 5.75%
CANARA UNIQUE DEPOSITS : 1111 Days	*5.46% 5.35%	*5.98% 5.85%

*Annualised yield

HRA Today

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
Singapore	: Roshan Fernandez
Seattle, USA	: Pramod Manjali
Kuwait	: Jayashree Ganga Prasad
Doha, Qatar	: Raghesh
Düsseldorf, Germany	: Abraham George
Sydney, Australia	: Rakesh Devadas
Christchurch, New Zealand	: Sony Jose
Canada	: Shinto Mathew

This issue of HRA Today contains 32+4 pages cover

All information in the HRA Today is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regrets that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly, opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by HRA Today. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for information purpose only. Readers are advised to seek specific advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances.

Contents of this publication are copyright. No part of HRA Today or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing. The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review, provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in whole, without permission could face legal action. The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged. This publication is not meant to be an endorsement of any specific product or services offered. The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure of an advertisement to appear.

HRA Today monthly is Edited, Printed and Published by Siji Nair, R M Nivas, TMRA F 6 Pangappara (PO) Thiruvananthapuram Pin 695 581. Published from Thiruvananthapuram, Printed at Akshara Offset TC 25/3230(1), Vanchiyoor, Thiruvananthapuram 695 035. Owned by Hotels and Restaurants Association (WI), Editor- Siji Nair

RNI No. DELENG/2018/76917 * Responsible for selection of news under the PRB Act.

JAN-FEB 2022

Contents



- 06 India's Tourism light still steady with perpetual spirit
- 10 Tourism Is One Of The Largest Employment Generating Sectors And Plays A Vital Role In Direct & Indirect Employment: Shri G Kishan Reddy
- 16 Millennials And The Changing Horizon Of Hotel, Food Service And Hospitality Industries
- 22 Indians Got Back To Dining Out In 2021
- 24 ICRA Forecasts Impact Of Prolonged Lockdowns On Operating Metrics Of Hotel Industry
- 26 News
- 44 Products



President's Message

My Dear Members,

Greetings in the 72nd year of the Hotel and Restaurant Association of Western India and wish you all a very Happy New Year!

Over the last month and a half, we have again witnessed the gradual decline in business across hotels and restaurants in the country. This has become an almost recurring nightmare for all stakeholders and the end of our plights is not in sight. This may not be the most inspiring way to commence a message but the entire industry is suffering and nothing else that is more pressing an issue at the moment. The HRAWI assures its members that it is closely working with the concerned Ministries and Government department heads to ensure that the industry does not get completely stifled. Currently, we are hoping to make the Government understand the devastating consequences of both restrictions and lockdowns on business. Through various representations and meetings, we have been advocating for an uninterrupted business environment for the survival of the industry.

HRAWI has sent in recommendations on some of the most pressing needs of the Hospitality industry to the Finance Ministry in the upcoming Union Budget. We've requested inclusion of hotels and tourism related sectors in National Infrastructure Pipeline (NIP). We request that the projects required to augment the Tourism Infrastructure including hotel guestrooms, convention and exhibition centers; airport infrastructure, roads and last mile connectivity between popular tourist centers be included in

the NIP list set up by the Development Financial Institution (DFI) for funding. This inclusion will enable the COVID19 impacted hospitality sector in its survival by availing funds with extended repayment periods at a low rate of interest. We've also asked that business losses be allowed to be carried forward up to 12 years. Prior to 2020, most of the hotels carried forward business losses since the same were expected to be set off over the next few years expecting a surge in occupancy and ARR. However, the profitability of the hospitality industry is severely impacted with the unprecedented pandemic conditions. Almost all hotels across the country are expected to post business losses for next few years. This may result in hotels not being able to set off past business losses within a period of eight years which could adversely impact cash-flow and RoI of the industry. Hence, business losses should be allowed to be carried forward from existing 8 years to 12 years.


Last month, HRAWI in collaboration with Parikshan conducted an Food Safety and Standards Authority of India's (FSSAI) Online Food Safety Supervisory Training in Advance Catering (FoSTaC) programme. FSSAI's programmes are refreshing in a way that many of the things we learnt in Hospitality schools are reintroduced in specific context and professionals get to update themselves with the latest industry norms. We are glad that members are proactively participating and HRAWI will continue organizing these programmes for the benefit of its members as well as in the larger interest of the industry.

Sherry Bhatia
President - HRAWI

INDIA'S TOURISM LIGHT STILL STEADY WITH PERPETUAL SPIRIT

Sureshbabu Sekharan



A scenic view of a balcony at dusk. The sky is a mix of deep blue and soft pink. In the foreground, there are two large terracotta pots containing green plants. A small candle in a glass holder sits on a table in front of the pots. The balcony railing is visible, and the ocean is in the background.

After the predicted third wave, things are beginning to look hopeful for the Tourism and Hospitality industry sooner than expected. If the current trends persist and cases continue to decline, India has defied the prediction of a fatal malady. India's third wave trajectory was remarkably different from other badly affected countries, where the peak of the Omicron wave was two to four times higher than their previous waves.

Largest vaccination drive in the world

There are several other reasons to be optimistic for the Indian Hospitality Industry. In an

achievement unrivaled in both scale and reach, India has fully vaccinated with two doses of Covid jabs in one year, which is phenomenally the world's largest vaccination drive. Also, India expanded an inoculation effort to protect its large adolescent population ahead of another looming wave of Coronavirus infection. The new drive will presumably be over in the first quarter of the new year.

Budget - Analysis

Proposal to launch Digital currency by the RBI, setting up a Digital University, Expansions under the PM Gati Shakti project, and the National Highways expansion by 25,000 km in the

In an achievement unrivaled in both scale and reach, India has fully vaccinated with two doses of Covid jabs in one year, which is phenomenally the world's largest vaccination drive.



next fiscal year are the Union Budget's positive signs. Quality infrastructure development may attract more tourists to India. PM Gati Shakti National Master Plan aims to bring synergy between infrastructure and logistics across the length and breadth of India. It is a massive infrastructure development undertaking encompassing the 'engines' of growth, namely roads, railways, mass transport, and seamless multi-modal connectivity.

The budget 2022 focuses on supporting the tourism sector infusing a new lease of life for the industry, which plays the role of significant economic multitudes. The Ministry Of Tourism has been allocated Rs. 2400 crore in the union budget, which is 18.42 percent higher than the allocation for 2021-22. This is bringing some

relief to the Tourism Industry ravaged by the Covid Pandemic. The Finance Minister extended the Emergency Credit Line Guarantee Scheme (ECLGS) to March 2023, assuring that Rs will expand its guarantee cover. Fifty thousand crores to a total of Rs.5 lakh crore.

The additional will be earmarked exclusively for the hospitality and related enterprises. Of the proposed budget allocation of Rs 2400 crore, a significant portion of the outlay amounting to Rs.1644 crore is earmarked for infrastructure development for tourism and Rs. 421.50 crore is meant for the promotion of publicity. The Union budget provides some relief and medium to long-term infrastructure measures to tourism, travel, and hospitality. From the budgetary allocation for major tourism

infrastructure schemes, Rs. 118.30 crore is earmarked for the Swadesh Darshan scheme and Rs. 235 crore is for Pilgrimage Rejuvenation and Spiritual & Heritage Augmentation Drive (PRASHAD) scheme. Rs.130 crores is set aside for the development of iconic sites, and the remaining would be used for funding other schemes like capacity building for service providers. The Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS) was started during the current financial year. Guarantee free loan up to Rs. 10 lakh each for monitoring tourism approved travel and tourism stakeholders and with Rs.1 lakh each for RPGs/IITSGs approved by State Government and Union Territories' Authorities covered under the scheme.

Other novel and promising endorsements

National ropeway's development program to be taken up in the Public-Private Partnership (PPP) model as a sustainable alternative to roadways in different terrains and promoting tourism and ropeway projects covering a distance of 60 km to be awarded in 2022-23.

Skilling and talent management programs with a tourism industry will be reorientated to promote continuous skill development. The National Skill Qualification Framework will be aligned with dynamic industry needs. Four hundred new Vande Bharath Trains will be developed and manufactured with better efficiency and passenger

experience in the next three years. Domestic tourism will have a significant fillip by this.

E Passport issuances using embedded chips and futuristic technology will be rolled out in 2022-23 for the convenience of overseas travel. The E-passport will secure biometric data allow smooth passage through immigration posts globally. If there's any tampering with the chip, the system can identify it, and the passport will not be authenticated. This new system will add value to Indian passport holders, and the world will have different and more sophisticated perceptions of Indians visiting abroad. The aviation industry sees a fast and robust rebound compared to the second wave of

the pandemic. Once the situation normalizes as expected, the easing of restrictions by States, healthy pace of vaccination completion, and dip in the infection caseloads has resulted in healthy sequential domestic passenger traffic growth during December 2021, which will continue in the current fiscal year too.

With all the events and programs about the Tourism and Hospitality Industry rescheduled from March 2022, the flickering lights of tourism are expected to become burn steadily once again. The torch of normalcy will light up the entire industry, and let's welcome together the new year's fresh rays of hope.





TOURISM IS ONE OF THE LARGEST EMPLOYMENT GENERATING SECTORS AND PLAYS A VITAL ROLE IN DIRECT & INDIRECT EMPLOYMENT: SHRI G KISHAN REDDY

The Ministry of Tourism celebrated National Tourism Day by holding a two-hour program on a virtual platform today on the 25th of January 2022 under the aegis of Azadi Ka Amrit Mahotsav celebration, marking the 75 years of India's independence. The theme of this year's celebration is Rural and Community Centric Tourism. Rural Tourism provides valuable commercial and employment opportunities for communities that are confronted with the growing challenge of offering viable livelihoods for their local populations.

The program was presided over by the Union Minister of Tourism,

Culture, and DoER, Shri G. Kishan Reddy, who was the Chief Guest for the event. The program was started with the opening remarks by Shri Arvind Singh, Secretary, Ministry of Tourism, Government of India followed by the addresses of Shri Upendra Prasad Singh, Secretary, Ministry of Textiles, Shri Govind Mohan, Secretary, Ministry of Culture, Smt. Leena Nandan, Secretary, Ministry of Environment, Forest and Climate Change, Shri G. Ashok Kumar, Director General, National Mission for Clean Ganga, Shri Anand Mahindra, Chairman of Mahindra Group and Col. Manoj Keshwar, Atulya Ganga Parikrama. During the program, Union Minister of Tourism,



Culture, and DoNER, Shri G. Kishan Reddy launched the digital booklet of 75 incredible sites to visit in India and the Incredible India 2022 digital calendar by the Ministry of Tourism dedicated to tourism sites. Minister in his address emphasized on aggressive promotion of various tourism products that India has to offer to

the world. Tourism is one of the largest employment generating sectors and it plays a vital role in direct and indirect employment. He also discussed the importance of domestic tourism and plans to start Tourism Clubs to create more awareness among the students and youth of our country. Further, he stressed the

“*Tourism in the last two years has been affected the world over including India due to the ongoing pandemic.*”



SHRI G. KISHAN REDDY

Union Minister of Tourism,
Culture and DoER



SHRI ARVIND SINGH

Secretary, Ministry of Tourism
Govt. of India

promotion of tourism with a special focus on the North-Eastern region and to tap the potentiality of the region. The Minister shared his views on how to increase India's share in the global tourism market. He also appealed to connect with the corporate sector under Adopt a Heritage project under corporate social responsibility. He spoke to utilize the competency of the Ministry of Civil Aviation, Ministry of Culture, Ministry of Railways, etc.,

and how to empower tourism in the country.

In the opening remarks Shri Arvind Singh, Secretary, Ministry of Tourism spoke about how in India, the Tourism sector has emerged as one of the key drivers of economic growth. Tourism promotes national integration and makes citizens aware of the beauty and rich cultural heritage of our great nation. It also promotes inter-regional relationships

encourages cultural pursuits and provides support to local handicrafts. We have seen how the textile products of Pochampally and art forms of Raghurajpur have been a major tourist attraction both for domestic and international tourists. It is essential that such models are replicated in other parts of India to bring economic benefits from tourism to local communities to generate employment and bridge the cultural divide between urban



SHRI ANAND MAHINDRA

Chairman of Mahindra Group



SHRI UPENDRA PRASAD SINGH

Secretary, Ministry of Textiles
Govt. of India

and rural spaces. Shri Upendra Prasad Singh, Secretary Ministry of Textiles, GOI highlighted the importance of Indian handloom and handicrafts that represents the rich culture and heritage of our country. He also spoke about how handloom & handicrafts and tourism go together and how it helps to enrich the travel experiences. Secretary of Ministry of Culture, GOI Shri Govind Mohan spoke about the interconnection between culture and tourism. India is home to the greatest philosophies, temple structures, world heritage sites arts & crafts. India is a huge cultural repository and the facets of culture are many folds and unparalleled and we need to integrate them.

Secretary, Ministry of Environment, Forest and Climate Change GOI Smt. Leena Nandan emphasized on the importance of eco-tourism. She also shared her views on how we can tap the potentiality and growth of tourism in the country in a responsible and sustainable manner. Tourism can help to strengthen the livelihood

opportunities of the communities & stakeholders who are directly or indirectly connected with the biodiversity of the country including tiger reserves, sanctuaries, marine zones, etc.

Director General of National Mission for Clean Ganga Shri G. Ashok Kumar spoke about the project launched for the holistic rejuvenation, restoration, conservation of Ganga Basin. Ensure effective abatement of

pollution and rejuvenation of the river Ganga by adopting a river basin approach to promote inter-sectoral coordination for comprehensive planning and management and to maintain minimum ecological flows in the river Ganga with the aim of ensuring water quality and environmentally sustainable development.

Chairman of Mahindra Group Shri Anand Mahindra shared





SHRI G. ASHOK KUMAR
 Director General of National
 Mission for Clean Ganga

his views on tourism in India and the importance of domestic tourism for national integration. India's rich diversity and heritage can cater to different segments of tourists from modest budget travelers to an unmatched luxury experience.

Col. Manoj Keshwar, Atulya Ganga Parikrama shared his experience of Ganga Parikrama an initiative with a vision of Rejuvenation & restoration of Indian rivers and their eco-system. The Ganga Parikrama by foot started from

prayagraj to Gangasagar and up to Gangotri and back to Prayagraj, a journey of 190 days, around 5530 km touching various cities and villages on the way and millions of people on the way.

For active Janbhagidari and as an outreach program for the citizens, the Ministry of Tourism has collaborated with MyGov and organized activities namely, National Tourism Day- Poster Design Contest, National Tourism Day- Caller Tune Contest, National Tourism Day - Picture

Quiz, and a write-up contest on 'Unseen India' - 75 Lesser-Known sites in India. These activities are open to everyone across India and the winners will be awarded exciting prizes.

The Government announced various fiscal and relief measures to benefit the Tourism Industry like providing financial support to more than 11,000 registered Tourist Guides & Travel and Tourism Stakeholders as well as issuing 5 Lakh free Tourist Visas. India has reached the historic



Smt. RUPINDER BRAR
 ADG Tourism, Govt. of India



SHRI GOVIND MOHAN
Secretary of Ministry of Culture
Govt. of India

milestone of administering 150 crore vaccine doses to citizens and started 2022 on a high note by expanding the ambit to include children in the 15-17 age bracket.

Tourism in the last two years has been affected the world over including India due to the ongoing pandemic. In line with the Prime Minister's call asking every citizen to visit at least 15 destinations by the year 2022 to promote domestic tourism, National Tourism Day celebrations will help to foster awareness in-country on the importance of tourism and its social, cultural, political, and economic value. A gradual increase in domestic tourism will help for recovery and growth in many folds of the society

The Government is taking cognizance of Rural Tourism – one of the areas in which India

can excel. Recently, Pochampally village in Telangana was selected as one of the best Tourism Villages in the world by the United Nations World Tourism Organization for its crafts, reforms, and historical significance out of the three nominations namely Ladhpora Khas in Madhya Pradesh, Kongthong village in Meghalaya, and Pochampally village in Telangana, submitted by the Ministry of Tourism. The Ministry of Tourism proposes to organize a physical event at Pochampally after the pandemic situation improves. Rural tourism can help to disperse tourism in highly populated countries; this directs tourists away from some of the more well-known, busy areas and provides work opportunities and economic activity in alternative areas.



MILLENNIALS AND THE CHANGING HORIZON OF HOTEL, FOOD SERVICE AND HOSPITALITY INDUSTRIES

Our Bureau





One of the most significant impacts millennials have made on the tourism and hospitality industry is the emergence of the foodie culture, which has put a much higher emphasis on dining and food service than previous generations of travelers. This increased focus on food has changed the way hotels and even local attractions approach the food and beverages they offer their guests.

While there is no clear consensus on the years for the millennial generation, sources often define the millennial generation as the generation born between

1980 and 2000. They entered the workforce at the height of an economic recession and grew up during the rapid evolution of technology and the Internet. Members of the generation are more ethnically diverse than previous generations. These factors and other socio-political events helped shape this generation and, in turn, have helped shape the tourism and hospitality industry in an overall manner.

Millennials are changing the restaurant/foodservice industry in many ways.



Millennials eat out more -

Its emphasis on experiences characterizes this generation, and dining at restaurants has become much more of a social experience than past generations. They use meals as a way to connect with others. In addition to going out to eat, millennials are also eating more takeout, which has helped fuel the food-delivery industry with businesses like Uber Eats, Grubhub and DoorDash.

Millennials are more conscious of what they are eating.

As a large portion of the overall population, millennials are causing restaurants and other foodservice brands to move away from food filled with fat, sugar, and preservatives to healthier, organic, and even vegan or gluten-free options. Not only are restaurants changing their ingredients, but there's been an even bigger focus on listing ingredients and calories on menus, which is largely due to the millennial focus on what they are eating.

Millennials are willing to spend more on food along with

their focus on choosing healthier options; millennials are also willing to pay more to have their organic food items. This applies whether they are eating out or getting food from the grocery store as, again, millennials want new experiences and are willing to pay for them.

Millennials are changing marketing strategies within the industry. As a generation that grew up during the internet boom, millennials look more to digital avenues than television to get ads and information about restaurants. Millennials also greatly value the opinions of friends and family when making decisions, which has created increased importance on positive reviews for establishments.

Millennials are impacting restaurant technology - From the way we order food to the way we pay, millennials have had a significant impact on restaurant technology as both users and developers. For example, thanks to the millennial generation, online ordering will soon surpass the in-store sequence.



As a large portion of the overall population, millennials are causing restaurants and other foodservice brands to move away from food filled with fat, sugar, and preservatives to healthier, organic, and even vegan or gluten-free options.



How Millennials Are Impacting the Tourism and Hospitality Industry Overall-

While there are so many ways that millennials have impacted the foodservice industry, their influence extends even further when looking at the overall tourism and hospitality industry.

Millennials are looking for something different than other generations.

According to a 2018 U.S. Millennial Travel report from a Resonance Consultancy survey, 85% of millennials prioritize venturing out of their comfort zones and learning new things when traveling. Also, 46% of millennials were described as “all-in enthusiasts” compared to just 25% of U.S. travelers overall. According to the research, “all-in enthusiasts” refers to millennials’ interest in participating in most types of activities and having many types of experiences when traveling.

Millennials are traveling more domestically and internationally - In 2016, U.S. millennials spent nearly \$50.4 billion on domestic travel, serving as a driving force to the overall growth for domestic tourism.

International travel is also on the rise, with more and more millennials traveling abroad by themselves and bringing the entire family.

Millennials are taking more family vacations - Some experts point to this generation’s need to remain in the home longer because of the economic recession as the rationale for why millennials are so open to multigenerational trips with parents or children.

Whatever the driving force, those within the tourism and hospitality industries are taking advantage by offering plenty of deals and packages with this in mind.

Millennials prioritize sustainability - Evaluating the environmental impact of hotels, restaurants, and activities have become a priority for many millennial travelers. This has influenced the way venues to evaluate their practices. It has led to installing solar panels, automatic lights, air conditioners and looking for ways to reduce waste.

Millennials emphasize technology - While 15 years ago, free Wi-Fi was considered a luxury for most hotels and venues, today it’s expected thanks to a generation of tech-savvy travelers. But it’s not just Wi-Fi that has changed, as the millennial generation’s love for technology and desire for seamless technology to make travel easier has had a severe impact on the tourism and hospitality industries. Many areas have been redesigned to streamline the travel process from mobile check-ins for hotels to the security gates at airports.





Millennials have not only changed the way we check into hotels but have also influenced several other aspects of the hotel industry, such as technology, amenity offerings, loyalty programs, and more.

One of the biggest influences millennials have had on the idea of home-sharing. Millennials were a driving factor for services like Airbnb, which allowed people to list their apartments and homes for rent to vacationers. This seriously influenced the hotel industry, making it difficult for traditional hotels to compete with ideal locations and home amenities. However, new studies found that millennials were

shifting away from home-sharing services in favor of conventional hotels. This is mostly due to increased safety value as a travel consideration for the generation.

Many experts agree that the millennial generation has had one of the most significant impacts on the tourism and hospitality industry than any other generation. The changes they have brought about have helped benefit older generations and have paved the way for the even more tech-savvy generations of the future. As this generation continues to age and their needs change, the hospitality industry will need to adapt to them

“
Many experts agree that the millennial generation has had one of the most significant impacts on the tourism and hospitality industry than any other generation.
”

Noesis Report

Noesis, India's leading hotel investment advisory firm, has presented a report on how the Millennials influence the Travel and Hospitality industry. It gives a vivid picture of the evolution of the hospitality and travel industry about millennials which form the next generation of our world.

Globally, millennials roughly constitute 23% of the world population, while in India, millennials are around 34% which is 440 million. Due to steady advancement in their professional careers, higher disposable income, and flexible work hours. Hence they hold great potential for the travel and hospitality industry. Millennials alone have contributed \$200 billion on travel in the U.S. in 2019 and this number has been growing over the years.

Most millennials use OTA's to book or plan their vacation, but there is a difference here. As per the findings of Noesis, on average, millennials in China & Singapore take four vacations within a year for four days, while the millennials

in India and Indonesia would take only two breaks for five days. The millennials in China are more brand-conscious than millennials from India, Indonesia, and Singapore, who travel more for an experience. One thing in common among them is that they look for value for money.

With a median age of 28.4 in India, millennials have already become the primary breadwinners in their homes and account for 75% of the workforce by 2030. Here the hospitality industry has a significant task for the next couple of years to adapt and change to this ever-demanding generation where there is no single solution.

As mentioned above, millennials are tech-savvy and well connected and use many Internet of things (IoT) utilities in their daily lives. They are likely to spend less amount of time in their rooms as compared to the previous generation. Therefore designing the room using optimum utilization of space is of utmost importance. Apart from that, they also work remotely and need a workplace. They extensively use

online platforms such as Trip Advisor and Zomato for reviews from the dining point of view. These reviews help them decide what to eat and where to eat; it can be a takeaway or a good dining experience. Adventure sports, nature trails, local affairs, and recreational activities are on their to-do list.

The report also states how the hospitality industry adapts itself to accommodate the millennial segment. Some of the well-known brands have already started operating specifically targeting millennials. Moxy is a millennial hotel by Marriott; similarly, Tru is developed by Hilton, 25hrs by Accor, and Indigo hotel by IHG. Many more hotels such as Mama Shelter, Motel One, and Citizen M are all designed to attract fellow millennials.

Most of these hotels have efficiently used the space to ensure the room looks expansive and connected to different IoT to provide utmost comfort to the guests. The designs of these hotels are unique and depict the local culture, heritage, or abstract art. Hotel lobbies are designed so that it has a lounge, co-working space, and a café or bar. Grab and go concepts for food are also being placed in the lobby area. Dining experiences are reinvented by using visual mapping and making different colored foods using natural ingredients. One of them is a black bun in a burger where squid ink is used a green/ red color pasta where spinach or beetroot puree is utilized, making the dishes even more presentable and appealing.

(With inputs from Hospitality and Event Management, Kent State University)



INDIANS GOT BACK TO DINING OUT IN 2021

DINEOUT TRENDS REPORT 2021

According to the latest Dine-out Trends Report 2021 by India's largest dining out and restaurant tech platform, Dineout, after a period of lull due to Covid, Indians got back to dining out and that emerged as the most preferred activity in 2021 while accepting the new normal with fewer travel plans and frequent hang out rituals. More than 45 million Indians loved eating out at their favourite restaurants. 8,588 tables were booked per hour on the Dineout app with its users from across the country saving Rs.1,360 crore via discounts and offers.

Rs. 2,670 was the average bill paid in 2021 as compared to Rs. 1,907 in 2020. The 40% increase in ATV is due to revenge eating phenomena and pent up dining out demands as it was the only source of entertainment for people in between multiple travel restrictions. Further, Delhi bagged the title of

“Dining Capital of India” for the 3rd time in a row accounting for 32% of the total diners in India followed by Bangalore at 18%. Not much to surprise, Butter Chicken, Dal Makhni & Naan yet again won the league making North Indian food a hit among Indians at 38%, Chinese at 18% and Continental at 16%. The City of Lakes, Udaipur, is the new “City of Love” with 44% of its bookings under “Table for 2” whereas the cities of Agra and Ludhiana had the maximum “Table for 4” reservations.

Interestingly, as much as India is a land of foodies, it boasts a significant number of drink enthusiasts. Bangalore consumed 50,000 litre of alcohol in the month of December alone making itself the liquor capital of India in 2021. The report also throws light on the fact that dinner is the most preferred time to eat out by Indians. While the city of Agra loved to dine out during the night with 59.3%

reservations made for dinner, it was surprising to know that diners in Chennai planned the most number of luncheons with 47% of table reservations done during lunch-time.

Diving deep in – the 2021 report, these were the most popular dining hubs across the country.

Location	City
Connaught Place	Delhi
Lower Parel	Mumbai
Whitefield	Bangalore
Thyagaraya Nagar	Chennai
Salt Lake	Kolkata

Highlights from the report:

- Bangalore loved to chill on Fridays, Saturdays and Sundays with over 73% of reservations made over the weekends.
- 44% of the total reservations in Ludhiana were made on weekdays.
- Connaught Place, Delhi was the most popular dining hub in India.
- A diner Chinmay paid 238 times via Dineout Pay in 2021.
- Vikram, another diner, paid INR 7.15 Lacs- single highest bill at BrewDog MidTown, Mumbai.
- Diners saved INR 214 Crores using Dineout Passport Membership.
- 2021 saw a total of 1.6 million of Dineout Passport transactions.

According to Ankit Mehrotra, Co-Founder & CEO – Dineout, “It was another year sailing our boat in the new normal and we’re glad to be a part of every foodie’s journey where they were able to put an end to their cravings. In the year gone by, it was interesting to observe how revenge dining shot up the average bill by 40% but still diners made a considerable savings. This is a testament to Dineout’s value for the diners. We also saw people getting cautious about their choices to dine out at luxury restaurants or places with 4+ reviews and ratings. A total of 73.5% of transactions were made

pan India at 4+ rated restaurants. Mumbai stood out from the rest of the cities with a total of 85.2% of transactions done at the best restaurants in the city. Speaking of the overall restaurant revenue, modernizing technologies in restaurants did help us achieve an improved customer satisfaction, thereby boosting restaurant sales.” Owing to the higher disposable income thanks to our WFH lifestyles, luxury dining across India has increased by as much as 120% & fine dining by 105%, and the average number of diners per booking has also risen.





ICRA FORECASTS IMPACT OF PROLONGED LOCKDOWNS ON OPERATING METRICS OF HOTEL INDUSTRY

Factors like easing restrictions, high pace of vaccination and pent-up demand contributed to the hotel industry demand recovering at a sharp pace post Covid 2.0. Staycations, weddings, travel to driveable leisure destinations, and special purpose groups pushed up the demand for hotel stays in the last few months.

Biscations (working from a resort) also saw traction in the second quarter and the early part of third quarter of the current financial year. Business travel pickup, mainly to project sites, manufacturing locations etc., was also seen in specific sectors, albeit its lower levels as compared

to pre-Covid levels. However, the industry expects the demand getting curtailed in Q4 FY2022, at least in January 2022, because of the intensified Covid wave.

According to ICRA sources, the Pan-India premium hotel occupancy picked up from July 2021 post relaxation of lockdown and was 50% plus in Q3 FY2022, better than their earlier expectations. The QoQ revenue improvement was 117% in Q2 FY2022 and is expected to improve by another 15% sequentially in Q3 FY2022, supported by the healthy festive season travel witnessed. For 9M FY2022, the estimated the Pan-India premium hotel occupancy

was 40-42% (up from 20-22% in 9M FY2021). The Pan-India ARRs were at a 25-30% discount to pre-Covid levels, although some high-end hotels and leisure destinations have reported pre-Covid ARRs in the last few months. The Pan-India RevPAR remained 50-55% lower than pre-Covid levels and at 60-65% discount to the FY2009 peak for the said period.

With the emergence of the Omicron variant and sharp rise in infections, several states have imposed partial lockdowns. This is expected to curtail travel over the next few weeks. Industry is witnessing increasing cancellations and dropping hotel enquiries.

Leisure destinations like Goa and Jaipur witnessed healthy occupancy, with Goa's occupancy being higher than pre-Covid levels in the last few months. Mumbai and Delhi also witnessed over 60% occupancy since August 2021, while Pune and Bangalore remained laggards. The recovery has largely been occupancy driven, with ARR's lagging in most markets. Leisure destinations and some high-end hotels were exceptions, reporting ARR's at pre-Covid levels or higher.

ICRA's sample reported a QoQ revenue improvement of 117% in Q2 FY2022 and is expected to improve by another 15% sequentially in Q3 FY2022, given the healthy festive season travel witnessed. The operating margins are also expected to witness sequential improvement in Q3 FY2022, with better operating leverage. However, the financial performance in Q4 FY2022 is linked to the intensity of the current Covid wave and the lockdowns. While coverage

metrics are likely to improve sequentially in Q3 FY2022, return to pre-Covid levels is still a few quarters away.

According to ICRA sources, irrespective of the potential Omicron impact, a healthy YoY revenue growth is expected for the hotel industry in FY2022 supported by Q2 and Q3 demand, closing at 50-55% of pre-Covid revenues for the full year. It is expected that the net losses are likely to be lower compared to FY2021, supported by operating leverage benefits and sustenance of some of the cost-saving initiatives undertaken earlier.

ICRA feels hotels are likely to report pre-Covid margins at 85-90% of revenues going forward. According to ICRA sources, the FY2022 debt metrics will remain stretched and return to pre-Covid levels is sometime away. The RoCE is expected to remain sub-cost of capital at least for the next 3-4 years. It is felt that given the relatively high fixed costs in the business, any significant



According to ICRA sources, the Pan-India premium hotel occupancy picked up from July 2021 post relaxation of lockdown and was 50% plus in Q3 FY2022, better than their earlier expectations.



demand slowdown/prolonged lockdowns will require external support. Lenders are cautious as far as this sector is concerned, and incremental external funding is largely expected to be based on promoter comfort. Over the medium term, ICRA expects that promoters would bring in capital or monetize assets held by companies, to improve capital structure.

Compared to the previous downcycle in FY2009, which saw untimely supply increases of over 15% of the inventory at the bottom of the cycle in FY2009-2013, the current pipeline inventory is about 3-4% for the period FY2022-FY2025 – with supply largely being in gateway cities and leisure markets. This will facilitate an upcycle, as demand improves over the medium term, and supply lags demand. Hotels are capital intensive businesses and the financial stress from Covid-19 will result in consolidation in the industry over the medium-term.



The Lexicon Group Of Institutes Introduces Lexicon Institute Of Hotel Management In Pune

The Lexicon Group of Institutes, one of India's leading education hubs is soon going to launch the Lexicon Institute of Hotel Management in Pune, Maharashtra – a hotel management college which is 'By the Hoteliers and For the



Hoteliers'. Distinguished leaders and veterans of the hospitality industry have come together to establish this institute which is set to bring in a new dawn for hospitality education in India. Located at Wagholi area of Pune, the institute is spread across 3 acres and will offer a 3 Year Program in Tourism and Hospitality with International tie-ups giving a global exposure to its students.

The brainchild of the Lexicon Institute of Hotel Management stems from hoteliers who form the 'Governing Council' getting together to create a Hotel Management college 'By the Hoteliers, For the Hoteliers'. The Governing Council includes Nasir

Shaikh, a decorated hotelier with over 2 decades in the hospitality and a former general manager – Marriott International and chairman of the Marriott India Business Council, Gurmeet Singh (chief mentor – Lexicon IHM & former senior area director of Human Resources), an industry veteran who in himself is an institution when it comes to human resources and hospitality and Anup Seth (director

placements and corporate relations), having over 15 years of robust experience across fields in brands such as Taj Hotels, Hyatt and Marriott International. This Institute which is helmed by as Gladwin Rego (principal), par excellent academician with over two decades of experience and is also an empanelled educator with the American Hotel and Lodging Educational Institute (AHLEI), and has over the years nurtured young and eager minds to become the leaders they are today.

The institute endeavours to make the curriculum industry relevant and industry needed which means that the focus lies in creating 'Day Zero Professionals'. Through the course of the programme students will get 49+ certifications through a curriculum that will be designed through the inputs of the 'Advisory Council' for Academic Excellence which includes stalwarts from the Hospitality Industry and Media.

Idam House Of Brands acquires MeeSoGood, a premium F&B brand



Idam House Of Brands, a pioneering collective of several D2C brands, with Bella Vita Organic being the hero

brand in its portfolio, acquired MeeSoGood, a premium chocolate and coffee brand. Currently Idam holds 60% stake in MeeSoGood.

MeeSoGood was started by Vivek Chaturvedi and his wife Deepali Chaturvedi, who initially handcrafted chocolates in their own kitchen. After various trials and positive feedback from friends and family, the handmade chocolate became popular within a few weeks and soon the couple realised that their current

manufacturing unit would not be enough, to fulfil the increased demand in volume and to cater to different markets across India. It was then that the husband-wife duo reached out to Idam for their marketing expertise and to help MeeSoGood scale their production while being cost effective. Idam is all set to make MeeSoGood achieve global recognition and create a whole new experience for premium chocolate and coffee enthusiasts at affordable prices.

FSSAI to hold quarterly meetings with different sectors of food industry



The Food Safety and Standards Authority of India (FSSAI) has released a calendar for meeting with food businesses. These meetings will be held quarterly for different sectors of the food industry to discuss matters related to food safety regulations and emerging issues.

In a statement, the food regulator has stated, "FSSAI has decided to convene quarterly meetings with different sectors of the industry in order to understand and address their concerns and issues vis-à-vis regulatory changes, emerging issues, etc. and keep them abreast about related orders/directions

issued by FSSAI specific to their sector."

FSSAI's statement added that the Nodal Officers shall hold quarterly meetings with FBOs of the respective sectors and keep a record of all such meetings and issues/concerns discussed during the meetings. Associated Divisions to nominate an officer of assistant director or deputy director level for each sector for collaborative coordination of the meetings as well as addressing concerns/issues raised during the meeting. Also, the Executive Director, Compliance, ED(CS), will chair one meeting of each sector in the period of December-March every year and one meeting with Nodal Officers of all the sectors to keep a track of the issues/concerns of each sector.

The Biryani House aims to open 50 district master franchises across India



The Biryani House, India's fastest upcoming delivery platform which serves India's largest variety of dum Biryanis apart from kebabs and curries plans to open 50 district master franchises across India by the end of year 2022. It plans to capitalise the Biryani market by expanding its footprints in the districts of

the following states under Mission 50-Maharashtra, Goa, Uttar Pradesh, Rajasthan, Karnataka, Madhya Pradesh, Punjab, West Bengal and many more.

Sarvesh Chaubey, founder and chairman -The Biryani House, said, "Our only focus is to have India's biggest franchise

network of like-minded franchise owners where we work together to common vision and that is why we don't charge any royalty because we want our franchise partners to be profitable in less than a year." Anuj Kumar, co-founder - The Biryani House, said, "Nowadays, there has been a tremendous demand for food. I can see a huge potential in the districts of the mentioned states and after the lockdown people are keen investing in food franchise business, Biryani market specifically. I think this is a great opportunity which I take as my Mission 50 by opening 50 outlets of our brand through further district master franchise by the end of 2022."

For Faster Processing, FBOs Told To Apply For KOB Licence Only For Products Specified Clearly



The Food Safety and Standards Authority of India (FSSAI) has advised food businesses to apply for licence under Kind of Business –KOB only for food product which they can specify ‘clearly’ in the licence application instead of seeking licence for multiple food products at one go.

According to the food authority,

often the food business operators experience delays in processing of licence applications when they apply for licence under Manufacturer Kind of Business-KOB for multiple food products. According to FSSAI sources, the common reason for the delay was the inability of the FBO to specify the food products clearly in the licence application. And as a result

the licensing authorities have to raise multiple queries on the application with respect to some food products. The FSSAI has issued an advisory that the FBOs can delete such food products from the licence application, for which the concerned FBO was unable to make corrections, despite the licensing authority making several queries.

FSSAI’s statement reads that this faster processing of licence application will promote ‘ease of doing business’ and the food businesses would not face any delay in issuance of licence for products found eligible as per the Food Safety and Standards Regulations.

FBOs Told To Declare Veg Or Non-Veg Irrespective Of Ingredients Percentage



The Indian Food Regulator, FSSAI, has issued a direction asking food businesses to declare on the label ‘correctly’ whether the food product is ‘Veg’ or ‘Non-Veg’, irrespective of the percentage of any ingredient in the food. This came after the Delhi High Court pulled up the food regulator on a petition saying that

food business operators hide info about ingredients source (plant or animal). The Court observed that it should be fairly disclosed as to what is the plant source or animal source.

Meanwhile, the FSSAI has stated that the term “ingredient” was defined under Section 3(y) of FSS Act 2006 which inter-alia includes

food additives. “It is clarified that the declaration regarding Non-Veg or Veg food is mandatory irrespective of the percentage of any ingredient in the food,” read the direction by the FSSAI while adding, “In view of the above regulatory provisions read with FSS (Labelling and Display) Regulations 2020, every package of “Non-Vegetarian” food having ingredients including additives, from animal sources but excluding milk or milk products, honey or beeswax or carnauba wax or shellac, shall bear a symbol and colour code to indicate that the product is Non-Vegetarian Food.”

The state food safety departments were also asked to carry out enforcement drives regarding this direction.

Pride Group of Hotels launches Pride Biznotel Manjusar in GIDC, Vadodara



Pride Group of Hotels has launched Pride Biznotel Manjusar in GIDC, Vadodara in close proximity to the National highway. Located in Mukut Nagar, the hotel is well-connected by road to prominent commercial and leisure destinations around the city namely Manjusar GIDC, Halol GIDC, Statue of Unity, Champaner Fort, Pawagadh Temple and Sayaji

Baug. According to the hotel sources, it has elegantly designed rooms, fully air-conditioned and filled with modern amenities like LED television, ergonomic work table, tea/ coffee maker, iron and ironing board, wardrobes, high speed internet connectivity and much more.

With its presence around 36 great locations across India,

Pride Group of Hotels boasts of 3213+ Rooms, 70+ Restaurants, 92 Banquets, and Conference Halls, reinforcing itself as a one-stop destination for MICE. Currently, Pride Hotels operates and manages a chain of hotels under the brand name “Pride Plaza Hotel” an Indian Luxury Collection, at Aerocity – New Delhi, Ahmedabad, and Kolkata, “Pride Hotel” at Bangalore, Chennai, Nagpur, Pune, Indore, Udaipur & (soon) Bharuch, Haldwani along with “Pride Resorts” at Goa, Puri, Jaipur, Rajkot, Bharatpur, Gangtok, Dapoli, Mussoorie & (soon) Aatapi, Rishikesh, Daman, Bhavnagar, Dwaraka, Nainital, Jim Corbett, and also Mid-Market Hotels under “Pride Biznotel” at Anand & (soon) Alkapuri, Jabalpur, Agra, Bhopal, Surendranagar, Rajkot, Somnath & Haldwani.

Country Inn Hotels & Resorts introduces refreshed brand identity



Country Inn Hotels & Resorts that owns and operates mid-market hotels and resorts in locations like Jim Corbett, Haridwar and Bhimtal proposes

to expand its footprint in more than 12 other locations in 2022. These include Goa, Dehradun, Mussoorie, Varanasi and Vrindavan.

The company recently launched a brand new logo and identity, and plan to have 20 hotels in the portfolio by the end of 2023. The most recent introduction to the portfolio was Country Inn Tarika Riverside Resort, Jim Corbett, brand’s second resort in the location. According to the company, the new logo representation with a lotus symbolizes warmth and

hospitality, which is the core ideology of the brand and the logo also resonates with the brand’s vision of having hotels in serene destinations.

The brand’s recently launched Country Inn Tarika Riverside Resort, Jim Corbett is set in the natural surroundings, 25 meters away from the Kosi River. With proximity to the forest and areas of interest, it features an outdoor swimming pool, play area, a unique bonfire set-up and two dining outlets including The Courtyard, multi-cuisine restaurant and The Kebab Factory.

Azure Hospitality gears up for the launch of three new restaurants in Goa



The creative food company, Azure Hospitality, brings its innovative brands Mamagoto and Sly Granny to the shores of Goa. Founded in 2010 by entrepreneurs Kabir Suri and Rahul Khanna, Azure continues to maintain their reputation of creating fun food and beverage concepts by expanding their footprint.

Mamagoto will be opening its doors to the public in the last week of January and Sly Granny

through its Tereza beach house avatar in the last week of February. Mamagoto, India's first-ever pan Asian café that pioneered casual dining within that genre in India, is set to open in a heritage home in Panjim. This 60 seater property of Mamagoto has been designed as an old home with vintage, classic features, and the brand's iconic manga-inspired design.

Azure is also bringing the new getaway of Sly Granny at the

Tereza Beach House. Nestled along a sleepy ocean road, and the old church of Ries Margos, Sly Granny's new venue in the village of Nerul, will include an all-day grazing menu, serving European Tapas and a myriad of prohibition-era cocktails with stunning ocean views. Brand chefs, Siddhart for Mamagoto and Utkarsh Bhalla for Sly Granny will be executing the everyday operations and will be overlooking the up and running of the restaurants. Also, in the pipeline is another location of Sly Granny which will open its doors in Vagator later in the year. A boutique cocktail bar fashioned along the lines of a French Bistro in the Panjim Latin Quarters is also gearing up to become one of the most popular places in the city. Lastly, Azure hospitality's flagship Punjabi cuisine concept brand, Dhada Estd 1986 Delhi is also in the pipeline and slated to open in 2022 itself.

The Leela Gandhinagar launches Diya luxury dining restaurant



The Leela Gandhinagar has opened Diya, the specialty Indian restaurant, which serves delicately crafted medley of Indian flavors ranging from kebabs and curries to celebrated local vegetarian delicacies. According to the brand, the cuisine at Diya

embodies a *mélange* of authentic handpicked ingredients that represents a distinctive culinary trail from ancient to modern India created by Master Chef Mohammad Javed, also known as the Master of Spices, at the helm. Diya offers a wide variety

of vegetarian options, including many delectable treats from the Northwest Frontier cuisine, to indulge in.

According to reports, the interiors of the Diya are elegantly anointed with champagne gold paisley brocade walls, juxtaposition with beautiful Venetian mirrors and artwork showcasing the archaeological grandeur of Gujarat and the private dining space in Diya is exclusively designed to create a myriad of memories along the lines of the artisan who has painstakingly stitched together the mosaic patterns in the 'thikri' designed walls.

Survival first, revival later: Hospitality industry's mantra for 2022



Just as the hospitality industry was beginning to see a flickering light at the end of a long tunnel towards the end of 2021, the spread of the Omicron variant of coronavirus and subsequent extension of suspension of scheduled international passenger flights till January 31, 2022, has come as a dampener to those who were looking to have some business in the winter season.

With inbound tourist arrivals unlikely amidst the pandemic, the industry wants the government to incentivise domestic travels with income tax benefits for a limited period so as to help the hospitality and tourism sector get up again by

tapping the pent up demand for holidays, within the country.

According to industry body Federation of Hotel & Restaurant Associations of India (FHRAI), already 25 to 30 per cent of establishments in the organised sector comprising around 60,000 hotels and 5 lakh restaurants have already shut shop and another 15 per cent could follow suit if there is no impetus from the government to revive the sector. "Right now, we are not even talking about revival because I don't think we should. We can't revive. Revival is when you bring back something that's gone," FHRAI Vice-President Gurbaxish Singh Kohli said.

Magna Cafe and Bar opens its doors in Thane



Magna Café and Bar, a versatile eatery, has opened up in Thane. Tucked inside Thane Club it has a chic and Instagram-able vibe where guests can grab their coffee and clink their glasses. The menu is designed to suit global palettes with fresh ingredients from comprising of Asian, Mediterranean, Continental, and fusion Indian cuisine. It also has an all-day café that presents freaky shakes featuring cassata, lotus biscotti, pink tiramisu, tiramisu cheesecake along with adaptable food choices like paneer tikka croissant sandwiches. Magna aims to entertain work colleagues for their meetings, college students to hang-out with their friends, families to have intimate gatherings and couples to have a romantic rendezvous.

Treehouse Hotels and Resorts introduces three properties in Goa

Treehouse Hotels and Resorts has opened three new properties in Goa, continuing its growth momentum. The tally of properties under Treehouse Hotels and Resorts has now reached eight with the addition of new cottages, villas, and serviced apartments across North, and South Goa.

Treehouse MARS Beach Cottages, Calangute is located 500 meters from Calangute beach and has been introduced in collaboration with Ailsinghani Hotels and offers

splendour beach cottages to its guests. It has 12 premium and 8 pool facing cottages fitted with premium amenities to ensure a pleasant stay of the guests. Treehouse Blue Serviced Apartments, Majorda has 22 apartments, of which, 5 are studio apartments of 350 square feet with a balcony and rest 16 are one-bedroom apartments spread across 750 square feet with 2 balconies. Treehouse Blue Villas, Colva has 3 villas, each of 3BHK with latest amenities.



HRAWI urges PM Modi to reduce GST on commercial LPG from 18% to 5%



The Hotel and Restaurant Association of Western India (HRAWI) has submitted a representation to the Hon'ble Prime Minister – Shri Narendra Modi, requesting urgent relief for restaurants from the recent abnormal increase in the cost of Liquid Petroleum Gas (L.P.G). The Association has stated that LPG being one of the most essential requirements of the restaurant industry, the steep hike in its cost has led to increase in rates of all other essential commodities too. The drastic rise in the cost of LPG will lead to escalation of the price of food items sold at restaurants which will directly burden the customer's pockets. It has become extremely difficult especially, for standalone restaurants to absorb this exponential increase in the cost of fuel since many of these

restaurants cater to the middle and lower class at affordable prices. To continue to remain affordable, the HRAWI has requested that the rate of tax on LPG for standalone restaurants be reduced to 5 per cent from the current 18 per cent.

“Most standalone restaurants cater to the middle and lower class at affordable prices. The working class that relies on such eateries for their daily meals outside of home can't afford to spend more on food. At present, commercial LPG attracts GST at 18 per cent. The tax burden adds to the cost of food since standalone restaurants do not receive ITC concessions. So, we pray that the rate of tax on LPG for standalone restaurants be reduced to 5 per cent and request the Hon'ble PM for his support in

this for us to be able to continue offering affordable meals to the everyday people,” says Mr. Sherry Bhatia, President, HRAWI. Over the last two years, the cost of LPG has increased by Rs.400/- to Rs.500/-. Besides the increase in the cost of LPG cylinders, HRAWI has pointed out that the steady increase in the rates of diesel, and petrol has led to increased cost of transportation. This in turn has led to an increase in the prices of grains, pulses and many other essential commodities.

“The Government is well aware that standalone restaurants generate a large number of employment opportunities too. The ratio between the creation of job opportunities and investment involved in standalone restaurants is much higher than in any other industry. We pray to the Government for understanding our plea and help the standalone restaurants to mitigate this inflation in LPG to avoid its cascading effect on food prices,” concludes Mr. Pradeep Shetty, Sr. Vice President, HRAWI

Hospitality industry on alert mode amid Omicron threat



The Indian hospitality industry, battered by the pandemic, is on alert mode but not panicking

yet in the face of the Omicron variant threatening to derail prospects of winter holiday season business, according to industry players. With states imposing restrictions on gatherings for Christmas and New Year celebrations, hoteliers and restaurant operators are, however, staring at possible booking cancellations even as they hope for some support from

the government like what the UK government has done for the industry there.

Federation of Associations in Indian Tourism and Hospitality (FAITH) Consulting CEO Aashish Gupta said there is uncertainty within the industry about the impact of the Omicron variant with different inputs coming in from various places regarding its severity and speed of spread.

HRAWI Issues Advisory To Members On Strictly Following Guidelines Notified By Govt



With reference to a circular dated 24th December 2021 by the Government of Maharashtra, the Hotel and Restaurant Association of Western India (HRAWI) has issued an advisory to its members on strictly following guidelines as instructed in the circular.

The advisory requests all F&B establishments to display prominently, as per their licenses or permissions, the full capacity

along with 50 per cent of that capacity. For enclosed spaces, the total number of attendees at any time should not exceed 100 and for open to sky spaces, 250 or 25 per cent of the capacity. The circular also has ordered against New Year functions or celebrations and demands Covid Appropriate Behaviour (CAB) from all establishments. The Association has requested its members to ensure that their staff and guests be fully vaccinated and

safety protocols along with all necessary precautions be observed diligently.

“The Omicron threat is real and we must support the Government in curbing its spread. This is in the interest of not just the Government but also to ensure that we do not go under another lockdown. The hospitality industry has been compliant with the Government’s guidelines all through the pandemic and even at this juncture it would be extremely critical that we do not let our guard down even for a moment. HRAWI requests all its members that we commit to ensuring our own safety and thereby our guests’ for ushering in the New Year by not letting this virus win,” says Mr Sherry Bhatia, President, HRAWI.

Indian Hospitality Sector Sees 17.5% hike in deployment of gross bank credit



The Indian travel and hospitality industries owes Indian banks ₹48,687 crore as of October 2021 as against ₹41,373.14 crore two years ago. Hit hard by the Covid-19 pandemic, the tourism and hospitality sectors have seen

a 17.5 per cent increase in deployment of gross bank credit.

According to the Reserve Bank of India’s data, the Indian tourism, hotels, and restaurants owed an outstanding credit amount of ₹48,687 crore as of October 23 this year to the banks, as

compared to ₹41,373.14 crore on October 25, 2019. 80 per cent of the industry borrowed more money to restart businesses and over 30 per cent of the establishments are still not open. While operations may have resumed, it does not translate into immediate revenues and it surely does not make up for the losses that the players have incurred due to the pandemic.

The travel and hospitality industry was the worst-hit due to the pandemic and the lockdown that followed with limited domestic travel and a complete ban on international travel.

IHCL collaborates With CII and EHL, Switzerland, Will Impart Vocational Education To Hospitality



Indian Hotels Company (IHCL), Confederation of Indian Industry (CII) and EHL Education Group, Switzerland have collaborated to offer a Professional Diploma Program to hospitality industry students at CII's Vocational Education and Training by EHL (VET by EHL) Learning Centres across India. The 18-month program offering Swiss quality education will include six months of academics

at CII accredited institutes and 12 months of hands-on field experience at select IHCL hotels. IHCL sees this as a vital step towards increasing the talent pool of hospitality professionals in the industry

The students undertaking the VET by EHL program will go through multiple skill-based certification levels, including internship and apprenticeship at select IHCL

hotels. The program will focus on key areas such as culinary, F&B service and accommodations. Post successful completion of the program, students will be awarded the VET by EHL Professional Diploma.

In line with its vision to develop and nurture talent, IHCL has undertaken several initiatives. Recently, IHCL announced 100 per cent placement for the graduating class of 2020 at the Institute of Hotel Management, Aurangabad (IHM-A). The company has also partnered with Les Roches Global Hospitality Education, Switzerland and ESSEC Business School in France to offer scholarship programs to deserving individuals.

Gladvin Rego appointed as Principal of Lexicon Institute Of Hotel Management



The Lexicon Group of Institutes has appointed Gladvin Rego as the Principal of Lexicon Institute of Hotel Management. Rego brings with him, rich experience spanning three decades that covers areas like Institutional Administrative Management, Educator Leadership and Training within the hospitality sector.

Rego has successfully led his professional career through a significant period of

comprehensive change, providing stability and support to facilitate sound educational improvements and building bridges with students and their families with the sole objective of their interest at helm. He has held important administrative positions like Vice Principal of Hospitality College of the Mumbai University for 8 years apart from passionately training hospitality teachers & staff for more than 23 years. His area of exposure took him to Maldives, Bhutan and Sri Lanka as well. His core competencies in leadership roles comprise management, hospitality curriculum, student wellbeing, quality of education, along with strategic planning and implementation.

Rego started his career in the field of hospitality as a shop in-charge, working his way up to becoming a lecturer and then Director Hospitality Training Institute. He returned as a Vice Principal and continued to delve deep into training and mentoring teachers across the country. Rego holds a Master's degree in Travel & Tourism Management with a BA in Psychology and Political Science. He is a Certified Hospitality Educator (CHE) and a Certified Food & Beverage Executive (CFBE) from the American Hotel and Lodging Educational Institute (AHLEI). Mr. Rego is a CHE Facilitator and an empaneled Faculty of the AHLEI.

HRAWI welcomes Maha Govt's order on lifting of timing restrictions for hospitality industry



The Hotel and Restaurant Association of Western India (HRAWI) has welcomed the Maharashtra Government's decision to lift restrictions on timings for restaurants in the State. The Association has stated that the move brings a major relief to restaurants as well as for patrons since the present timings made dining out a hasty affair. The Hospitality industry

expects a boost to revenues as well with this move. However, the industry is also puzzled with the Government's decision to restrict the capacity of open to air venues for social gatherings to 25 per cent when closed halls are allowed to accommodate up to 50 per cent. It is a well[1]established fact that COVID19 transmission is less susceptible in open spaces. On this premise, the HRAWI

plans to submit a representation to the Government requesting it to reconsider the restriction on open to air venues and allow such venues to operate at full capacity. While this part has brought cheer to the industry, the other part mentioned in the order, which restricts the capacity on open to air venues to 25 per cent, has puzzled it.

WANTED IN KIDNAPPING & MURDER CASE

THE BELOW COMMUNICATION RECEIVED FROM THE O/O JT. COMMISSIONER OF POLICE (CRIME), KOLKATA IN REGARDS TO AN ACCUSED WHO IS ON THE RUN AFTER COMMITTING KIDNAPPING AND MURDER OF AN ELDERLY PERSON IN KOLKATA.



VIMAL SHARMA @ AARAV SHARMA @ SHIVAM SAGAR @ SHIVAM
AGE - 29
CONTACT KOLKATA POLICE IF ANY INFORMATION ABOUT HIS
WHERE - ABOUT IS FOUND : 9874965566 / 9830661004.
INFORMAT WILL BE SUITABLY REWARDED.

ICA-D251(2)/2022

Hospitality Industry Awaits Govt. To Notify Rs.60,000 Cr Loan Guarantee Scheme; FHRAI Requests FM's Urgent Intervention



Federation of Hotel & Restaurant Associations of India (FHRAI) has submitted a representation to the Finance Minister Nirmala Sitharaman requesting her urgent intervention in notifying the Rs.60,000/- crore sanctioned under the Loan Guarantee Scheme for COVID affected sectors. The announcement was formerly made by the FM in a Press Meet held on 28th June 2021. Close to five months since the announcement, the Hospitality industry continues to wait for the

Government to notify it while the same scheme has been notified for both the health and tourism sectors. The FHRAI has expressed its disappointment with the Government's apathy towards the Hospitality industry and has requested the Hon'ble FM to take urgent measures to notify the Rs.60,000 crore Loan Guarantee Scheme with 100 per cent Government guarantee and long-term repayment options to help the hospitality sector come out of the deep distress and support it in its survival efforts.

"The Ministry has neither released any Operational Guidelines nor any other details of the scheme so far. The Loan Guarantee Scheme introduced simultaneously for the Health Sector was notified immediately and necessary guidelines were introduced by NCGTC. More recently, the Loan

Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS) was notified for the travel industry as well. It is as if the hospitality sector is being deliberately neglected. The inaction and delay makes the industry wonder about the intent of the announcement made back in July 2021," says Mr Gurbaxish Singh Kohli, Vice President, FHRAI.

"The industry is continuing to suffer the repercussions of the lockdowns and the severe restrictions imposed on it for over eighteen months. This is the third occasion that we are reminding the Hon'ble FM for taking urgent measures to notify the Rs.60,000 crore Loan Guarantee Scheme which should be backed by 100 per cent Government guarantee and long-term repayment options," he adds.

Maharashtra government urges hospitality industry to support state EV policy



The Maharashtra government on Monday urged the hospitality industry to support the state's EV Policy that aims to convert 15 per cent of the Maharashtra State Road Transport Corporation (MSRTC) fleet into electric vehicles by 2025. "The state's comprehensive EV Policy has been developed to fortify Maharashtra's position

as the leading destination for EV manufacturing and utilisation.

With standard operating procedures (SOPs), infrastructure mandates, and incentivization, we look forward to the widespread acceptance of EV's in the state," state Tourism and Environment Minister Aaditya Uddhav Thackeray said after a meeting

with Chalet Hotels. The aggressive implementation of the Policy is critical and cannot be fully successful without support from the private sector, the minister said in a statement. The minister met with Chalet Hotels which has committed to convert 100 per cent of its vehicular fleet to EVs by 2025, along with setting up of EV charging stations, across its portfolio hotels and commercial office spaces.

The primary objective of Maharashtra EV Policy 2021, which came into effect on July 23, is to accelerate the adoption of BEVs in the state so that they contribute to 10 per cent of new vehicles registrations by 2025.

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.



HOTELS	
Name of the Establishmet	Address
Della Adventure Training Academy (DATA)	Plot No. 101/102 Shirota Lake, Udewazi Maval, Lonavala - 410302
Hotel Runal Tower	Runwal Tower, 2nd Floor, Ichalkaranji - 416115
Iscon The Fern Resort & Spa, Bhavnagar	Near Sundarvas Bungalow, Kaliyabid, Bhavnagar - Gujarat 364002
Hotel Sai Inn	Nagar Pune Rd, opposite Om Garden, Sakkar Chowk, Maniknagar, Ahmednagar - 414001
Hyatt Place Vadodara	Hotel Wing - Nilamber Triumph Nilamber Circle Vasna-Gotri Main Road, Gotri - Vasna Rd, Vadodara, Gujarat 390007
Cygnett Inn Celestiaal	1168-D, Xiimer, beside Jambaleshwar Temple, Candolim, North Goa 403515
Lavaiencia Beach Resort	Plot No. 1430, Tembwada, Morjim Beach, Goa 403512
RESTAURANTS	
Name of the Establishmet	Address
Circle of Crust	Shop No. 04, Rahul Residency, near green acres society, Salunkhe Vihar Road, Kondwa, Pune - 411048
E.S.B	B-9, Orange City Tower, Dhantoli, opp. Tilak Patrakar Bhavan, Nagpur-440012
Chaitanya Paranthas	Sr. No. 123/1 Landmark, Ganraj Chowk, Baner, Pune - 411045
Hitchki Restaurant	G-8B, G-8C, Festival Square High Street Phoenix Mall, Senapati Bapat Marg, Lower Parel West, Mumbai - 400013
ASSOCIATES	
Name Of The Establishmet	Address
Steri Power India LLP	301/C&D, Poonam Chambers, A Wing, Dr Annie Besant Road, Opp Atria Mall, Worli, Mumbai - 400018
Depa India Pvt. Lid.	2nd floor. Andheri-Kurla Road Andheri (E Near, Fire Brigade, Gamdevi, Marol, Andheri East, Mumbai - 400059
Revnomix Solutions	A/302, K K Tower Parel, Mumbai



**HOTEL AND
RESTAURANT
ASSOCIATION
(WESTERN INDIA)**

President of Honour : Dr. Ajit B. Kerkar
Member of Honour : Vivek Nair
President : Sherry Bhatia
Sr. Vice President : Chetan Mehta
Hon. Secretary : Jimmy P. Shaw
Jt. Hon. Secretary : Paramjit S. Ghai
Hon. Treasurer : Dilip Kothari
Secretary General : Kunal Gujral

Ref No:- 25/ 227/ 2021-22

05th February 2022

To,
Shri. K. B. Umap (I.A.S.),
Hon'ble Commissioner,
State Excise,
Government of Maharashtra.

Sub: Roll Back of Excise Fees Hike for F Y 2022 23

Reference:

1. Government notification Home Department No. FLR 0122/ CR 10/ EXC 2. Dated 28 th January 2022
2. Hotel Restaurant Association Western India, representation, Ref. No: 25/ 214/ 2021 22, Date: 21 st January 2022

Respected Shri. Umap Ji,

Greetings in the 72nd year of the Hotel & Restaurant Association Western India!

This is in reference to the above-mentioned Notification of 28th January 2022 pertaining to Hike in Excise Fees for the FY 2022-23, the proposed hike of 15 % in excise fees is indeed shocking and is completely unbearable, unreasonable and unjustified. It appears that the notification has been issued without considering the prevalent circumstances and without having regard to the fact that the Hotel / Restaurant Industry is one of the most severely affected industry due to the COVID pandemic and the resulting restrictions / curbs imposed on the operation of business. In this connection, we have to state as under:

1. Your good office is aware that the hospitality industry is battered and has been severely impacted ever since the Covid -19 pandemic hit the country in early 2020. The three waves one after the other and the restrictions/ closures imposed by the Disaster Management Authorities has put the sector in a standstill and shattered the business and hope of the industry resulting in 30 % permanent closures. On an average the annual sales have fallen by 80% and further closure would eventually impact the state's revenue. This situation has caused extensive damage to the sector and it would take nothing less than 5 years for the industry to return to the pre-pandemic levels.
2. The Restaurants in the State are the first ones to shut down and last ones to open. In fact, restaurants were made to completely close down for 6 months and 12 days during the first wave of the pandemic, 2 months and 20 days during the second wave. Even when the Restaurants were allowed to operate, severe restrictions with curbs on operation timings and seating capacity were imposed. Further, during the third wave, the restaurants were operating under several stringent restrictions and due to the threat of fast spreading omicron variant the footfalls dropped drastically, and Restaurants / Bars witnessed situation akin to a lockdown. Naturally, huge losses were suffered in the past 2 years due to the outbreak of COVID-19 and the restaurants were not able to generate revenue commensurate with such hefty license fees.
3. Further, the issue of excise fees hike for FY 2020-21 is subject matter of Writ Petition No. 2873 of 2021 before the Hon'ble High Court which is pending adjudication. The Hon'ble High Court has protected our interest vide orders dated 6th May 2021 & 13th May 2021. Thus, the prescribed fee hike under reference has no basis and is without considering the relevant factors, and contrary to the applicable rules and regulations.

4. Furthermore, the restriction on capacity continues at 50 % which curtails the ability of license holders to recoup the monies paid towards the license fees. Most importantly, there is no clarity on when the restaurants/ bars will be permitted to carry on their licensed business freely without any restrictions. The likelihood of future restrictions including the fourth and fifth wave of the pandemic and imposition of lockdowns cannot be ruled out. There is no certainty as to adequate revenue generation in the coming year. Thus, in these uncertain times, payment of full fees will be onerous on license holders who are already burdened with mounting losses caused due to the restrictions / curbs imposed by the State. It is also necessary that the license holders are given flexibility for making payment of license fees.

Under the circumstances as stated above, we strongly protest the hike in License Fees for the FY 2022-23 and urge your good office to consider the unprecedented impact of the continuing COVID-19 pandemic and the ensuing impact on the restaurants/ bars to carry on their business. We once again humbly request/ suggest the following essentials for effective relief to be transmitted to every license holder:

- Roll Back of the Hike in License fees for FY 2022-23
- Waiver of 50 % License Fees for the FY 2022-23.
- Extension of deadline to pay the License Fees for the FY 2022-23 from 31st March 2022 to 30th June 2022.
- To allow Payment of Renewal Fees for FY 2022-23 in four (4) installments.

We humbly request your good office to favorably consider our pleas and, in this regard, we shall be happy to personally present our issues to your good self. Please note, that it is indeed crucial that the pleas / requests mentioned herein above be granted to mitigate the hardships caused to the license holders in the last two strenuous years.

Yours sincerely,



Sherry Bhatia

President – Hotel and Restaurant Association Western India



Read & Subscribe

HRA Today

GOA AN EXQUISITE STATE WITH A UNIQUE BLEND OF DIVERSITIES

MERA 44, EANTHIVILA LANE, MURIJAPALAM, MEDICAL COLLEGE PO, TRIVANDRUM, KERALA - 695011, INDIA
TEL : 0471 401593, MOB : 9995139933, EMAIL: today.hra@gmail.com, WEB : www.hrawi.com



**HOTEL AND
RESTAURANT
ASSOCIATION
(WESTERN INDIA)**

President of Honour : Dr. Ajit B. Kerkar
Member of Honour : Vivek Nair
President : Sherry Bhatia
Sr. Vice President : Chetan Mehta
Hon. Secretary : Jimmy P. Shaw
Jt. Hon. Secretary : Paramjit S. Ghai
Hon. Treasurer : Dilip Kothari
Secretary General : Kunal Gujral

Ref No: 25 / 209 / 2021-22

21st January 2022

To,
Shri. K. B. Umap (I.A.S.),
Hon'ble Commissioner,
State Excise,
Government of Maharashtra.

Sub: Request for Balance 50 % Waiver in Excise Fees for F.Y. 2021-22

Respected Shri. Umap Ji,
Greetings in the 72nd year of the Hotel & Restaurant Association Western India!

As you are aware, the hospitality industry in the country has been severely impacted ever since the Covid-19 pandemic hit the country in early 2020. The first lockdown and the restrictions followed thereafter had put the sector in a stand-still for almost eight months. While the industry was hoping for some revival post November 2020, the 2nd wave stormed in by April - May 2021 thereby totally deflating the business and the hope of the industry.

The industry was looking forward to the New Year 2022 for some damage control of the colossal losses happened during the first two waves. But the sudden surge in Covid infection due to the Omicron variant and subsequent restrictions / closures have shattered all hopes of the industry. The restrictions imposed presently are akin to a lockdown and the current business has been reduced to 10 to 15 % of the pre-pandemic level. This situation will manifold the extensive damages of the sector and it would take nothing less than 5 years for the industry to return to the pre-pandemic levels.

It is staring at a dark future in the midst of increasing debt burden, obligations and statutory liabilities to fulfill but with no means and ways to meet them. Under the present circumstances, without adequate support from the Government, many more hospitality establishments in the country would be compelled to shut shop.

Presently, there is considerable amount of fear and anxiety in the sector. Significant capital has been ploughed in by the industry to reopen and restart operations. Also, there has been a lot of effort put in to bring back workers. Under these circumstances, it is impossible for FL3 license holders to pay license fees.

In this connection, please find below details of the restrictions placed on bar operations during the year that severely crippled the ability of license holders from effectively realizing revenues and or ability to recoup the license fee amounts to be paid to the Govt.

1. 4th April 2021 to 3rd June 2021: Shut (shut for 61 days).
2. 4th June 2021 to 1st August 2021: Allowed to operate with 50 % dining capacity until 4 pm for Weekdays (41 days operational and shut for 18 days).
3. 2nd to 10th August 2021: Full Capacity until 4 pm for Weekdays (7 days operational and shut for 2 days).
4. 11th August 2021 to 18th October 2021: Allowed to operate with restrictions with capacity not exceeding 50 % until 10 pm on all days (69 days).

5. 19th October 2021 to 23rd December 2021: Allowed to operate until 12 am (66 days).
6. 24th December 2021 to 7th January 2022: Restriction of 50 % of capacity (15 days).
7. 8th January until now: Restriction of 50 % capacity until 10 pm (13 days).

• Hence the conclusion:

1. $61+18+2 = 81$ days the Establishments were shut.
2. $41+7 = 48$ days allowed to operate until 4 pm, which in effect meant no revenues as this did not suit bar operations.
3. 82 days allowed to operate until 10 pm with 50 % capacity, which helped revenues to only a certain extent and curtailed dinner timings meant drastic downfall in bar revenues.
4. 66 days allowed to operate until 12 am which helped the revenues to come to may be 50 %.
5. Fully operational as per licensed timings for only 15 days out of 292 days for the FY 2021-22.

Under the circumstances as illustrated above, it is apparent that the license holders were unable to carry out the business due to the severe restrictions and hence entitled and to waiver of at least 50 % of the yearly excise license fees. Further, even otherwise, due to the successive waves of the COVID, the pandemic has rendered the Restaurant Industry severely affected due to low footfalls and fear in the minds of patrons to visit bars as such. Accordingly, we request for waiver of 50 % of the license fees for FY 2021-22.

We humbly request your good self to take note of the aforesaid details of restrictions on business of the license holders and help the Hospitality Industry which is in complete distress and needs the support of the Government.

While thanking you, we look forward for a favorable response in the interest of the Hospitality Industry. We shall be happy to personally explain the issues to your good self.

Yours sincerely,



Sherry Bhatia

President – Hotel and Restaurant Association Western India


KERALA
TRAVEL MART
**Don't miss your
advertisement in
KTM 2022
SELLERS DIRECTORY**
print | e-magazine | online

**RESERVE
YOUR SPACE
NOW..**

**LIMITED PAGES
AVAILABLE**



For trade enquiries:

email : metromart.tvn@gmail.com

M : +91-9947733339/9995139933



**HOTEL AND
RESTAURANT
ASSOCIATION
(WESTERN INDIA)**

President of Honour : Dr. Ajit B. Kerkar
Member of Honour : Vivek Nair
President : Sherry Bhatia
Sr. Vice President : Chetan Mehta
Hon. Secretary : Jimmy P. Shaw
Jt. Hon. Secretary : Paramjit S. Ghai
Hon. Treasurer : Dilip Kothari
Secretary General : Kunal Gujral

Ref No: 25 / 214 / 2021

21st January 2022

To,
Shri. K. B. Umap (I.A.S.),
Hon'ble Commissioner,
State Excise,
Government of Maharashtra.

Sub: Request for 50 % Waiver in Excise Fees for FY 2022-23

Respected Shri. Umap Ji,

Greetings in the 71st year of the Hotel & Restaurant Association Western India!

As you are aware, the hospitality industry in the country has been severely impacted ever since the Covid -19 pandemic hit the country in early 2020. The first lockdown and the restrictions followed thereafter had put the sector in a stand-still for almost eight months. While the industry was hoping for some revival post November 2020, the 2nd wave stormed in by April - May 2021 thereby totally deflating the business and the hope of the industry.

The industry was looking forward to the New Year 2022 for some damage control of the colossal losses happened during the first two waves. But the sudden surge in Covid infection due to the Omicron variant and subsequent restrictions / closures have shattered all hopes of the industry. The restrictions imposed presently are akin to a lockdown and the current business has been reduced to 10 to 15 % of the pre-pandemic level. This situation will manifold the extensive damages of the sector and it would take nothing less than 5 years for the industry to return to the pre-pandemic levels.

It is staring at a dark future in the midst of increasing debt burden, obligations and statutory liabilities to fulfill but with no means and ways to meet them. Under the present circumstances, without adequate support from the Government, many more hospitality establishments in the country would be compelled to shut shop.

Presently, there is considerable amount of fear and anxiety in the sector. Significant capital has been ploughed in by the industry to reopen and restart operations. Also, there has been a lot of effort put in to bring back workers. Under these circumstances, it is impossible for FL3 license holders to pay license fees.

Further, having regards to the waves of the pandemic and the continuing restrictions on operations of Restaurants/ Bars, it is highly likely that there could be further lockdowns and/ or restrictions going forward thereby creating serious hurdles in the business of the license holders.

Hence, in this connection, we wish to place our humble request/ suggestions which are essential for effective relief to be transmitted to every license holder:

- Waiver of 50 % License Fees for the FY 2022-23.
- Extension of deadline to pay the License Fees for the FY 2022-23 from 31st March 2022 to 30th June 2022.
- To allow Payment of Renewal Fees for FY 2022-23 in four (4) installments.

We pray to you to kindly consider our above request on the basis of the days of operations on establishments and help the Hospitality Industry which is in complete distress and needs the support of the State Excise Department.

While thanking you, we look forward for a favorable response in the interest of the Hospitality Industry.

Yours sincerely,

Sherry Bhatia

President – Hotel and Restaurant Association Western India

HRAWI Circular to Members

CINEFIL Producers Performance Limited has issued notices to HRAWI under the Copyright Act. HRAWI sought legal opinion on this matter and based on that, replies have been sent to CINEFIL Producers Performance Limited dated 29th November, 2021 and 4th January, 2022 advising them to withdraw the notices that are being sent en masse to our members and further desist from making any monetary claims from our members / users which is contrary to law and illegal. The Circular is reproduced below.



HOTEL AND RESTAURANT ASSOCIATION
(WESTERN INDIA)
In the Service of the Hospitality Industry Since 1951

To,

The Members

Re: Notices issued by CINEFIL Producers Performance Limited under the Copyright Act.

- 1) The Association was informed by some of the members that they have been receiving telephonic calls and show cause notices from CINEFIL Producers Performance Limited claiming to be acting as agent of the Principals from India and Overseas for Cinematographic Film Work (VIDEO) and demanding royalties and claiming that Cinematograph Performance License (CPL) be obtained from them for visual display through cable tv/satellite/you tube.
- 2) The Association took up the matter and sent a reply to CINEFIL on 29.11.2021 making it clear that the members avail Television broadcast through either cable providers or DTH providers or directly from the Broadcasters for which payment is made by members as per the Tariff Order. They have no privity with the Film Producers and Owners. CINEFIL has also been apprised about the judgment of the Hon'ble Supreme Court in Hotel & Restaurant Assn. v. Star India (P) Ltd., (2006) 13 SCC 753 wherein it was held that hotels and restaurants are consumers of cable/DTH operators.
- 3) The CINEFIL has send a reply dated 7.12.2021 to the above reply sent by the Association wherein CINEFIL has admitted that it is not a registered copyright society and its application for registration is pending since 14.11.2018. However it claims to be acting as agent under section 30 of the Copyright Act. CINEFIL has further stated in their reply that members are communicating to the public the copyrighted work namely Cinematograph Film Work (VIDEO)through TV, LCD, Smart TV with Apps etc. which gets the transmission of the Copyrighted materials from Cable operator, DTH, Amazon stick, Apple devise etc. and therefore they should obtain license.
- 4) The Association had sent an appropriate reply to the above communication dated 7.12.2021 and on 4.01.2022 wherein it has been made clear that the members are not communicating any copyrighted work to the Public as they pay to the cable operators or DTH providers for availing the signals and do not re-transmit the signals to any other person.
- 5) Members are therefore informed that they need not pay any charges demanded by CINEFIL or any other such entity for the provision of Television services to the guests for which subscription and payments are made to Cable operator/DTH or the broadcaster.

With kind regards

Kunal Gujral
Secretary General

Blue Tribe launches another green product – plant-based Mutton Keema



As part of its product portfolio expansion, Blue Tribe, India's leading food technology company encouraging consumption of planet-friendly products, has launched another new green product - plant-based Mutton Keema.

The company claims that the new product made with cherry-picked vegetarian ingredients and exquisite spices is an eco-friendly product that tastes, cooks, and feels exactly like traditional animal-based Mutton Keema and that leveraging advanced food technology and extensive research and development, the product can equal nutritional elements like protein, phosphorus, iron, and Vitamin B12, albeit without instigating cholesterol or carbon footprint.

Leading DTC coffee brand Sleepy Owl launches premium instant coffee



Sleepy Owl, the country's leading DTC coffee brand, has announced the launch of its Premium Instant Coffee, thereby expanding its product portfolio and widening its accessibility as a brand.

According to the company, the coffee is made with its signature 100% Arabica beans, and uses Microground Technology, which consists of 95% soluble coffee crystals and 5% freshly roasted high-quality beans and this preserves the rich aroma of real coffee and allows the user to brew a cup of coffee in seconds. The Premium Instant Coffee is available in three delicious flavours - Original, French Vanilla and Hazelnut. The company claims these contain no artificial flavours or preservatives and the coffee has been thoughtfully packaged in a multi-serve tin, made of infinitely recyclable material, making it a 100% sustainable offering, just like their other products.

Japanese plant-based company Next Meats forays in Indian market



Tokyo-based Company Next Meats has teamed up with Indian food-tech startup Vegan Meat India Private Limited to launch meat-free alternatives with the motive to prioritise sustainability in food production and pare down the incremental burden on the environment using crossover technology. They are also attempting to reduce the acute problem posed by NCDs and carbon footprint in the country by introducing plant-based food items.

The company listed in the American Stock market aims to provide a series of delicious servings of Next Tandoori Chicken, Next Herb Chicken, Next Classic Chicken, Next Chicken Biryani, Next Butter Chicken Curry, Next Yakiniiku Japanese Taste, Next Spicy Yakiniiku and Next Burger Patty for their Indian consumers.

Next Meats, which is making its debut in Indian market with Vegan Meat India Private Limited is planning to expand its product assortment by introducing plant-based cakes, vegan cheese, tuna, egg and soya milk especially for their consumers in India, will have their online retail presence in five cities including Delhi/NCR, Bangalore, Hyderabad, Pune and Mumbai.

Sleepy Owl launches premium instant coffee



Sleepy Owl, a DTC coffee brand, has announced the launch of its Premium Instant Coffee, thereby expanding its product portfolio and widening its accessibility as a brand. Through this product, the brand aims to close the gap between convenience and experience, which has been one of the key USPs of the brand and reflects across all its product offerings. The brand claims Sleepy Owl's premium instant coffee is made with 100% Arabica beans, and uses microground technology and this consists of 95% soluble coffee crystals and 5% freshly roasted high-quality beans, which preserves the rich aroma of real coffee and allows the user to brew a cup of coffee in seconds. The premium instant coffee is available in three flavours – Original, French Vanilla and Hazelnut.

Amrut Distilleries releases Amrut Spectrum single malt whisky

Amrut Distilleries has launched the Spectrum 004 in India, to coincide with the third global release. Enthused by the response to the recent releases in India of Amrut Fusion X, Triparva and Neidhal, Amrut is bringing the exclusive Spectrum Single Malt Whisky which is aged in a one-of-a-kind barrel. The brand claims this custom-built barrel also christened as Spectrum casks that is only available in Amrut, is made with not one kind of Oak staves but four different types. It is claimed that to make the Spectrum 004, a two-part maturation technique has been employed, the first being maturation of New Make spirit in an ex-Bourbon cask then the innovation follows where the spirit is transferred to a custom build barrel fusing American and European type barrels into one single barrel a.k.a Spectrum cask, where the aged spirit is matured for the remaining period into this magical cask.



McDonald's introduces butter chicken & butter paneer grilled burgers

McDonald's India – North and East has introduced two new grilled burgers- Butter Chicken and Butter Paneer. The company claims these new burgers perfectly blend authentic Indian taste with international burger style that is sure to delight the hearts and taste buds of customers across North and East India. According to the company, both the burgers come with grilled patties oozing with deliciousness in every bite. They claim the Butter chicken grilled burger is a sumptuous treat for chicken lovers and it comes with a premium, juicy grilled chicken patty topped with rich makhani sauce, layered with shredded onions and placed between freshly toasted buns with black and white sesame seeds. The Butter paneer grilled burger has a mildly spiced grilled paneer patty topped with makhani sauce, sprinkled with shredded onions for the perfect crunch and placed between freshly toasted buns with black and white sesame seeds.



Doritos Flamin' Hot Cool Ranch Flavored Tortilla Chips, an all-new mash-up

What happens when Doritos takes one of its most iconic flavours and unleashes the heat? Introducing new Doritos Flamin' Hot Cool Ranch Flavored Tortilla Chips, an all-new mash-up that combines the classic Cool Ranch flavour fans love with a spicy, bold crunch. The latest addition to the Flamin' Hot family, Doritos Flamin' Hot Cool Ranch is heating up the chip aisle.

From the original Cheetos Crunchy Flamin' Hot to this latest Doritos' innovation, the Flamin' Hot line-up of snacks has exploded over the years with products like Doritos Flamin' Hot Nacho and Doritos Flamin' Hot Limon, providing consumers with the perfect combination of delicious heat. Fans have even taken it a step further — embracing the flavourful franchise as more than a spicy sensation – and making it an attitude. One that, if you allow it, pushes you to reject the status quo and embrace your inner edge.

As one of the most popular Doritos flavours for decades, Doritos Cool Ranch has become a staple snack in chip fans' pantries around the world. In 2020, Doritos introduced fans to a new era of cool by launching a revamped Doritos Cool Ranch, made with even more "cool" seasoning. Today, Cool Ranch is stepping into the fire, as the latest product to join the Flamin' Hot line-up.



Naturals Ice Cream introduces Tilgul flavour to celebrate Makar Sankranti

Naturals Ice Cream has presented Tilgul flavour, its exclusive seasonal ice-cream ahead of the festival of kites. The brand claims the flavour packs the good-old tilgul made from jaggery and sesame seeds in the form of an ice-cream without compromising on the flavours that are synonymous with the festival and that the ice cream is made using ingredients like milk, sugar, peanut, cashew, sesame seeds, jaggery and cardamon powder that add the required crunch associated with the sweet. The product will be available in variants like single and double scoop and family pack, at all outlets and aggregator platforms like Swiggy, Zomato and Thrive.





SIJI NAIR
Managing Editor

CONTINUING WOES OF HOSPITALITY INDUSTRY

As 2022 unfolds, the Indian hospitality industry is still reeling under uncertainties and concerns. Towards the third quarter of 2021, the industry was beginning to see a flickering light at the end of a long tunnel. Unfortunately, the spread of the Omicron variant of coronavirus and subsequent extension of suspension of scheduled international passenger flights till January 31, 2022, has come as a dampener to those who were looking to have some business in the winter season.

The industry is looking forward to increased support from the government as revival from the impact of the coronavirus pandemic of the last two years continues to be a hazardous journey. With inbound tourist arrivals unlikely amidst the pandemic, the industry wants the government to incentivise domestic travels in every way possible. The industry hopes for income tax benefits for a limited period for domestic travels so as to help the hospitality and tourism sector get up again by tapping the pent up demand for holidays, within the country.

Market reports indicate that a cash crunch has badly gripped the industry. According to industry body FHRAI, already 25 to 30 per cent of establishments in the organised sector comprising around 60,000 hotels and 5 lakh restaurants have already shut shop and another 15 per cent could follow suit if there is no impetus from the government to revive the sector. Industry chieftains are not even talking about revival because revival is when something that's lost is regained. In reality, survival has become the mantra. Safeguarding the industry from going down further and bouncing back to pre-pandemic levels through all possible means are what need to be prioritized, as continuance of the present trend is no more affordable for the economy.

Despite all these adversities, the sector is trying to stay positive, pinning much hopes on and drawing inspiration from people who are beginning to travel and dine out with increase in vaccinations and easing of COVID-related restrictions. There is cautious optimism in the air albeit the threat of the Omicron variant.



email: sijcn@gmail.com
[facebook.com/sijcn](https://www.facebook.com/sijcn)
twitter.com/sijcn
[linkedin.com/in/siji-nair](https://www.linkedin.com/in/siji-nair)
M +91 9947733339/9995139933

THE FERN HOTELS & RESORTS



The Fern Residency is a 49 room hotel situated in close proximity to the business hub of Jamnagar. The hotel offers an in-house restaurant, serving vegetarian local and world cuisine for our guests to enjoy a delicious meal and refreshing beverages along with extensive conference & banqueting facilities. The hotel is conveniently located with easy access to major sightseeing attractions.



THE FERN Residency Jammagar

JCR Cinema Pvt Ltd, Survey no.612,
Theba Cross Road, Jamnagar Dwarka
Bypass Road, Gujarat 361120

☎ 0288-3501000 📞 +91 8283809815

🌐 www.fernhotels.com

📘 FernHotels 🐦 @FernHotels

REVNOMIX SOLUTIONS



Revnomix Hotel Data Analytics provides simplified solutions to hotels to process data, make informed, accurate decisions and grow their business. We utilise our experience, the latest technology and customer service to make data analytics and revenue management seamless for our clients.



Revnomix Solutions

A/302, K K Tower Parel, Mumbai,
Maharashtra (India)

📞 +91 9167900620, +91 9930371093

🌐 www.revnomix.com

✉ connect@revnomix.com

LA VAIENCIA BEACH RESORT



La Vaiencia Beach Resort & Spa (A Beach Resort with its own Peace) is a beautiful European / Portuguese styled resort With walking distances to the beach, Deluxe and Premium rooms with various options such as Pool View and Partial Sea View Rooms considering on the comfort for one to make their stay memorable one.



La Vaiencia Beach Resort

Tembwada, Morjim Beach, Pernem - Goa - 403517

☎ +91 91464 27 827 📞 +91 91464 27 827

🌐 www.lavaiencia.com

✉ reservations@lavaiencia.com
lavaienciaresort@gmail.com

To walk the ancient streets that run
across cultures, beliefs and ideas,
to open wide the mind and watch
the colours seep into each other and
let the courtyard of the world
make us human, all over again.

HUMAN *by* NATURE