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A MONTHLY ON HOSPITALITY TRADE
By Metro Media



INDIA CAN LEAD IN SPIRITUAL TOURISM

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President's Message

Dear Members,

As we move into the month of July, I am pleased to share with you some updates on the progress that the hospitality industry has made in recent weeks.

Recently, HRAWI signed a MoU with the Confederation of Indian Industry (CII) - The Indian Green Building Council (IGBC) to promote sustainable practices and foster a green building movement within the hospitality industry. The motto is conserve, preserve, reuse and recycle. With a shared vision to prioritize environmental conservation and sustainable growth, the collaboration aims to raise awareness, implement best practices and drive positive change in the industry through seminars that will be held across the western region.

HRAWI hosted a seminar on 'Life, Property and Environment Safety for Hospitality Industry' covering the various aspects of safety at hotels and restaurants and was a step towards creating a safe environment for everyone. Similar seminars will be planned throughout the year across all the regions in western India with the help of our local representatives in each of the States.

Your Association was part of the recent meeting called upon by the Parliamentary Standing Committee on Transport, Tourism & Culture chaired by Shri Rajiv Pratap Rudy during their study tour to Mumbai to discuss 'Development of niche tourism including spiritual tourism, theme-based tourist circuits and potential tourist spots' in the State of Maharashtra. We have recommended for a national policy to be formulated, granting industry status to the hotel sector and incorporating tourism in the concurrent list of the constitution. We have also proposed the inclusion of hospitality and tourism projects in the National Infrastructure Pipeline to address the long-term lending challenges. The Minister was also appraised about the lack of a long-term lending policy which poses a major challenge to the industry, and requested that projects required to augment the tourism infrastructure be included in the list for

funding under the NIP.

Ideas on unlocking the tourism potential in the State with a focus on developing Buddhist tourism circuits in Aurangabad and the development of Sindhudurg were proposed. Aurangabad is known for Buddhist cave monuments in Ajanta and Ellora and is a significant learning and cultural centre for Buddhists. To unlock its full tourism potential, it requires improved connectivity within the Buddhist circuit to Varanasi or Bodh Gaya. Also, we took up the issue of lack of connectivity and frequency of flights to more destinations, including reinstating the extension of the Golden Triangle route from Jaipur. Presently it is limited to only two destinations, and that too with insufficient frequency. This will unlock the potential for tourists who wish to visit Aurangabad but are hindered by the lack of adequate connectivity.

Developing the coastline of south Maharashtra as an extension of Goa tourism especially, with the recent opening of the Mopa Airport in North Goa was also recommended. Among other recommendations, suggestions have been shared on establishing well-planned spiritual centres and retreats across picturesque locations including Nashik, Pune and Aurangabad. Ideas for promoting religious and cultural festivals such as the Kumbh Mela, Wari and Ganesh Chaturthi, among other festivals through effective marketing campaigns too have been submitted.

Part of our on-going activities, HRAWI's latest Food Safety Supervisor Training in Advance Catering (FoSTaC) programme was organized on July 09 at the Jakson Inns in Phaltan, Satara. The same was attended by 36 hospitality professionals and the training aimed to enhance knowledge and skills in ensuring safe and healthy food practices. We are delighted with the resounding success of this initiative and take great pride in having trained and certified 2647 professionals in FSSAI's FoSTaC Training Program across the western region.

Mr. Pradeep Shetty
President - HRAWI





INDIA CAN LEAD IN SPIRITUAL TOURISM

India, known as one of the oldest civilizations in the world, holds a profound and ancient knowledge in various subjects. Moreover, it stands as the birthplace of numerous religions, making it a unique and significant destination. From being the land of Krishna and Rama to the place where Buddha achieved enlightenment, where Guru Nanak preached, and Mahavira taught, India serves as a sanctuary for monks, gurus, and yogis. Throughout history, both plunderers and seekers have coveted a visit to this remarkable country.

The traditional Indian greeting of Namaste exemplifies the country's reverence for the divine within every individual. Translated as "the divine within me bows to the same divine within you," it symbolizes a deep respect for the

sacred essence in each person.

While India's tourism offerings are diverse, catering to a wide range of interests, the country has the opportunity to capitalize on its strengths in spiritualism and establish itself as a hub for "Spiritual Tourism." The recent pandemic has highlighted human vulnerability, making this post-pandemic era an ideal time for India to embrace this niche market swiftly and effortlessly.

Questions about personal identity and life's purpose are pondered by each one of us at some point. Despite prolonged periods of introspection and meditation, only a few have discovered the answers. The pandemic, which drastically and permanently changed the world as we knew it, has brought this quest for knowledge beyond the physical realm to the forefront of global

“

While India's tourism offerings are diverse, catering to a wide range of interests, the country has the opportunity to capitalize on its strengths in spiritualism and establish itself as a hub for “Spiritual Tourism.”

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consciousness, spanning across generations. This innate desire to explore deeper and transcend boundaries can ignite a significant growth in spiritual tourism.

Within India, domestic pilgrimage travel has always been popular. Additionally, with a significant Indian diaspora spread across the globe, there exists a substantial overseas segment as well. The holy cities of Varanasi, Haridwar, Rishikesh, and Amritsar, along with the Char Dhaams of Badrinath, Dwarka, Puri, and Rameswaram, the ancient temples of Hassan, Mukhteshwar, and

Tirupati, and the famous Sun Temple in Odisha, are just a few examples of destinations that attract seekers. The Ashrams of Brahmkumaris, RadhaSoamis, and ISKCON Centers, the sacred town of Pushkar, the Sufi saint dargahs of Nizzamudin Chisti, and the historic gurdwaras of Sis Ganj, Rakab Ganj, Mannikaran, and Bangla Sahib, as well as the spiritually significant churches in Goa, Kerala, and Madhya Pradesh, and the holy confluences of rivers and the Vivekananda Rock Memorial, all contribute to an endless list of destinations for seekers.

Given the competitive advantage of its spiritual offerings, India's earnings from religious tourism nearly doubled to INR 1,34,543 crores in 2022 from INR 65,070 crores in 2021, according to data released by the Ministry of Tourism. Religion and spirituality, while distinct, are closely intertwined. India has also played a pivotal role in sharing yoga with the world, leading to the establishment of International Yoga Day on June 21. Indian healing practices, rooted in alternative medicine, promote holistic well-being by addressing the root cause of ailments—an imbalance between the body, mind, and soul.

India has attracted numerous celebrities, including Hollywood stars like Richard Gere, Facebook founder Mark Zuckerberg, and The Beatles in the 1960s, seeking spiritual experiences. Such high-profile visitors provide global publicity that further promotes and enhances the brand of spiritual tourism.

A recent report by Ernst & Young (EY) projects that the number of international travelers coming to India for spiritual and religious pursuits will reach 30.5 million by 2028. Booking.com, an online





travel platform, predicts that 70 percent of Indian tourists will seek holidays that include meditation and mindfulness as methods to rejuvenate their minds. The report also reveals that 63 percent of travelers plan to visit quiet retreats, while 59 percent are eager to take health breaks focused on their physical and mental well-being.

Recognizing this opportunity, the Indian government has initiated various measures to facilitate religious and spiritual tourism, directing investments towards this sector. States such as Uttar Pradesh have developed the Ramayana and Buddhist tourist circuits, while Uttarakhand and West Bengal have improved infrastructure for road, rail, and accommodations catering to pilgrims. The Central government has launched Vande Bharat trains, with a specific focus on pilgrimage destinations.

Spiritual travel is driving India's travel recovery. It is less susceptible to inflation and adversities compared to other forms of travel and carries a social sanction. With all the essential elements of the spiritual cocktail readily available, what is needed is a fresh perspective, customized approaches, and effective marketing strategies to cater to diverse markets.



TECHNOLOGY MAKING HOTEL SECTOR SMARTER

Technology has streamlined a host of hotel operations such as booking, billing, housekeeping, more efficient operation and cost reduction. Now technology facilitates a reaching a wider audience through social media and online travel agents that have become vital marketing tools for hotels to attract more guests. Now top notch security has become an ordinary feature with the installation of security cameras, key card systems etc.

Technology is now a crucial element in the design and operation of hotels. It has enabled the use of new ideas for more conducive hotel designs and make guests more comfortable. AI tools, smart-tech features, gadgets etc. are showing up in the interior design as well as other areas of a hotel. Even minute

details such as the location of the USB ports, sensor switches and entertainment corners determine how hotels are supposed to be designed. Hotels are being carefully designed to prioritize ecosystems and ergonomics, aimed at supporting the well-being of guests. Along with taking care of the guests, architects pay utmost attention towards simplifying hotel operations through their designs. Conceptualising spaces that strike a balance between high-end luxury and top-notch services is a focus area now as it could make a great first and lasting impression on the minds of the customer.

Now booking systems, check-in kiosks, in-room amenities, and digital signage are among the many technological innovations being utilized to enhance the



guest experience and optimize hotel operations.

The hospitality industry has embraced a number of innovations and adaptations based on the evolving consumer mindset. User experience is now getting a focus over anything else. Many players focus on integrating the latest technologies in design across the various spectrums of design and project implementation.

Sustainability is an aspect which has been getting strong emphasis. Architects try to incorporate sustainable technology into their hotel design, such as energy-efficient lighting, water-saving fixtures and smart thermostats to reduce energy consumption and carbon footprint. Changing customer preferences have made them keep the guest experience

at the forefront of their design and consider how technology can be used to enhance the guest experience, from personalized room settings to in-room entertainment and digital concierge services.

There are efforts to use technology for streamlining hotel operations, such as implementing automated check-in and check-out processes or using energy-efficient lighting and temperature controls. Architects and interior designers are ensuring that the hospitality industry is leading the way to tech-savvy lobbies, restaurants, rooms and other recreational spaces.

Smart rooms with sophisticated systems that enable control of the room environment using voice commands or mobile

apps are at the forefront of this trend. These include lighting, temperature, and even window shades. Furthermore, smart mirrors featuring news updates, weather forecasts, and social media notifications have gained increasing popularity.

There is increasing realization that when hospitality and design are rooted in their local culture, they add a charm of their own. Regional touches such as alluring artwork, murals, and restaurant designs act as 'community portals' for visitors.

There is no doubt that the fundamentals of great hospitality remain the same. Technology is here to stay and 'smart' hotels with tech-integrated interiors are the way to go forward.

DIGITAL MARKETING DRIVING HOTEL BUSINESS

N.Vijayagopalan





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

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

Digital is the name of the game, boasting affordability and potential for massive reach, for almost every business and particularly hotel business. Nearly 60% of the world's population, that's 4.66 billion people, are

now active internet users. Social media reach continues to explode, with nearly 4 billion people now active users compared to just over 2 billion in 2015. In the scenario that has emerged, endless are the options and potential for harnessing the power of digital technology with the right strategy.

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

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

An important factor that can help your hotel business grow is a powerful, speaking website as not every detail can be mentioned on the google business profile. Relevant details need to be added in the website in a manner that targets the minds of the readers and makes them feel that your property is what they are looking for. A good website is a powerful tool which helps showcase your hotels, your food, and your recreational activities and help you beat the competition and get more sales. As per a survey, 97% of people never visit the second page of Google. A website that appears on the second page

“ *Social media reach continues to explode, with nearly 4 billion people now active users compared to just over 2 billion in 2015. In the scenario that has emerged, endless are the options and potential for harnessing the power of digital technology with the right strategy.* **”**

stands to miss 97% of traffic. Also, well-versed SEO optimization is required to make the website outsmart all your competitors and appear among the top 10 hotel websites on the first page that google will show to your customers.

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

Google ads not only help businesses increase sales and profits faster but also help calculate and control costs by

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

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

A useful way for hotels to get the best through digital marketing is by creating guest personas which represent the people they want to see at their check-in desk. It



would be worthwhile to create a detailed picture of these people by doing some research around these questions: How old are they? Where do they live? Who do they live with? Who will they travel with? What type of job do they do and how much do they earn? What other brands do they love? What are their hobbies and interests? What do they read? What social issues do they care about most? Where do they shop for food and clothes? What are their life goals? What is their big motivator? What is their favourite destination? How tech savvy are

they? Which social networks do they prefer? How do they communicate at work, with family and with friends?

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

traffic to your website may be goals that align with these broader business goals.

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

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



HRAWI PARTNERS WITH CII-IGBC TO DRIVE GREEN BUILDING INITIATIVE IN THE HOSPITALITY INDUSTRY

Mumbai, July 06: The Hotel and Restaurant Association of Western India (HRAWI) has joined hands with the Confederation of Indian Industry (CII) - The Indian Green Building Council (IGBC) to promote sustainable practices and foster a green building movement within the hospitality industry. The MoU was signed between the two organizations at a recent seminar organized by HRAWI on Life, Property and Environment Safety for the Hospitality Industry in Mumbai. This marks a pivotal moment for the hospitality sector as HRAWI and CII-IGBC come together to create a

sustainable built environment for hospitality projects across India. With a shared vision to prioritize environmental conservation and sustainable growth, the collaboration aims to raise awareness, implement best practices and drive positive change in the industry.

“By prioritizing life, property and environmental safety, we not only fulfil our ethical obligations but also lay the foundation for sustainable growth and success. The signing of the MoU between HRAWI and IGBC is a stepping stone in this direction. We will continue to hold awareness programs and seminars to educate

stakeholders on the conservation of water, food and energy and to share best practices, most importantly about how to achieve a net zero in terms of energy and food waste. IGBC will play a crucial role in helping us with various ideas of recycling and reusing and will assist us in execution. With this collaboration, HRAWI and CII-IGBC aim to inspire and support the hospitality industry in implementing sustainable development practices, promoting environmental stewardship and contributing to a greener and more sustainable future for India,” says Mr Pradeep Shetty, President, HRAWI.



The MoU signifies HRAWI's commitment towards promoting water conservation, energy efficiency and responsible waste management within the hospitality industry. Through joint efforts, HRAWI and IGBC will provide guidance and support to stakeholders, facilitating the implementation of sustainable measures and enabling long-term cost savings for businesses.

“Back in 2001, Indian Green Building Council (IGBC) started the Green Building movement in the country and its vision is to enable a sustainable built environment for all and facilitate India to be one of the global leaders in the sustainable built

environment. Towards this effort, HRAWI and IGBC have come together to raise awareness about the benefits of building sustainable properties across the hospitality industry. This will include incorporating existing establishments as well. The country has 17 per cent of the world's population but only 4 per cent of its fresh water resources. If we do not conserve, preserve, reuse and recycle, then we will have a major problem on our hands in the near future,” says Mr Gurmit Singh Arora, Chairman, IGBC.

“Through sustainable green building practices, our hotel in Phaltan has achieved remarkable

results. Our monthly electricity bill has decreased from Rs.9 lakhs to just Rs.1 lakh, showcasing significant cost savings. Additionally, despite operating in a water-scarce region, we are proud to say that we no longer rely on borrowed water. This demonstrates that while sustainable building practices may require initial investment, they lead to substantial long-term savings. With the signing of the MoU, our goal is to inspire other hotels to embrace sustainable development. HRAWI is fully committed to this endeavour,” concludes Mr Sandeep Talaulicar, Executive Member, HRAWI.



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FSSAI - Food Safety Supervisor Training in Advance Catering in collaboration with HRAWI was conducted on 12th June, 2023 at The Fern Sardar Sarovar Resort, Kevadia

Celebrating 73 Years of Excellence: FSSAI-HRAWI Food Safety Supervisor Training Conducted at “The Fern Sardar Sarovar Resort”

As the Hotel & Restaurant Association Western India (HRAWI) marks its 73rd year of excellence, it continues to champion food safety and training initiatives in collaboration with the Food Safety and Standards Authority of India (FSSAI). Today, on June 12, 2023, the FSSAI-HRAWI Food Safety Supervisor Training in Advance Catering was successfully conducted at “The Fern Sardar Sarovar Resort” in Kevadia, Vadodara.

The inaugural ceremony for this significant training was graced by

esteemed dignitaries, including: Dr. Pashupathy - Trainer, Mr. Navin Sangwan - Executive Assistant Manager, Mr. Vinod Kumar - HR Manager, Mr. Hemanshu Chauhan - Assistant Secretary General, HRAWI

The event witnessed a gathering of 36 participants, eager to enhance their knowledge and expertise in ensuring food safety and hygiene practices within the hospitality industry.

HRAWI’s commitment to raising industry standards and promoting responsible practices has been commendable. To date, the association has successfully trained and certified 2,611 hospitality professionals across India’s Western region through

its Food Safety Training and Certification (FoStac) program and FSSAI’s Management Training Program.

The collaboration between FSSAI and HRAWI stands as a shining example of the industry’s dedication to ensuring the well-being of its patrons and upholding the highest standards in food service.

As HRAWI embarks on another year of excellence, it remains steadfast in its pursuit of excellence, fostering growth and empowering hospitality professionals with the knowledge and skills to thrive in the industry’s dynamic landscape.



FSSAI and HRAWI Collaborate to Conduct Successful Food Safety Supervisor Training in Advance Catering



The Food Safety and Standards Authority of India (FSSAI) joined hands with the Hotel & Restaurant Association Western India (HRAWI) to conduct an impactful Food Safety Supervisor Training in Advance Catering. The training took place at “Jakson Inns” in Phaltan, Satara on Sunday, July 9, 2023.

The inaugural ceremony for this significant training was graced by esteemed dignitaries, including:

Mr. Vivekanand - Trainer

Mr. Shailesh Rajadhyaksha -

General Manager, Jakson Gourmet

Mr. Ashish Ranjan - General Manager, Jakson Inn

Ms. Rakhi Bansali - Executive Assistant to Managing Director

Ms. Bharti Vania - Senior Sales Manager

The training witnessed enthusiastic participation from 36 professionals eager to enhance their knowledge and expertise in food safety practices.

HRAWI's relentless efforts in promoting food safety and hygiene in the hospitality industry have

been commendable. To date, the association has successfully trained and certified 2,647 hospitality professionals across India's Western region through its Food Safety Training and Certification (FoSTaC) program and FSSAI's Management Training Program.

The collaboration between FSSAI and HRAWI continues to pave the way for a safer and more responsible food service industry, ensuring the well-being of both customers and industry professionals.



Hotel & Restaurant Association Western India (HRAWI) Organizes Seminar to Simplify GST for Hotel/Restaurants



Panaji, July 25, 2023: The Hotel & Restaurant Association Western India (HRAWI) successfully conducted a highly informative seminar on “Simplifying GST for Hotel/Restaurants” at the prestigious “Fortune Miramar” in Panaji. The event took place on 25th July 2023 at 3:00 P.M.

The seminar was inaugurated by esteemed HRAWI officials, adding a touch of significance and expertise to the occasion. The dignitaries who graced the event were:

Mr. Pradeep Shetty - President, HRAWI

Mr. Nirav Gandhi - Senior Vice President, HRAWI

Mr. Jimmy Shaw - Hon’ble

Secretary, HRAWI

Mr. Dilip Kothari - Jt. Hon’ble Secretary, HRAWI

Mr. Paramjit Ghai - Hon’ble Treasurer, HRAWI

CA Jinit Shah - Renowned Speaker

Mr. Carl Costa - Executive Member and State Co-ordinator, Goa

The seminar aimed to shed light on the complexities of Goods and Services Tax (GST) as it relates to the hotel and restaurant industry. With CA Jinit Shah, a seasoned expert in the field, as the keynote speaker, attendees received valuable insights and knowledge on navigating the GST landscape effectively.

Mr. Pradeep Shetty, President of HRAWI, expressed his gratitude

to all participants and emphasized the association’s commitment to providing valuable resources and educational events for the benefit of its members.

The event witnessed an enthusiastic gathering of hoteliers, restaurateurs, and industry professionals eager to learn and implement the simplified GST strategies in their businesses. The valuable discussions and networking opportunities further enriched the seminar, making it a resounding success.

Hotel & Restaurant Association Western India continues its dedication to empowering its members with relevant and timely information, ensuring their growth and success in the ever-evolving hospitality landscape.



FSSAI - Food Safety Supervisor Training in Advance Catering in collaboration with HRAWI was conducted on 27th July, 2023 at Hotel Manoshanti, Goa.

Inaugural for aforesaid training was done by

Dr. Praveen Andrews- Trainer,

Mr. Digambar Mangeshkar- Operation Manager,

Mr. Hemanshu Chauhan - Assistant Secretary General, HRAWI,

Mr. Sandeep Bhaud- Assistant IT Manager, HRAWI.

The same was attended by 39 participants.

Till date HRAWI has successfully trained and certified 2,686 hospitality professionals across India's Western region in FoStAc and FSSAI's Management Training Program.



Stakeholder interaction session held over video conference on Tuesday, 11-July-2023 from 12 p.m. to 1 p.m.

Participated by: Mr. Sanjay Sethi - Director, Four points by Sheraton, C/O Chalet Hotels Ltd, Mr. Rakesh Mehra- Owner, Radisson Hotel Blu, Mr. Vikram Kamat- Owner, Orchid hotel, Mr. Hemanshu Chauhan- Assistant Secretary General, HRAWI.

Following points were discussed in video conference:

- O&M opportunity of MICE Component at MTDC Karla resort
- Proposed overall master plan
- Role of MTDC and private player
- Faradpur and Mithbav- Promising locations for Greenfield theme- based resort projects.
- Several tourism opportunities 0020 in and around Mumbai.

- Nawegaon Bandh and Chandpur resorts are prime properties for Eco- tourism
- Nawegaon Bandh and Chandpur resorts- Newly constructed prime properties for Eco- tourism.
- Key licencing terms: Licence period, Eligibility, Revenue Model and other terms.

3rd Executive Committee Meeting held on Wednesday, 26th July, 2023 at "Fortune Miramar"



Write up of July EC Meeting

- The 3rd HRAWI Executive Committee (E.C.) Meeting for the F.Y. 2023-2024 was held on Wednesday, 26th July, 2023 at "Fortune Miramar", Panaji, Goa
- The President, Mr. Pradeep Shetty took the chair and welcomed the Executive Committee Members and the Ex-Presidents who were present.
- Leave of absence was granted to the Members absent for the meeting.
- Minutes of the last EC meeting were approved.
- Executive Committee

Members were apprised on Legal, Memberships, Trainings, Seminars, Newsletter & Editorial, social media, PR, Classification, Office Matters, Accounts, State & City happenings etc by the respective Sub Committee Chairmen.

- The President, Mr. Pradeep Shetty updated Members regarding representation addressed to Parliamentary Standing Committee pertaining to the Suggestions On "Development of NICHE Tourism (Including Spiritual Tourism), Theme-Based Tourist Circuits and Potential Tourist Spots" in the State of Maharashtra and also updated on

MTDC Video Conference Meeting held on 11th July, 2023.

- The Honorary Secretary, Mr. Jimmy Shaw then proposed the Vote of Thanks to all Members who attended the meeting as well as he thanked Mr. Carl Costa & the management of "Fortune Miramar", Goa for graciously hosting the Executive Committee meeting and the stay of the E.C. Members and their Spouses
- Announcement of the next EC meeting was done which is scheduled to be held on 23rd August, 2023 at Sofitel, Mumbai at 4:00 p.m.

Stakeholder Consultation on 'Dark Patterns' conducted by Department of Consumer Affairs



Ministry of consumer affairs, Food and Public distribution Government of India held on 13th June, 2023 at 3 p.m. at Jio World Convention Centre, Gate 20 Bandra-Kurla Complex, Mumbai.

Key dignitaries :-

- 1) Shri Rohit Kumar Singh, Secretary Department of Consumer Affairs Government of India.
- 2) Shri Anupam Mishra, Joint Secretary Department of Consumer Affairs Government of India.
- 3) Ms. Manisha Kapoor, CEO & Secretary-General Advertising Standards Council of India.

Attended by:-

- 1) Mr. Pradeep Shetty- President, HRAWI.

2) Mr. Kunal Gujral- Secretary General, HRAWI.

Below points discussed by Mr. Pradeep Shetty pertaining to Stakeholder Consultation on 'Dark Patterns' held on 13th June, 2023.

- Relationship with online aggregators is layered, wherein consumers are directly affected.
- Litigation with aggregators at the CCI regarding market deprivation and anti-competitive practices.
- Issues faced by consumers: pricing discrepancies, unfulfilled promises, and overseas aggregators.
- Lack of one-point contact with aggregators and overbooking problems.
- Concerns about fake reviews and rating systems, suggesting

the need for centralized standardization.

- Motivated reviews affect consumer choices and fairness in the industry.
- Need for further layers in rating systems due to subjectivity.
- Right to be forgotten and indemnity/security to service providers.
- Problem of illegal accommodations hosted without licenses, impacting consumer safety.
- Lack of accountability and regulation for unlicensed accommodations.
- Price display discrepancies and unfair bundling of taxes and charges of Zomato.

Brand Storii By ITC Hotels Continues To Grow As It Signs Three More Properties Pan-India



ITC Hotels continues to expand and strengthen its presence across India with the signing of three more properties under brand Storii in Goa, Himachal Pradesh and Uttar Pradesh.

On Brand Storii's expansion in India, Anil Chadha, Divisional Chief Executive, ITC Hotels said: "We are happy to announce the addition of three new properties under Storii by ITC Hotels at some of the most sought-after destinations in the country. The new properties at Goa, Manali, and Prayagraj highlight our focus

on growth and expansion in the boutique hotel space. Storii by ITC Hotels is fast becoming a preferred brand in the experiential segment, welcoming travelers seeking local experiences. Every property under this brand tells its own unique Storii."

Soon to open, Storii Moira Riviera, is located in Moira, a pretty village in North Goa known for its beautiful rivulet views, winding lanes and serene sunsets. This 15 keys boutique property follows the Mediterranean style design & architecture. Most rooms offer

a plunge pool, fascinating scenic sights and various recreational facilities including the K by Kayakalp spa.

Adding to their strength in Himachal Pradesh, ITC Hotels has signed the 23 keys Urvashi's Retreat, Manali for brand Storii. Located in the heart of the city, Storii Prayagraj is rooted in heritage and just 10 km away from the popular pilgrim spot – Triveni Sangam.

Storii is a collection of hand-picked boutique properties, designed to satiate the ever-evolving needs of the global traveller. Consisting of intimate-sized properties in the premium segment, Storii by ITC Hotels can be found at both expected and unexpected destinations, breath-taking locales or sites steeped in history, golden untouched beaches or jungles thriving with adventure, quiet scenic valleys or deserts buzzing with folklore.

International Hospitality Day in Mumbai: Industry giants gather at ITC Maratha for special recognition



The International Hospitality Council (IHC) and the International Institute of Hotel Management (IIHM) organised

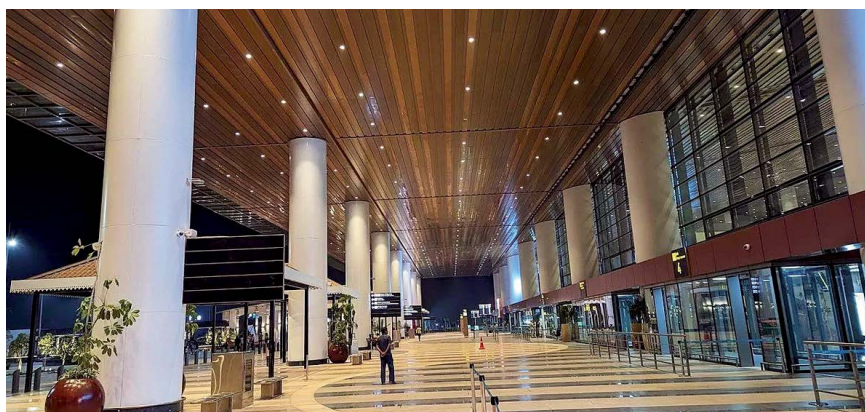
a felicitation ceremony at ITC Maratha in Mumbai to honour in person the stalwarts of the Indian hospitality industry who were recognised for their invaluable contributions to the industry during the International Hospitality Day (IHD) celebrations held in April. IHD, which took place virtually on April 24, 2023, witnessed the recognition of outstanding individuals within the global hospitality industry.

During the global virtual event, several esteemed individuals were felicitated and awarded for their

outstanding contributions to the industry in categories like IHC-IIHM Hospitality Honours List, Lifetime Achievement Award and Hall of Fame.

To pay homage to their accomplishments, IHC and IIHM organized a special felicitation ceremony at the prestigious ITC Maratha in Mumbai. This in-person event provided an exclusive opportunity for the Indian winners to receive their awards, recognizing their remarkable achievements on a national platform.

GMR sets ball rolling to set up two hotels at Manohar airport



GMR Goa International Airport Ltd (GGIAL) has initiated the process of establishing two hotels at Manohar International Airport and has invited renowned hospitality firms with an annual turnover exceeding INR 100 crore to participate. GGIAL has allocated a total of 4.26 acres of land in front of the parking lot for the development of these two hotels.

According to the Request for Proposal (RFP) issued on Tuesday, each hotel will be constructed on 2.13 acres of land within the designated city-side development area. The private airport operator

is seeking a hotel chain that can “construct, develop, operate, and maintain two hotels, each on 2.13 acres,” with a requirement for the hotels to be operational within three years.

GGIAL, a subsidiary of GMR Airports Ltd, obtained the exclusive right, license, and authority to develop, operate, and maintain the airport for a period of 40 years, until May 2059, through a concession agreement with the Goa government in 2016. This exclusive right allows GGIAL to undertake the construction of commercial projects in the

airport’s vicinity.

A study conducted by real estate developer Axon reveals that investments worth approximately INR 2,700 crore will be directed towards the Mopa region for the development of luxury hotels, eco hotels, nature retreats, and wellness resorts. As part of the agreement, GGIAL will charge a one-time concession fee of INR 5 crore per acre from the hotel developer. Additionally, the hotel developer and operator will be required to pay an annual license fee based on the soft floor area ratio (FAR), amounting to more than INR 120 per soft.

Each hotel will have a fixed FAR of 165, with ground coverage not exceeding 40%. The height of the hotels will comply with the norms set by the Airport Authority of India. While GGIAL will finalize agreements with the selected hotel developers, the state government reserves the right to suggest modifications and alterations following a review process.

Association of Hospitality Professionals announces sixth edition of Hospitality Challenge 2023



Association of Hospitality Professionals (AHP), a non-profit registered organisation committed to promoting excellence in the hospitality industry, has announced the sixth edition of AHP Hospitality Challenge and Awards - 2023. This prestigious event serves as a platform to encourage and recognise young hospitality professionals, while showcasing their remarkable talent and creativity.

The AHP Hospitality Challenge and Awards - 2023 will commence with a series of competitions

designed to test the skills and expertise of participants in various operational areas of the hotel industry. These include the Culinary Challenge, Front Office Master, Art of Bed Making, Art of Towel Folding, War of Spirits, Art of Table Setting, Hospitality Challenge (Student Category), and Hospitality Challenge (Specially Aabled Category). These events will take place at esteemed venues such as the Banarsidas Chandiwala Institute of Hotel Management & Catering Technology, Indian Hotel Academy, and The Park, all located in New Delhi.

India snacks the most during parties, guest visits and on weekends: Report



Indian Hotel and Restaurant Association has launched a new food delivery app 'Waayu' aimed at offering restaurants a zero-commission platform. The app will enable hotels, restaurants, and catering (HORECA) businesses to log orders for food delivery

without paying a commission. It will help restaurants price their menu at more competitive rates, the industry body said in a statement. More than a thousand brands have already joined the platform, including Mahesh Lunch Home, Bhagat Tarachand, Banana Leaf, Shiv Sagar, Guru Kripa, Kirti Mahal, and Persian Darbar. Actor and investor Suniel Shetty has been onboarded as the brand ambassador.

Waayu will enable restaurants to receive their dues instantly and directly into their own bank account, with Paytm, Google Pay, UPI, net banking, debit cards, credit cards, or cash on delivery. Restaurants can deliver via multiple available options—Grab, Dunzo—or use their own delivery staff.

The Waayu app will also offer a SaaS platform that will enable restaurants to manage orders by automating the order workflow, the industry body said. Incorporated under the name Destek Horeca, the app is founded by Anirudha Kotgire and Mandar Lande. Actor and investor Suniel Shetty with Waayu app founders Anirudha and Mandar at its launch in Mumbai

The move comes as restaurants across cities are expressing dissent with food delivery firms Zomato and Swiggy owing to high commissions and delayed deliveries. Recently, several Mumbai-based eateries complained that the delivery radius for online orders was being reduced by Zomato, possibly due to a delivery worker shortage.

Taj Group to expand its portfolio to 300 hotels by FY 25



Indian Hotels Company Limited (IHCL) reiterated its commitment to becoming the most recognizable and profitable hotel company in South Asia by 2025–26 after evaluating the progress of the 'Ahvaan 2025' strategy's first year. By 2025–2026, the company plans to increase the number of hotels in its portfolio from the present 263

to 300 by keeping the portfolio's mix and EBITDA margins constant.

The Ahvaan 2025 strategy aims to create value by growing its reimaged businesses, restructuring its portfolio, and reengineering its existing business. The hotel operator wants to retain a 50:50 mix of owned and managed or leased assets in

its portfolio while expanding it. It also wants to keep its EBITDA margins around 33%, with a 35% EBITDA share from new business and management fees.

In the last 12 months, IHCL expanded its portfolio to 263 hotels and attained an ideal portfolio mix of 50:50 between owned or leased hotels and managed properties. IHCL was able to increase its margin by 15.2 percentage points and raise its revenue by over 20% by re-engineering its traditional businesses. It established a new Indian restaurant concept called Loya, debuted the international Italian brand Papermoon in Goa, and extended House of Nomad and 7 Rivers there.

Waayu Food Delivery App with Zero Commission Launched



Actor Sunil Shetty-backed, Waayu food delivery app with zero commission debuted in Mumbai on May 9th, 2023. Waayu is a new food delivery app that is expected to soon integrate with Open Network for Digital E-Commerce (ONDC). It claims to bring affordable, delicious meals at unbeatable prices. While other food delivery partners like Swiggy and Zomato charge anywhere between 9% to 22% commission per order, Waayu food delivery app charges zero commission per order. Instead, the new food delivery app charges a fixed fee per restaurant outlet per month.

Waayu Food Delivery app is founded by Mr. Anirudha Kotgire and Mr. Mandar Lande of Destek

HORECA and is backed by the Indian Hotel and Restaurant Association (AHAR). The app lets restaurants and hotels list their meals with zero commission charges. Instead, the app charges a sum amount of fixed fees per month per restaurant outlet.

Features of Waayu Food Delivery App include (1) Zero Commission per order for restaurant and hotel owners, (2) Industry's own app, backed by the Indian Hotel and Restaurant Association (AHAR), (3) Multiple delivery options to choose from, Dunzo, Grab, and delivery boys, (4) Multiple payment options such as wallets, UPI, Credit Card, Debit Card, Cash on Delivery (COD), (5) Place and track orders in real-time, (6)

1500+ Restaurants listed, (7) Up to 40% cashback on ordering food online, (8) Dedicated restaurant owner app with POS integration, (9) Dedicated delivery boy app to manage your order deliveries, (10) Onboarded Paytm, CCAvenue, Easebuzz, Razorypay, etc as payment partners

The revolutionary thing about Waayu food delivery app is its strategy to differentiate itself from other popular food aggregators such as Zomato, and Swiggy who charge a set commission of 9% to 22% per order. Unlike them, Waayu instead will be charging a set amount of fixed fee each month per restaurant outlet. The introductory fee is said to be Rs.1000 and is later said to increase to Rs.2000. However, the official website of Waayu app says the fee is Rs.3650.

Currently, the Waayu food delivery app is only available in Mumbai. Waayu is understood to onboard restaurants from most parts of Mumbai BMC, Mira Bhayander, Navi Mumbai, Thane, Pune, Palghar, etc,

Madhya Pradesh Tourism hotels introduce separate kitchens for veg and non-veg dishes



Madhya Pradesh Tourism has announced that its hotels will now have separate kitchen facilities for vegetarian and non-vegetarian food.

In response to the request of BJP MP Raghunandan Sharma, the tourism corporation has issued an order instructing all its units to adhere to the Food Safety and Standards Authority of India (FSSAI) standards by keeping freezer, deep-freezer, knife, chopping board, and other items separate.

Usha Thakur, the Tourism and Culture Minister, emphasized the importance of food in relation to mental and physical well-being and

stated that the instructions will be strictly implemented across all 70 hotels of the MPT in the state. The objective is to serve nutritious and sattvic food to all tourists.

Raghunandan Sharma expressed gratitude to Minister Usha Thakur for accepting his request and promptly issuing the order, while the Jain Samaj of Neemuch also extended their appreciation to Sharma for his proactive approach to the issue.

IHCL expands presence in Indore with third hotel signing in Madhya Pradesh



Indian Hotels Company (IHCL), India's largest hospitality company, announced the signing

of a SeleQtions branded hotel in Indore, Madhya Pradesh. With the addition of this hotel, IHCL

will have three of its brands in the city, which is in line with its commercial potential. The hotel is slated to open this fiscal after the quick conversion. We are delighted to partner with Winway Group for this project."

The 125-key hotel is situated in the heart of Indore's commercial hub. With this addition, IHCL has 10 hotels across Taj, SeleQtions, Vivanta and Ginger brands in Madhya Pradesh including three under development.

The iconic Taj Mahal Palace, Mumbai, is now 100% green



(IHCL), India's largest hospitality company, announced that its landmark hotel, The Taj Mahal Palace, Mumbai is now 100% green. Speaking on the occasion, Gaurav Pokhariyal, Executive Vice President – Human Resources, IHCL, said, "In line with the vision of IHCL's ESG+ framework of Paathya, we are committed to

energy conservation and long-term goal of deriving 50 % of energy across all hotels from renewable sources by 2030. Reducing its carbon footprint, The Taj Mahal Palace, Mumbai has yet again set a benchmark of being 100% powered by renewable energy. This achievement advances our transition to a more

sustainable and low-carbon future and provides an example for others to follow."

Having successfully implemented sustainability measures to minimize carbon footprint, the hotel is also accelerating its efforts towards water conservation and waste reduction by efficiently treating and using water, reducing waste generation, and promoting recycling and reuse. Towards its commitment of phasing out single-use plastic, the hotel had introduced a bottling plant. Other sustainable measures include EV charging stations, use of low flow aerators for taps and showers, using treated water for horticulture and flushing and the use of LED light energy-efficient motors and time control lighting systems.

IHCL has announced its sustainability commitments for the year 2030 under Paathya and will continue to pursue sustainable practices in its pursuit towards excellence and creating benchmarks.

A touch of oishii Japan! Japanese fine dine eatery 'Wakai' launches in Bandra



A premium dining restaurant that serves delectable Japanese dishes to its ever-growing patrons, Wakai has now launched in Bandra. Famous for crafting exquisite delicacies from the land of the rising sun, Wakai's latest location is another prime destination for foodies from all over to experience the mystically pure palette of Japan. Founded by Shardul Singh Bayas,

Sameer Tirani and Chef Pervez Khan, Wakai Bandra is nestled in a bustling corner of Khar West. Signature dishes like the Black Cod Miso and the Truffle Sea Bass Gyoza, as well as a wide range of Sashimi, Sushi and Nigiri, will be served at Wakai Bandra. The establishment has been designed and imagined by Atelier Ashiesh Shah.

Demand for jobs in hospitality sector rises to 60 percent



The global job site, Indeed, has revealed that there has been a remarkable increase in job opportunities in the hospitality sector, in the duration of March 2022 to March 2023. With a growth of about 60 percent in job posting and 20.10 percent increase in job seeker interest on the platform (clicks), the career opportunities in this industry are flourishing.

Delhi NCR emerged as the top city for hospitality job opportunities, with a 20.37 percent increase in job postings over the past year, followed by Mumbai and

Bengaluru. Post pandemic brought a wave of restlessness among people to step out of their homes. With things returning back to normal, travel for leisure is seeing an uptick, especially with families breaking for summer vacations and long weekend trips. With increasing interstate travels, there continues to be a rising demand for job opportunities in the hospitality sector.

Commenting on the research report, Saumitra Chand – career expert, Indeed India and Singapore, said: “The hospitality sector was perhaps one of the

most affected industries since the wake of the pandemic. The growth trajectory of this field has truly been impressive as it continues to grow at a rapid pace, with travel and tourism thriving again. During the second wave of the pandemic, change in jobs during the period of March 2020 to 2021 limboed at -13.80 percent. However, from March 2022 to 2023, change in jobs has sprouted to a staggering 59.50 percent. We remain optimistic about this growth, especially as local and domestic tourism continue to be attractive destinations.”

With customer service and enhanced experiences taking center stage post pandemic, and as domestic tourism continues to boom, the sector has witnessed a drastic rise in demand for job opportunities in the country. Hotel Manager and Travel Consultant emerged as the top roles. These roles are followed by Resort Manager, Hospitality Manager, and Travel Agent. These roles offer lucrative career paths for professionals in the hospitality industry, reflecting the growth and potential of the sector.

JAKSON INNS, PHALTAN IS BLESSED TO BE PART OF PANDHRPUR WARI



Pandharpur Wari or Wari is a yatra to Pandharpur, Maharashtra, to honor Vithoba. It involves carrying the paduka of a saint in a palkhi, most notably

of Dnyaneshwar and Tukaram, from their respective shrines to Pandharpur. Many pilgrims join this procession on foot. Warkari is a Marathi term which means “one who performs the wari”. The tradition is more than 700 to 800 years old.

Marches happen on foot from various locations in Maharashtra to Vithoba Temple. The journey takes 21 days. Many palkis join the main Tukaram

and Dnyaneshwar palkhis along the way. Two specific pilgrimages honor the two most revered palkhis, starting from their

towns located in Pune district of Maharashtra: Sant Dnyaneshwar’s palkhi leaves from Alandi, while Tukaram’s begins at Dehu. The wari culminates at the Vithoba Temple on the holy occasion of Shayani Ekadashi. Devotees from across Maharashtra and nearby areas leave for Pandharpur, wearing holy basil beads and singing the glories of Vithoba and songs like “Gyanba Tukaram”, commemorating the saints. When they reach Pandharpur on Shayani Ekadashi, the devotees bathe in the sacred Bhima River before visiting the temple

Investments in the Indian hospitality industry to exceed US\$ 2.3 billion over 2-5 years: CBRE



A report titled, ‘Indian Hospitality Sector: On a Comeback Trail,’ released by the real estate consultancy company CBRE South Asia predicts that over the next 2-5 years, investments in India’s hospitality sector would surpass US\$ 2.3 billion.

The report claims that the hospitality sector’s route to recovery is becoming clearer as more than US\$ 400 million in investments are anticipated

between 2020-23. Additionally, it forecasts the addition of about 12,000 new rooms in 2023, with numbers likely to increase at a compounded annual growth rate of 3.3% by the year 2025.

Furthermore, it has been suggested that the demand recovery might outpace supply and the demand in the coming years will be evenly distributed across various cities and markets. Moreover, the steady growth in supply is expected to continue,

thereby attracting increased interest from investors in the Indian hospitality sector.

All industry key performance indicators (KPIs), including occupancy rate, average rental income per occupied room, and revenue per available room, are anticipated to reach pre-pandemic levels this year, the report further highlighted. India saw a 94% increase in revenue per available room in 2022 compared to 2021, demonstrating a smooth recovery from the pandemic’s effects.

CBRE’s report shows the hospitality industry in India is on the rise, which has been driven by investments, increased demand, and changing customer preferences. According to the predictions, India’s tourism and hospitality sector might generate US\$ 50.9 billion in visitor exports by 2028 as a result of the government’s continuing focus on reforms. (Courtesy : IBEF)

Goa Tourism concludes successful participation in Arabian Travel Market 2023



The recently concluded Arabian Travel Market 2023 in Dubai was a success for the Goa Tourism delegation, led by Rohan Khaunte, Minister of Tourism, IT & EC and printing & stationery, Goa. The delegation also included Shawn Mendes, OSD to Minister of Tourism, Goa; Suneel Anchipaka, Director of Tourism, Goa; and

Pradeep Binnar, Asst. Director, Department of Tourism, Goa.

During the event, the delegation had a series of high-level meetings with CEOs of prominent airlines, tourism authorities, hospitality groups, and destination management companies. The discussions focused on exploring investment opportunities for

infrastructure development in Goa and increasing tourist inflow by aligning with various airlines. The Hon'ble Minister also discussed the possibilities of promoting Goa through their flight + hotel packages.

The delegation also met with H.E Issam Kazim, CEO of Dubai's Department of Tourism and Commerce Marketing (DTCM) to exchange best practices, investment opportunities, and to discuss the exchange of events and festivals.

In addition, there were knowledge-sharing sessions on managing theme parks, new tourism projects, and two-leading destinations in Saudi Arabia - The Red Sea and Amaala, as well as the vision of the planned smart city in Tabuk Province in Northwestern Saudi Arabia.

HRAWI on inclusion of international credit cards under LRS and hike in TCS rates to 20%



“The recent inclusion of international credit card payments in the Liberalised Remittance Scheme (LRS) and the significant increase in TCS rates from 5% to 20% coincide with a notable rise in spending on overseas travel by Indian individuals. As the tourism industry relies on both inbound and outbound travel, imposing

taxes that discourage expenditures abroad is concerning from a broader perspective. While this move may potentially stimulate domestic travel demand, it could have adverse effects on thousands of outbound travellers. Moreover, it sends an unfavorable signal to the global community, which could impact our industry heavily reliant on inbound tourism,” says Pradeep Shetty, VP, Federation of Hotel & Restaurant Associations of India (FHRAI) and President, Hotel and Restaurant Association of Western India (HRAWI).

The Hotel and Restaurant Association (Western India) is a 72 years old Association of Hotels

and Restaurants in Western India. Its members include Restaurants and Hotels up to 5-Star Deluxe categories. With membership base spread across Western India, HRAWI covers Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Goa and Union Territory of Dadra and Nagar Haveli and Daman and Diu, and is considered to be the voice of the Hotel Industry. The association is part of the national body of Federation of the Hotels & Restaurants Associations of India (FHRAI), located in New Delhi, which was originally founded in Mumbai in 1950 by the late J.R.D. Tata.

Hospitality players look to cash in on Rs 850 cr opportunity due to G20 meeting



Hospitality players are looking to cash in on a Rs 850-crore revenue opportunity arising out of India's G20 Presidency through delegation-related travel and accommodation requirements, while also looking to consolidate the foundation for future growth.

With the G20 spurring demand in cities where meetings are scheduled, room rates for five-star hotels in key business cities have increased by about 20 per cent

since the last quarter of 2022, and the trend is expected to continue in the coming months, Hotel Association of India Vice President K B Kachru told PTI.

"The event is expected to generate about Rs 850 crore in revenue towards delegation-related travel and accommodation requirements. So it is bound to have a positive impact on the growth of business," he said in an emailed response.

Sayaji Hotels unveils Effotel Sarola, boosting hospitality footprint in Maharashtra



Ajit Pawar, Former DCM & Opposition Leader of Maharashtra, officially unveiled

Effotel Sarola in the presence of prominent dignitaries. Effotel Sarola offers 54 well-appointed guest rooms comprising 42 Premium Rooms, 10 Executive Rooms, and 2 Suites that blend contemporary design with unmatched comfort. All rooms are fully air-conditioned and equipped with tea-coffee makers, Wardrobes, Wi-Fi connectivity, LED TVs, and safety lockers. The facilities at the hotel include 24-

hour room service, well-equipped two conference rooms, a specialty restaurant, a board room, and a banquet hall, a gym and a huge lawn – a good place for destination wedding.

The group presently operates 22 properties across India under the brand names Sayaji Hotels, Effotel by Sayaji, and Enrise by Sayaji. Each of the properties boasts luxurious rooms with a host of banqueting and F&B facilities.

Sayaji announces second property Effotel in Bhopal



Sayaji Hotels has launched of Effotel by Sayaji in Bhopal – Hoshangabad Road. This hotel is a product for the Bhopal market, being sixth in Madhya Pradesh and 22nd in the country. Guests will be offered 63 rooms, conference halls of 2,700 sq ft, 1,900 sq

ft and a business boardroom along with a buffet restaurant.

On the occasion, Raof Dhanani, Managing Director, Sayaji Group of Hotels commented that Bhopal has huge business potential with numerous large and medium industries operating in and around the city and indicated that they are looking to add more hotels to their existing portfolio in Madhya Pradesh to further cater to the needs of business and leisure travellers.

Hotel brands book into small towns with big potential



Be it Khajjiar in Himachal Pradesh, Kevadia and Vithalapur in Gujarat, or Hoshiarpur in Punjab – many lesser-known locations in India are beginning to get branded star category accommodation options as hoteliers double down on expansion in the country.

“Hotel companies are making a deeper foray into tier-2, tier-3 and even tier-4 cities, as they recognise the increasing potential of these markets for both business and leisure travel and as the impact of a rapidly growing economy reaches smaller cities and towns,” said Mandeep S Lamba, president for South Asia at hospitality consultancy HVS Anarock.

“Tier-2, tier-3 and tier-4 cities accounted for a whopping 86% of all brand signings by properties in

2022, of which 47% were in tier-3 and tier-4 cities,” he added.

Samir MC, managing director of Fortune Hotels, which announced the opening of a new hotel in Khajjiar this week, said the chain will launch new hotels in Tiruppur, Aligarh and Hoshiarpur in the second quarter of this fiscal year, and is in talks to sign new hotels in Kevadia and Hosur.

Nikhil Sharma, market managing director for Eurasia at Wyndham Hotels & Resorts, said there is a strategic focus on tier-3 and tier-4 locations such as Ambala, Bhiwadi, Dhanbad, Gorakhpur, Khopoli, Panipat, and Viramgam in Wyndham’s pipeline of hotels. “Recognising the immense potential and growing demand in these areas, we have strategically expanded our presence in recent

years,” he said.

Buoyed by a promising uptick in business in recent months, many hoteliers are looking for first-mover advantage in smaller towns that are attracting an ever-increasing number of visitors. Lemon Tree’s upcoming pipeline includes hotels in Chirang, Erode, Jabalpur, Banswara, Chandausi, Tezpur, Bharuch, Kharar, and Sri Ganganagar. “We are aggressively looking at tier-2, tier-3 and tier-4 locations for two reasons: most of these locations have no branded supply, so we get the first-mover’s advantage; (and) we also benefit from the network effect as the residents of these cities stay at our hotels in multiple locations,” said Vikramjit Singh, president of Lemon Tree Hotels. Deepak Jain, founder of MayFair Consultants, said he is in advanced stages of negotiations with international brands for new hotels in Vithalapur, Siliguri and Bathinda.

Ajay K Bakaya, managing director of Sarovar Hotels & Resorts, said Sarovar will be the first branded chain to open hotels in Ayodhya and Saharanpur. The hotels are scheduled to open in the third and fourth quarters of this year, he said. The chain’s upcoming openings for this year also include hotels in Sonipat, and Jalandhar.

Orchid Hotels presents IRA: Refreshingly modern hotel chain



The Kamat Hotels India Ltd., has announced its latest venture, IRA by Orchid Hotels, the chain of upper-mid-market hotels that seamlessly blends tradition with innovation, catering to the

aspiring India traveller.

Inspired by the Sanskrit word for Earth, paying homage to the Goddess Saraswati, the name ‘IRA’ represents knowledge, wisdom, art, and music. IRA by Orchid Hotels is set to continue the rich legacy of The Orchid, Asia’s First 5-Star Ecotel brand. Originally established by the visionary Dr Vithal Venkatesh Kamat, the legacy is now being taken forward by Vishal Kamat, as he strives to

take the brand to newer heights of excellence and innovation.

It will cater to the adventurous spirit within the modern traveller, offering an experience that goes beyond just a comfortable stay.

By prioritising F&B excellence, the brand aims to differentiate themselves in the market, as the only few players with a strong F&B background and establish IRA as a brand synonymous with culinary excellence and guest satisfaction.

HRAWI seeks stronger online regulations to prevent booking frauds and smear campaigns



The Hotel and Restaurant Association of Western India (HRAWI) has expressed concern over the rising incidences of online hotel rooms booking frauds as well as instances of targeted smear campaigns on social media against hospitality brands.

The Association has identified cyber-criminal activities that list fake hotels websites on popular search engines that appear to be authentic and dupe unsuspecting customers into making payments for room bookings. Member establishments of the Association have voiced concern about their brand reputation being tarnished by social media influencers creating fake videos or posting

fake reviews in a bid to attract more views and followers.

Taking into account the rapid recurrence of such instances over the last one year, HRAWI has planned to take up the issue with the concerned Government authorities and law enforcement agencies. It also intends to reach out to online platforms that freely allow miscreants to dupe unsuspecting customers and malign the reputation of brands, for a stronger regulation of content posted on their platforms.

“The issue of cyber criminals creating fake booking websites of hotels and restaurants is a matter of serious concern to the industry. Such activities not only cause financial loss to customers but also severely damage the reputation of the hospitality establishments. We urge customers to be vigilant while making bookings online and to report any suspicious activity to the concerned authorities. HRAWI will approach the Government to enact laws to protect citizens and commercial enterprises from social

media influencers who misuse their following to blackmail honest establishments,” says Pradeep Shetty, President, HRAWI.

HRAWI has strongly condemned these malicious activities and urged customers to be vigilant when making bookings online. The Association also advised customers to book only through authentic websites and social media pages of hotels and restaurants and to report any suspicious activity to the concerned authorities.

“We will report specific instances to law enforcement agencies to identify and take action against cyber criminals. We will also escalate the matter and take it up with the online platforms that allow such anti-social elements to freely misuse their platforms. HRAWI remains committed to promoting and protecting the interests of the hotel and restaurant industry, and will continue to work towards creating a safe and secure environment for customers and businesses alike,” concludes Shetty.

Pride Hotels Group Signs ‘Pride Resort Rajkot’, Gujarat



Pride Hotels Group has announced the signing of ‘Pride Resort’ in the princely city of Rajkot, Gujarat. Strategically located along the scenic ring road, this luxurious property will offer an exceptional experience for both leisure and business.

Pride Resort Rajkot will feature a range of amenities like a fully

equipped fitness center, swimming pool, and a dedicated kid’s play zone to cater to guests of all ages.

Atul Upadhyay, Executive Vice President, Pride Hotels Group, said, “With the signing of Pride Hotel Rajkot we are delighted to further expand our presence in the heart of Saurashtra region of Gujarat. It would be our pleasure to offer the signature Pride Hotel hospitality to our esteemed guests travelling to Rajkot”.

Anil Madhok passes away



Anil Madhok, visionary hotelier and founder of Sarovar Hotels & Resorts has died, leaving behind a huge void within the hotel industry. A phenomenal hotelier who built Sarovar from scratch and turned it into one of India's leading hotel chains, Madhok was a man of high principles and sharp business acumen. Under his leadership, Sarovar Hotels and Resorts achieved tremendous success in the luxury hotel segment. The focus he placed on service and innovation made the brand what it is today.

HRA Today mourns the loss of a great hospitality legend of the nation.

Goa Clean Energy Roadmap launched



Goa Chief Minister Pramod Sawant has launched the 'Goa Clean Energy Roadmap' during the concluding session of the Energy Transitions Ministers Meeting of G-20 at Taj Resort and Convention Centre, Dona Paula on July 23. The Clean Energy Roadmap is a State-level blueprint to decarbonise all sectors of Goa by 2050. G20 members represent around 85 per cent of the global GDP, over 75 per cent of the global trade and about two-thirds of the world population.

Goa along with all other States is geared towards achieving Prime Minister Narendra Modi's five-fold

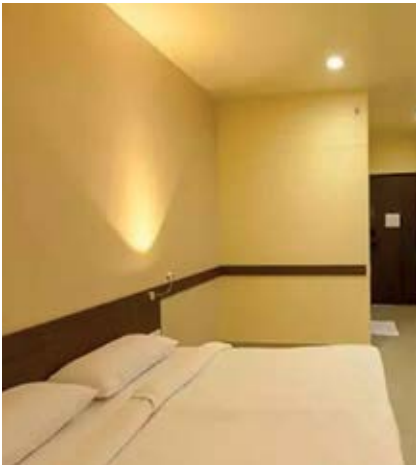
strategy achieving India's Net Zero commitment by 2070 of achieving 500GW of non-fossil energy capacity by 2030 and fulfilling 50 per cent energy requirements via RE sources by 2030.

The Clean Energy Roadmap is an extensive, inter-sectoral and data driven analysis to develop cost-optimised sectoral strategies and actionable plans, which help in identifying high potential areas where introduction of appropriate renewable energy technologies, energy and resource efficient practices along with appropriate policy and regulatory measures that can help Goa in yielding maximum environmental, economic and social return. RE and EE interventions to decarbonise will soon be introduced and implemented in sectors such as Tourism, Transport, Industry,

Health, Agriculture, Fisheries as well as cooking. Awareness drives and skilling programmes for respective stakeholder sectors will also be made to ensure faster adoption of cleaner technologies and sustainable practices. Besides energy supply sector, Goa is also committed to transform Goa's tourism sector into Green Tourism sector. By following the strategic roadmap, Goa will then probably be the first Green Tourist hotspot in Global Map.

The State government invited the G-20 members to be a part in developing and co-owning the Clean Energy Roadmap Plan and be a long term strategic partner to transform Goa into 100 per cent RE by 2050. The State government also will ensure that 100 per cent Renewable Energy based electricity supply will be given to all demand sectors.

IHCL Debuts in Kolhapur, Maharashtra with Signing of Ginger Hotel



Indian Hotels Company (IHCL), India's largest hospitality company, announced the signing of its first hotel in Kolhapur, Maharashtra under the Gingerbrand. The hotel is a Greenfield project and will be designed around the brand's lean luxe design and service philosophy of offering a vibrant, contemporary, and a seamless hospitality experience to its guests.

The 100-key hotel is strategically located in the city centre at a short driving distance from both the Kolhapur airport as well as important commercial districts. The hotel will feature Qmin, the signature all-day-diner offering a wide range of delectable culinary options. Additionally, there will be a well-equipped fitness center and meeting rooms. With the addition of this hotel, IHCL will have 31 hotels in Maharashtra, including 11 under development.

GMR to set up two hotels at Manohar Airport



GGIAL, a subsidiary of GMR Airports Ltd, has invited reputed hospitality firms with a yearly turnover of over INR 100 Crore to set up two hotels at Manohar International Airport. The process of establishing the

hotels has been initiated, and GGIAL has allocated a total of 4.26 acres of land in front of the parking lot for this purpose. According to the Request for Proposal (RFP), each hotel will be constructed, developed, operated,

and maintained by a hotel chain on 2.13 acres of land within the designated city-side development area.

The hotels are expected to be operational within three years. The concession agreement between GGIAL and the Goa government, signed in 2016, grants GGIAL the exclusive right, license, and authority to develop, operate, and maintain the airport until May 2059, a duration of 40 years. This exclusive right enables GGIAL to undertake the construction of commercial projects near the airport.

'Skip to Rewards' - Radisson Hotel Group's campaign for Radisson Rewards Program



The 'Skip to Rewards' campaign features relatable situations which illustrate the challenges many customers face with

traditional loyalty programs and highlights the unique features that make the new Radisson Rewards program more rewarding. The new Discount Booster allows members to boost their discount by reducing the number of points they earn, a unique feature that sets Radisson Rewards apart from other industry loyalty programs.

Personalization is at the core of Radisson Rewards. Each loyalty

member's preferences and previous requests are incorporated into the member's comprehensive profile to customize their benefits for each booking. Members also have access to an enhanced digital experience, including a private member online profile and app, which provide quick access to useful information such as their history of previous bookings, invoices, favorite hotels, and more.

Radisson Hotel Group for 11 new hotel signings in India



Radisson Hotel Group continues its growth and development plan in India with the signing of 11 new hotels across brands between January and April 2023. Located in key gateway cities and emerging destinations, these new hotels are present across Hyderabad, Bengaluru, Ujjain, Raipur, Sonamarg, Manali, Kerala and Visakhapatnam.

The group also announced the debut of its luxury lifestyle brand, Radisson Collection in India with the signing of the first hotel in Hyderabad while expanding its portfolio across other brands, including Radisson Blu, Radisson, Park Inn & Suites by Radisson, and Radisson Individuals Retreats, a brand extension of Radisson Individuals. These signings further solidify the Group's leading position in South Asia, with 110 operating hotels in 64+ locations.

Further strengthening its partnership with Ruptub Solutions Private Limited, the Group also signed three new hotels under its Park Inn & Suites by Radisson brand in Bengaluru and Kerala. With one signing every month since the brand launch in November 2022, Park Inn & Suites by Radisson is a smart hotel investment designed to maximize returns through a conversion-friendly business model that delivers a heartfelt experience.

The full list of signings between January and April 2023 includes:

Radisson Collection Hotel Hyderabad Financial District is close to Hyderabad's financial district which houses business centers, IT Parks, and Special Economic Zones (SEZs). Radisson Blu Resort Hyderabad Chevella is located in Chevella with proximity to key tourist attractions,

including Charminar Fort, Nehru Zoological Park, and Salar Jung Museum amongst others. Radisson Hotel Sonamarg is located in picturesque Sonamarg, surrounded by 360-degree scenic views of the Himalayan mountains. Radisson Hotel Sonipat is strategically located between two industrial towns – Panipat and Sonipat and is also the first branded offering in these cities. Radisson Hotel Ujjain is situated in the pilgrim city of Ujjain, close to the famous temple of Mahakaleshwar Jyotirlinga. Radisson Hotel Raipur is strategically located in Chhattisgarh's capital city, the hotel boasts excellent visibility along the main road connecting Raipur with New Raipur. Radisson Hotel Visakhapatnam is strategically located in the Andhra Pradesh Medtech Zone. Palchan Hotel and Spa, a member of Radisson Individuals Retreats is located in one of India's most prominent leisure travel destinations, Manali.

Radisson Hotel Group has a leading presence in the Indian market with presence in 64 plus locations and is one of the country's largest international hotel operators with over 150 hotels in operation and development.

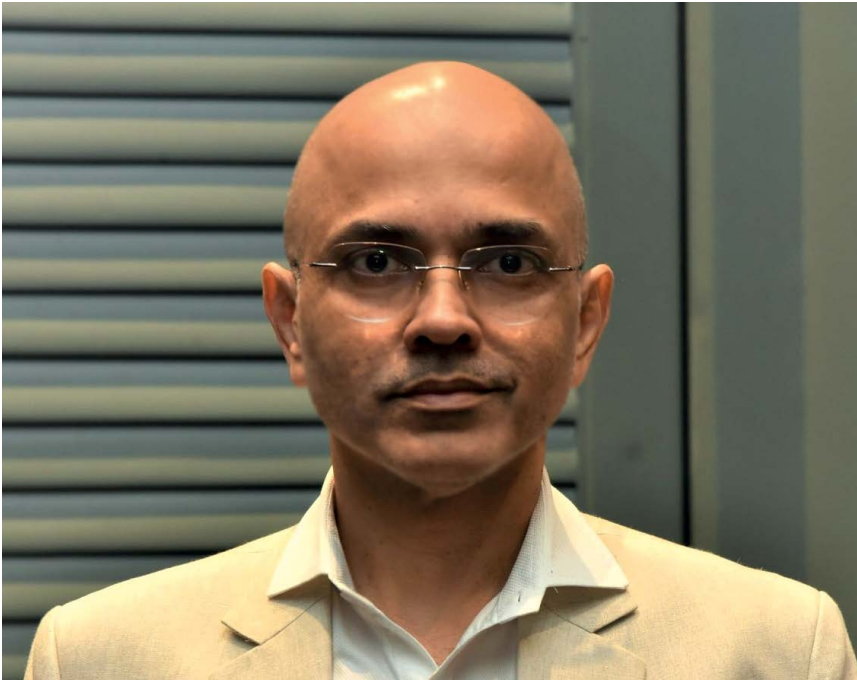
Sterling Holidays expands in Maharashtra with Panchgani Resort launch



Sterling Holiday Resorts announced the launch of its 19th hill station, Sterling Panchgani, nestled in the mighty Sahyadri mountain range. Sterling Panchgani offers a quick getaway for people in Mumbai, Pune and several other cities of the state. The hotel boasts 24 elegantly appointed rooms with

balconies/ sit-outs, an engaging activity centre, a refreshing swimming pool, and an upcoming spa. For adventure enthusiasts, Panchgani-Mahabaleshwar beckon with an array of thrilling activities, including trekking, paragliding, and camping, catering to those in search of outdoor excitement.

HRAWI hails Maha Government's new initiatives to give a boost to tourism in the state



The Hotel and Restaurant Association of Western India (HRAWI), in a letter addressed to the Hon'ble Chief Minister (CM) – Eknath Sambhaji Shinde, Hon'ble Deputy Chief Minister – Devendra G Fadnavis and Hon'ble Tourism Minister – Mangal Prabhat Lodha has hailed the Government for expediting approvals on various projects across the state that are expected to boost the tourism potential in Maharashtra.

The state recently announced a collaboration of upcoming 30 plus properties by Maharashtra Tourism Development Corporation (MTDC), the Water tourism project at Gosekhurd in Bhandara, MICE centre and Chanakya centre for excellence at Karla near Lonavala, among others. "HRAWI applauds the initiatives taken by the Government and is optimistic about the opportunities the new projects will bring to the tourism and hospitality sector in the State.

The Government's forward-thinking and innovative

ideas coupled with proactive promotional efforts, are poised to ignite a tourism boom, both domestically and internationally. These soon to be developed destinations will undoubtedly enthrall travellers from around the world and as we embark on making Maharashtra a global tourist destination, it is imperative that we also create top-notch infrastructure to support the tourist inflow. To complement the projects in the pipeline, HRAWI requests the Government for introducing special subsidies to encourage the development of more hotels in the State.

This will boost tourism by making it viable for more tourists to access the destinations and also lead to generating revenue for the State," says Pradeep Shetty, President, HRAWI. HRAWI has acknowledged the valuable suggestions put forth for the development of Ambhora Temple, establishment of a Scuba Diving Centre in Koyna Bamnoli. The beautification projects for

Sonegaon Lake in Nagpur and Gajba Devi Temple in Sindhudurg too have received much praise.

"We are excited about the upcoming projects and initiatives aimed at boosting tourism in Maharashtra. This boost to tourism will translate to an increasing number of tourists, and it is crucial to enhance the room capacity to meet the rising demand. Maharashtra has around 3,40,000 rooms and with the number of projects in the pipeline, we will require at least double the capacity of hotel rooms. Subsidy for establishing hotels at specified tourist locations, along with incentives for eco-friendly hotels and electricity subsidies, will provide the necessary impetus for the growth of the hospitality sector.

Moreover, the tourism and hospitality sector is a major contributor to employment generation in India. According to the Tourism Satellite Account (TSA), the sector accounted for 79.86 million direct and indirect jobs which is a significant 15.34 percent share of employment generation in 2019-2020. With these new projects, we anticipate a further surge in employment opportunities, benefiting both the industry and the workforce," adds Chetan Mehta, Vice President, HRAWI.

The Association has commended the MTDC for their proactive approach in organizing the Maharashtra Tourism Stakeholder Video Conference on May 26, 2023, which focused on the Expression of Interests for the Operations & Maintenance of the newly constructed resorts at Nawegaon Bandh in Gondia and Chandpur in Bhandara.

Taj ranked India's strongest brand for the third time



Indian Hotels Company (IHCL) has announced that its iconic brand – Taj has secured the No 1 position on Brand Finance's coveted 'India 100 2023' report, marking it the third time the brand has achieved this distinction.

Released by the world's leading independent brand valuation consultancy 'Brand Finance', the report shows Taj achieving brand strength index (BSI) score of 89.4 out of 100, a growth of 0.5% over the previous year and a corresponding elite AAA

brand strength rating based on factors such as marketing investment, familiarity, loyalty, staff satisfaction, and corporate reputation.

As per the report, "Taj has retained its No.1 position in Brand Strength from last year. Taj Hotels brand, in the post pandemic travel demand, has repurposed its commitment to sustainability with multiple initiatives under Paathya strategy while also being laser focused on expanding its footprint through organic & inorganic growth always ensuring the best-in-class hospitality standards that it is renowned for."

Brand Finance defines Brand Strength as the efficacy of a brand's performance on intangible measures, relative to its competitors. Each brand is assigned a BSI score out of 100, which feeds into the brand value calculation. Based on the calculations, each brand is assigned a corresponding rating up to AAA in a format similar to credit rating.

The Westin Goa ranks #1 in TripAdvisor Travellers' Choice Best of the Best Hotels 2023



The Westin Goa has claimed the title of the leading hotel in the area and has secured the third position among the top

hotels in all of India in TripAdvisor Travellers' Choice Best of the Best Hotels 2023 Awards. This remarkable achievement can

be attributed to the hotel's unwavering commitment to wellness, offering guests a truly holistic and rejuvenating experience.

Winners of these prestigious awards are chosen based on millions of reviews and opinions from travellers worldwide, with a particular emphasis on parameters such as overall guest satisfaction, service quality, and F&B offerings. The achievement is lauded as a testament to the hard work and dedication of the entire team.

R.K.M Enterprises Signed Franchise Agreement for Ramada by Wyndham Hotel in Goa



R.K.M Enterprises, a partnership firm based in Delhi, announced the signing of Ramada by Wyndham hotel in Goa under a franchise agreement with Wyndham Hotels & Resorts. Located in a prime area of Arpora – North Goa, Ramada by Wyndham Goa Arpora, is expected to open in 2024 and will feature 65 rooms, a lobby lounge, an all-day restaurant and bar, a wellness area, an outdoor swimming pool, as well as an event space and business centre. The hotel will offer guests easy access to the popular Baga and Calangute beaches, as well as several transport links like the Vasco railway station,

Goa International and Mopa International airports.

RKM Enterprises currently owns the Ramada by Wyndham Mussoorie Mall Road. Ramada by Wyndham Goa Arpora will be their second hotel with Wyndham Hotels & Resorts in India.

Renowned for its tranquil beaches, bustling flea markets and local cuisine, Goa is a sought-after destination for local and international travelers visiting India. Through the opening of Ramada by Wyndham Goa Arpora, M/S R.K.M Enterprises is expected to create more than 100 jobs in the state of Goa.

Royal Orchid & Regenta Hotels forays in upmarket Mumbai with launch of 'Regenta Place The Emerald', Juhu



India's fastest-growing hospitality chain, Royal Orchid & Regenta Hotels announced their arrival in upmarket Mumbai with the launch of its 68 rooms boutique property 'Regenta Place The Emerald' in Juhu. The Hospitality brand manages an extensive portfolio of over 90+ properties across the country. 'Regenta Place The Emerald', Juhu is strategically located at the Juhu Tara road making it an ideal choice for both leisure and business travellers.

Located strategically at the heart of the western suburbs Regenta Place The Emerald, Juhu is 200 meters walkable distance from Juhu beach and 30 minutes from airport and all major shopping hubs making it an ideal choice for both business and leisure travellers.

'Regenta Place The Emerald' will host a range of fully equipped rooms including exquisite superior rooms. Spacious deluxe rooms, stylish studio rooms, sophisticated one-bedroom apartments, and spacious two-bedroom apartments. 'Sapphire', the veg Indian Specialty Restaurant & Bar at the hotel will be offering low cholesterol, fat-free, zero oil

delectable vegetarian cuisine for the very first time in India setting a new benchmark in healthy dining. The other dining options include a stylish lounge bar and Café 49 & 49 Bakers Avenue, the in-house café that promises to captivate guests' taste buds with a wide variety of Italian and Mediterranean delicacies as well as bakery treats. The hotel has an impressive selection of seven versatile banquets and conference rooms that can accommodate anywhere from 10 to 500 pax to host any social or corporate gathering to heights of excellence. Recreational facilities will include a pool and fitness center.

Regenta & Royal Orchid Hotels is one of India's fastest-growing hotel chains. It primarily operates 5-star, 4-star, and resorts, enabling it to target discerning business and leisure travelers. It currently operates 90+ hotels across India.

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Ad panel of FSSAI reports 32 fresh cases for misleading ads & claims



The Advertisement Monitoring Committee of FSSAI reported 32 fresh cases which have been found prima facie in contravention of the provisions of Food Safety and Standards (Advertisements & Claims) Regulations, 2018. According to the FSSAI, health supplements, organic products, fast moving consumer goods

(FMCG), staples etc. were scrutinised for misleading claims and around 170 cases were reported during last six months.

The food authority examined the veracity of the health claims, product claims and so on of the food businesses including manufacturers, marketers of

nutraceutical products, refined oils, pulses, flours, millet products, and ghee.

FSSAI, in a statement, has stated that the concerned licensing authorities were asked to issue notices to all such FBOs, who were found guilty of misleading claims, to withdraw such claims or scientifically substantiate the same.

The FSSAI statement added that the total cases reported for misleading advertisements and claims during last six months have gone up to 170 and action against such delinquent FBOs shall also continue in future. FSSAI has asked the FBOs to adhere with the provisions related to advertising and claims and desist from making any unscientific, exaggerated claims and advertisements to promote their product sales to avoid enforcement actions and in larger consumer interests.

The Fern Hotels & Resorts unveils its 100th hotel



The Fern Hotels & Resorts, a leading hospitality brand, opened its 100th hotel, The Fern Shelter Resort, Palghar. Nestled amidst serene surroundings, the

hotel has 81 tastefully appointed rooms that offer a blend of modern amenities and elegant décor. In addition to its exceptional infrastructure and dining options,

The Fern Shelter Resort, Palghar boasts top-of-the-line banquet facilities, including a picturesque lawn. This makes it an ideal destination for weddings, social events, and corporate offsites, offering a seamless blend of luxury, comfort and convenience. The hotel will be fully operational from the end of June.

The group celebrated its 100th Hotel Milestone with a Green Gesture by planting 100 tree saplings at The Fern Shelter Resort, Palghar. This act not only signifies the brand's commitment to greening the planet but also reflects its responsibility towards nurturing and safeguarding the environment.

HRAWI Proposes Unlocking Maharashtra's Tourism Potential With Focus On Developing Niche, Theme Based Tourism Circuits In Aurangabad & Sindhudurg



A delegation of the Hotel and Restaurant Association of Western India (HRAWI) appeared before the Parliamentary Standing Committee (PSC) on Transport, Tourism & Culture chaired by Rajiv Pratap Rudy on their study visit to Mumbai recently and submitted its recommendations to unlock the tourism potential in the State with special focus on developing tourism circuits in Aurangabad and Sindhudurg.

“We thank the Parliamentary Standing Committee on Transport, Tourism & Culture and India Tourism for giving us the opportunity to represent ourselves on behalf of the hospitality industry. We request the Government for special focus on developing tourism circuits in Aurangabad and Sindhudurg. Aurangabad is popular for Buddhist cave monuments in Ajanta and Ellora and is a significant learning and cultural centre for Buddhists. To unlock its full tourism potential, it requires improved connectivity within the Buddhist circuit to Varanasi or Bodh Gaya. Five years ago, from Aurangabad we had flights connecting 7 to 8 destinations, but now we are limited to only

two major metros that too with insufficient frequency. The connectivity must expand to more destinations, including reinstating the extension of the Golden Triangle route from Jaipur to Aurangabad. This will unlock the potential for tourists who wish to visit Aurangabad but are hindered by the lack of adequate connectivity. The hotel industry has witnessed a significant decline in the past five years, with revenues being severely impacted by the aforementioned issues and lack of connectivity,” says Mr Pradeep Shetty, President, HRAWI.

For promoting niche tourism, including spiritual tourism in Maharashtra, HRAWI has pitched for establishing well-planned spiritual centres and retreats across picturesque locations including Nashik, Pune and Aurangabad. It has also shared ideas for promoting religious and cultural festivals such as the Kumbh Mela, Wari and Ganesh Chaturthi, among other festivals through effective marketing campaigns.

The Association has mapped out various regions in Maharashtra to identify the destinations

as part of dedicated tourism circuits. HRAWI has proposed for historically significant places like the Ajanta and Ellora Caves, Raigad Fort and the Gateway of India, among others to be included in the Heritage circuit. Connect the several national parks and wildlife sanctuaries including the Pench Tiger Reserve and Tadoba-Andhari Tiger Reserve to create an attractive wildlife tourism circuit. Likewise, creating a coastal circuit, covering destinations like Alibag, Harihareshwar and Tarkarli will help boost beach tourism and with effective conservation measures, the Western Ghats and the Konkan belt can be developed into eco-tourism destinations for attracting nature enthusiasts.

HRAWI also appraised the PSC about the lack of a long-term lending policy which poses a major challenge to the industry, and requested that projects required to augment the tourism infrastructure be included in the list for funding under the National Infrastructure Pipeline (NIP). The Association also suggested formulating a national policy for granting industry status to the sector and incorporating tourism in the concurrent list of the constitution.

Jurisdiction over Central licence holders shall be of Central FSOs, clarifies FSSAI



The FSSAI has issued a direction clarifying the enforcement actions on food businesses particularly with respect to jurisdiction between State and Central Food Safety Officers and laid down that the jurisdiction over Central licence holders shall be of Central Food Safety Officers.

According to the FSSAI's direction on the basis of the feedback received from the State Food Authorities, there was a need for a consolidated and clarified instructions to avoid any confusion/ambiguity with respect to the enforcement of the provisions of FSS Act, 2006.

The direction says that all the regular inspections including for the complaints/any other references (including complaints received directly from the State Food Authorities against the Centrally licensed Food Business Operators (FBOs) shall be carried out by the Central Food Safety Officers.

However, in case of food safety emergency, the Centrally licensed food business can be inspected by the State Food Safety Officer with the approval of Regional Director and Designated Officers and the State Commissioner of Food Safety shall be informed about the same.

Further, FSSAI lays down that in such cases, the inspection report shall be submitted to the concerned Central Licensing Authority (CLA) by the State Designated Officer and further action on the same shall be taken by the concerned CLA.

The direction also lays down

that in case the State is carrying out any special drive which may include Centrally Licensed FBOs, the State Designated Officer may get the premises of such FBOs inspected through the State FSOs, with the prior permission from the concerned Commissioner of Food Safety of the State/UT and under prior intimation to the concerned Regional Director of FSSAI.

And in such cases where samples were taken in special drive, the consequent proceedings after lab reports was received, shall be carried out by the Central Licensing Authority and the State FSO/Designated Officer (DO) shall provide all the relevant information/records to the CLA and also provide the necessary assistance to the CLA in this regard. Meanwhile, for the adjudication or prosecution proceedings, the administrative structure shall be the same for both the State as well as the Central Food Safety Officers.

CG Hospitality Holdings Member Concept Hospitality (CHPL) India launches 100th Hotel, The Fern Shelter Resort

CG Hospitality Holdings, a subsidiary of CG Corp Global, proudly announced the opening of its 100th hotel, The Fern Shelter Resort, India. As a member of Concept Hospitality (CHPL) India and the largest vertical of CG Corp Global, Nepal's only billion-dollar multinational conglomerate, CG Hospitality Holdings continues to expand its extensive portfolio of 150+ hotels and resorts. Nestled in the captivating surroundings of Palghar, Maharashtra in India, The Fern Shelter Resort offers guests an immersive and luxurious

retreat. With modern amenities, a serene ambience, and a strong focus on eco-friendly initiatives, the resort exemplifies The Fern Hotels & Resorts' dedication to delivering outstanding hospitality experiences while prioritizing sustainability.

Dr. Binod Chaudhary, Chairman & Founder of CG Corp Global, expressed his pride on this momentous occasion, stating, "We are immensely proud to inaugurate CG Hospitality's 100th hotel in India, operating under the esteemed flagship

brand, The Fern Hotels & Resorts. This achievement truly reflects our unwavering commitment to delivering environmentally sensitive and sustainable hospitality experiences. As we continue to expand our portfolio, we remain dedicated to curating unforgettable and conscientious stays for our esteemed guests. The Fern Hotels & Resorts has solidified its position as an industry leader, and we are thrilled to extend our distinctive offerings to an even broader array of destinations worldwide."

Lemon Tree Hotels launches two new hotels, in Agra and Bhopal



Lemon Tree Hotels Limited announced the opening of two of its latest hotels – One in Bhopal and the other in Agra. With these two launches, the company makes its debut in both the cities and also adds more than 100 rooms to its inventory.

Lemon Tree Hotel, Bhopal marks the brand's third property in Madhya Pradesh and will feature 46 well-appointed rooms, a multi-cuisine restaurant – Citrus Café – a tea lounge, a banquet hall, a fitness center and more. The hotel

is situated in southern Bhopal, which is known for its historical monuments, religious sites, and natural beauty. The Raja Bhoj Airport is about 17 kms from the property while the Bhopal Junction Railway Station is just 6 kms away and the Rani Kamlapati Private Railway Station is at a distance of 2.5 kms. The property is connected by both public and private transport to all the major cities in India.

Lemon Tree Hotel, Agra will open in two phases.

Hotel tariffs in Ahmedabad at Rs 50,000/night



The Cricket World Cup is still a hundred days away, but Ahmedabad's hotels are already hitting it out of the park even before the first ball is bowled.

Industry sources reveal that even when booked three-and-a-half months in advance, a basic room in a five-star hotel in the city can fetch up to Rs 50,000 per night. In normal circumstances, these rooms would typically cost between Rs 6,500 and Rs 10,500. The tournament, scheduled to take place in India from October 5 to November 19, features the opening match, the final, and the

highly anticipated India-Pakistan showdown at Narendra Modi Stadium in Ahmedabad.

Keenan McKenzie, the general manager of ITC Narmada, shared, "There is immense interest in the match between India and Pakistan, likely to be held on October 15. Bookings have already flooded in for the period between October 13 and 16, and it is expected that hotel rooms in the city will be fully booked on most match days." International cricket groups, fans, sponsors, and VVIPs are also showing keen interest in securing accommodations.

The majority of five-star hotels in Ahmedabad already have 60-90% of their rooms booked for the match days. Punit Baijal, the general manager of Hyatt Regency Ahmedabad, revealed, "Approximately 80% of rooms for the match days have been sold. Travel agencies from England and major corporations have already made bookings for the opening ceremony and the first match between England and New Zealand." Industry insiders indicate that base category rooms are being priced at around £500 or approximately Rs 52,000, while premium category rooms are being offered at £1,000 (Rs 1 lakh) and above.

Atul Buddhraja, the vice-president (operations) of the Sankalp Group that operates Taj Group properties in Ahmedabad, stated, "Two of our properties are already sold out for October 14-16. On most match dates, we have secured bookings for 40-60% of our available inventory, and we anticipate more sold out days

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		
	<i>Name of the establishment</i>	<i>Address</i>
1	The Fern Residency	Plot No.1, Sector 20, Turbhe, Navi Mumbai, Maharashtra - 400705.
2	Playotel Inn Scheme 114	"Somya Vehicle, Plot No. 24 , Kanchan Vihar, Scheme No. 114, Near Mahindra, Vijay Nagar, Indore, Madhya Pradesh - 452010."
3	Waghoba Eco Lodge	Talu Bhadrawati, Village – Wadala Tukum, Post Office – Astha, Tadoba, Maharashtra - 442906.
4	The Roman Park	Near Shivnath river, Pulgaon Rd, Durg, Chhattisgarh - 491001.
5	Kristar Banquet	Plot no. 233, Zydus Hospital Rd, Near Hebatpur, Opposite Sunvilla Bunglows, Thaltej, Ahmedabad, Gujarat - 380059.
6	The Grand Neelam	11, VIP Rd, Vishal Nagar, Raipur, Chhattisgarh - 492007.
7	Vivanta Navi Mumbai, Turbhe	D/40-1, Turbhe Midc Rd, MIDC Industrial Area, Sanpada, Navi Mumbai, Maharashtra - 400705.
RESTAURANT		
	<i>Name of the establishment</i>	<i>Address</i>
1	Mastermind Bicycle Cafe & Bar	Nirmal Galaxy, LG-37-38-39, Avior Corporate Park, Lal Bahadur Shastri Rd, Mulund West, Mumbai, Maharashtra - 400080.
ASSOCIATE		
	<i>Name of the establishment</i>	<i>Address</i>
1	Mascot International Private Limited	Manik Villa, Plot No. 11, 3rd Floor, Wadala, Mumbai, Maharashtra - 400031.
AFFILIATE		
	<i>Name of the establishment</i>	<i>Address</i>
1	Shri Balasaheb Tirpude College of Hotel Management & Catering Technology	536C+XCF, Civil Lines, Sadar, Nagpur, Maharashtra - 440001.

APPOINTMENTS



Suvendu Roy
Assistant General Manager
Hyatt Place Vadodara

Suvendu Roy has over 18 years of experience and a proven track record of excellence in managing the culinary division. His journey with Hyatt started in 2005 as a Commis in Park Hyatt Goa, followed by Chef De Cuisine in 2011 for Grand Hyatt Goa (pre-opening), after which he was appointed as Head Chef at Hyatt Pune in 2014. He has also been associated with leading hospitality brands such as Taj Exotica Goa, Club Mahindra Karnataka, a prominent restaurant chain in Qatar and has even ventured into a consultancy role for the pre-opening of a restaurant in Spain.



Kartikeshwar Panda
General Manager
The Fern Gir Forest Resort, Gir

Panda began his journey with The Fern Gir Forest Resort in 2011 as a Sous Chef, showcasing his culinary skills and commitment. Hailing from Odisha, he holds a degree in hotel management from IHM Bhubaneswar and commenced his career in 2005. Prior to this, Panda worked with Hotel Hindustan International (HHI), gaining valuable expertise in the hospitality field.



Dev Thakur
Director of Food & Beverage
JW Marriott Mumbai Sahar

Thakur has a background at hospitality brands such as The Leela Palace Hotels & Resorts, Marriott International, Hyatt International, Hilton Hotels and Accor Hotels. Thakur will oversee all aspects of the hotel's culinary offerings, ensuring exceptional dining experiences for guests. By spearheading the hotel's food and beverage operations, Thakur is expected to play a crucial role in further elevating its reputation as a premier destination renowned for its gastronomic offerings.



Vishal Sharma
Senior VP – Projects
Chalet Hotels Limited

Vishal Sharma will be responsible for overseeing Chalet's projects division, including managing project timelines, budgets, and quality control. He will oversee all the aspects of project management for Chalet's upcoming hospitality properties. A civil engineering graduate from Pune University, Sharma has over 30 years of experience in the hospitality industry with him. He joins Chalet Hotels from Colliers Project Management Services, where he was heading hospitality projects. Prior to that, he worked with Gulf General Investment Dubai, Dheeraj & East Coast Dubai, Taj Group of Hotels, and AL HABIB & CO. LLC (Muscat) in various capacities.



Supratik Roy Chaudhuri
Market Director of Finance
Marriott International's Goa
& Belagavi locations

Supratik Roy Chaudhuri will oversee the financial operations of all Marriott properties in the vibrant regions of Goa and Belagavi. Supratik is a finance professional with 19 years of experience in the field of Finance and Accounting. He has worked with the Oberoi Hotels Resorts and Palaces, Taj Hotels Resorts and Palaces and Ginger Hotels before joining Marriott International. Supratik has successfully opened seven hotels (three Luxury, two Premium and two Select Service hotels) in the last few years including the conversion of The Leela Goa to St Regis Goa. Supratik was awarded the Finance Leader of the Year – South Asia by Marriott International in 2021.



Sunny Prasher
General Manager
The Ummid Ahmedabad

Sunny Prasher has been a part of the industry for more than a decade. He has been known for achieving some of the highest audit scores for the hotels he has associated with and been exceptionally well in managing large number of inventories. Sunny started his career as the F&B Associate for Taj Palace Hotel, New Delhi, in 2000 and worked his way up through grit and determination, to become the Assistant Front Office Manager with the same hotel by 2010.



Sanjay Kumar
Director of Operations
Espire Hospitality Group

Sanjay Kumar has an extensive experience in the hospitality industry, Kumar brings over 15 years of experience in operations management and has demonstrated the ability to develop and implement strategic plans, optimise workflow processes, and drive continuous improvement initiatives. He has worked with brands like DLF, Radisson Hotel Group, Accor and Lemon Tree. As the Director of Operations, he will be responsible for overseeing the day-to-day activities of the company, ensuring seamless coordination between departments, and implementing best practices to enhance productivity and customer satisfaction.



Malcolm Moniz
Cluster IT Manager
For all three Hilton properties
in Goa

Having joined Hilton Goa Resort, Malcolm Moniz, Cluster IT Manager, Hilton properties, Goa, hospitality industry, hotel management, technology, appointment, hotel news as an IT Manager in August 2018, Malcolm has made significant contributions to the resort's technology infrastructure and operations. Prior to his tenure at Hilton Goa Resort, Malcolm has held key positions in renowned brands including Radisson Blu Resort Goa, Park Hyatt Goa Resort & Spa, Alila Diwa Goa, The Radisson White Sands Resort, and Holiday Inn.



Kunal Sabharwal
Director of Sales
Espire Hospitality Group

Sabharwal will be responsible for developing and executing strategic sales initiatives and driving revenue growth. Having spent over two decades in the hospitality industry, Sabharwal brings with him a wealth of experience. He has worked with India's leading hospitality brands including Accor, Hilton, ITC, Ananta Hotels & Resorts and Radisson.



Akhil Arora
CEO of Espire
Hospitality Group

Akhil has over 20 years of experience in hospitality and is qualified as a 'Certified Hotel Administrator' (CHA) from the American Hotel and Lodging Educational Institute. He joined Espire Hospitality Group in May 2021, with 13 years of experience of working with India's leading hospitality brands including Oberoi, Leela, Hyatt, Renaissance and The Imperial, after which he moved to Hotelivate to set up and successfully run their Asset Management division.



Sumeet Suri
General Manager
The Westin Mumbai Garden City

Suri brings over two decades of experience to the team. His career began after graduating from the Welcomgroup Management Institute, post which he joined the ITC Hotels. He led the opening of a fine dining restaurant while overseeing the Food & Beverage vertical. In his past assignments as General Manager, his leadership ensured the Kochi Marriott Hotel was a market leader within its operating segment and earned him the prestigious Mustang Award, Asia Pacific, 2018.

APPOINTMENTS



Harish Gopalakrishnan
General Manager
The Westin Goa

Gopalakrishnan's role is to provide strategic oversight to the senior management and operations teams of The Westin Goa and to develop business strategies and operations for the hotel. He has over 23 years of hospitality expertise having held pivotal roles in Middle East and India. He was last associated with Grosvenor House, Luxury Collection in Dubai and prior to that, he held the position of Multi Property General Manager at Courtyard by Marriott Kochi and Port Muziris, a Tribute Portfolio Hotel.



Salil Kopal
Director of Marketing
Four Seasons Hotel Mumbai

Kopal has two decades of experience in the hospitality industry. In his new role, Kopal will spearhead strategic marketing initiatives, brand development, sales and customer engagement strategies to further promote the commercial interests of the property and strengthen its position as a premier destination for luxury hospitality. A graduate of the IHM Ahmedabad, he has built on his academic training in hospitality management with 18 years of service with leading luxury brands like the Ritz Carlton, Sheraton Hotels, The Oberoi Group, Marriott Hotels and Encalm Hospitality.



Stephen D'Souza
Associate Vice President of Cluster Operations
Chalet Hotels Limited

Stephen D'Souza has a remarkable tenure of over four years with the company, In his new capacity as AVP – Cluster Operations, he will undertake the responsibility of managing Four Points by Sheraton Navi Mumbai in Vashi, The Resort Mumbai, and The Dukes Retreat in Lonavala. He will play a critical role in overseeing the operational success of these hotel properties. He will also continue in his current role as the General Manager at Four Points by Sheraton Navi Mumbai, Vashi.



Tulasha Pillai
Director of Conference and Events
Conrad Pune

Tulasha Pillai has a career spanning over 12 years in the hospitality industry, She has worked with distinguished brands such as Marriott, Hyatt Hotels and Resorts, ITC & Hilton. Prior to joining Conrad Pune, Tulasha held the position of Head of Sales at The Leela Palace Udaipur.



Rahul Singh
Director of Human Resources
Grand Hyatt Mumbai

Rahul served as the Director of Human Resources at Hyatt Regency Kathmandu prior to joining the Grand Hyatt Mumbai. His specialisation in Human Resources from Liverpool John Moores University, England, laid the foundation for his career in the service industry with Burger King in 2007. Since 2014, Rahul has been an integral part of the Hyatt family, managing various properties, including Hyatt Regency Lucknow, Hyatt Regency Mumbai, Hyatt Regency Jaipur Mansarovar, and most recently, Hyatt Regency Kathmandu.



Nilay Saran
Senior Director of Business Development
1000 Islands Hotels & Resorts

1000 Islands Hotels & Resorts announced the appointment of Nilay Saran as Senior Director of Business Development. As the Director of Business Development, he will spearhead 1000 Island Hotels & Resorts' growth initiatives, leveraging their proven track record of establishing and nurturing strategic partnerships. In his previous roles, Saran has worked with Marriott International, and Hyatt Corporation amongst others, he has led multiple luxury properties in the sales and marketing department.



Nithilavalavan

Baskar Director of Operations
JW Marriott Mumbai Sahar

Nithilavalavan Baskar will be responsible for overseeing the hotel’s operations across all functions and achieving high levels of guest satisfaction and operational excellence. With a career spanning over 15 years, Baskar brings an expertise derived from his tenures at hospitality establishments such as The Oberoi Group, The Leela Hotels, The Jumeirah Group and The Hyatt Group of Hotels.



Nidhi Verma

Accor’s Marketing &
Communications Director for India
and South Asia

Accor, the leading global hospitality Group, announced the appointment of Nidhi Verma as Director of Marketing & Communication for India and South Asia. She will be responsible for driving the development and execution of integrated public relations campaigns that align with the brand’s marketing strategies, alongside leveraging a 360-degree approach across various media platforms. Nidhi has a proven record of developing and implementing successful PR campaigns, fostering media and influencer relationships, and managing regulatory issues. She has also been instrumental in positioning brands as industry leaders.



Neha Chhabra

General Manager
JW Marriott Goa

Neha Chhabra has two decades of luxury hospitality experience behind her. She commenced her career with The Oberoi Group of Hotels and was soon a part of Marriott International’s leadership team. This will be her third leadership role, having joined as Director of Operations at JW Marriott Sahar and moving onto her first assignment as General Manager with Courtyard Hebbel in Bangalore.



Ritu Gupta

Sofitel Mumbai BKC
Director of Revenue

Gupta began her career at the Taj President Mumbai in 2012 as a Revenue Executive, following which she had stints as Assistant Revenue Manager, learning Cluster Revenue Management for both city and leisure hotels in Karnataka, Tamil Nadu, Kerala and Coorg. She then moved to the Taj MG Road in Bangalore in 2015, as Revenue Manager, before becoming Cluster Revenue Manager for the Taj Clubhouse and Vivanta IT Expressway.



Jerlyn Dsilva

Marketing and Communication
Manager
Sheraton Grand Pune

Jerlyn Dsilva has a good track record encompassing over seven years of experience in marketing, branding, brand development, public relations, radio, and social media. Her previous role was as Assistant Marketing Manager at Hyatt Regency Pune & Residences. She has had influential positions such as digital editor and creative strategist at DCN Pune, Social Media Client Partner at Divio Digital and marketing executive at Crowne Plaza Pune City Centre.



Manoj Thapa

General Manager
Hotel The Royal Plaza

Manoj Thapa has over 25 years of experience in the hospitality industry, Thapa brings a wealth of knowledge and expertise to his new role. He has a background of working with hotels such as Hyatt Regency, Radisson, Uppal’s Orchid, The Atrium, Four Points by Sheraton and Svelte Hotel. Prior to joining Hotel Royal Plaza, he served as the General Manager at The Nest Luxury Resort.

SHREEJI VADAPAV



Shreeji vadapav is a fast-food restaurant that specializes in serving authentic Vadapav. our outlet is located at ANAND Gujarat. Our menu includes different types of Vadapav, such as classic Masala Vadapav, Cheese Vadapav, Mayonnaise Vadapav and more. All our products are vegetarian and made from high-quality ingredients, ensuring a hygienic and healthy meal for our customers. Our mission is to provide fresh, tasty and delicious Vadapav made with the highest quality ingredients at an affordable price.

As an owner, we are committed to providing an exceptional customer experience while maintaining high standards of professionalism, cleanliness, and hygiene.



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SHRI BALASAHEB TIRPUDE COLLEGE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY.



As for our introduction, SHRI BALASAHEB TIRPUDE College of Hotel Management and Catering Technology is running successfully since 1994 established by YUGANTAR EDUCATION SOCIETY. We were the central India's first 4 years degree college, affiliated by AICTE, DTE, Nagpur University and government of Maharashtra. Till now more than 2500 students have successfully cleared the graduation from our college. Having excellent infrastructure comprising of three storeyed building with well equipped kitchen, training restaurant and bar, bakery, training guest room for housekeeping and front office lab, classrooms, computer lab, seminar and conference hall and library.



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FERN RESIDENCY TURBHE NAVI MUMBAI



A new first class business hotel in Navi Mumbai, The Fern Residency, Turbhe offers a premium hotel experience of 76 spacious rooms, Connexions, the finely designed multi cuisine restaurant, CZAR, our chic restobar, a state-of-art banquet hall and wide spread Eastern Terrace .

The hotel is conveniently located in the heart of the city and is an ideal choice for business or social gatherings. Weddings, anniversaries, birthday parties, conferences, corporate award shows, dealer meets, training sessions, off-sites, fashion shows, all can be conveniently held here.



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MASTERMIND BICYCLE CAFÉ



At Mastermind Bicycle Cafe, we've crafted a space that caters to all passions and interests. Whether you're a cycling enthusiast seeking camaraderie or a food lover looking for delectable delights, we've got you covered. Our menu boasts mouthwatering continental cuisine, expertly crafted by our talented chefs using the finest ingredients. From brunch to dinner and delightful desserts, our dishes will leave you satisfied. Specialty coffee is at the heart of our cafe, sourced from the best beans worldwide. Each sip promises an exceptional experience that will awaken your senses. For those craving a cool treat, our premium gelato selection is a must-try, perfect for hot summer days or whenever you need something sweet. We cherish our furry friends too, welcoming them with open arms as a pet-friendly cafe. But Mastermind Bicycle Cafe is more than just a cafe; it's a cycling hub. We offer bike repairs, group rides, and workshops, catering to cyclists of all levels. Namrata Thakkar, our Co-Founder, fused her passion for physiotherapy and coffee to create a haven where cyclists and coffee lovers unite. Her expertise and Barista certification ensure the perfect brew. Visit Mastermind Bicycle Cafe today to indulge in an extraordinary experience that brings your passions together under one roof. Cheers to savoring life's best moments with great food, coffee, and the joy of cycling.



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PUGDUNDEE SAFARIS/WAGHOBA ECO LODGE



Waghoba Eco Lodge is set in the buffer zone of Tadoba National Park. The cottages have been crafted by drawing inspiration from the very best of eco-construction and local aesthetics, with sustainability ingrained in each aspect of its construction. As the main construction material used is Adobe bricks, we made 100% of them at site using earth dug up from foundation work, also these bricks are non-fired unlike conventional bricks, hence having a very low carbon impact (pictures attached). Our Guna vault roofs tiles are made by local potters of a nearby village, thus supporting the local community besides being eco-friendly. The lodge is single-use plastic free & operates sustainably.



Waghoba Eco Lodge, Tadoba Tiger Reserve, Near Khutwanda Gate, Village Wadala Tukum, Tehsil

Bhadravati, District Chandrapur, Maharashtra - 442906

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Love and Cheesecake launches enticing new donut menu



Hershey India Pvt. Ltd., a part of The Hershey Company, a leading global snacking and confectionary company, has launched a new digital campaign, 'Slurp Up the Fun', with the introduction of cashew butterscotch ice cream flavour milkshake. The brand has curated a novel blend of cashew nuts and butterscotch ice cream flavour, based on latest consumer trends and research for distinctive and exotic milkshake flavours. The campaign, 'Slurp Up the Fun', emphasises the indulgent experience of consuming Hershey's Milkshake. It is designed to resonate with consumers of all age groups, encouraging them to explore new and exciting flavours of Hershey's Milkshake to beat the heat this summer.

Bonn Group launches nutrients-rich millet-based bread



Bonn Group of Industries has launched millet bread and other bakery products under its category like millet pizza and millet burger. It is claimed that the product is packed with the goodness of Jowar, Bajra, and Ragi. With their brand tagline "Go Healthy With Millets" Bonn Group of Industries has taken this initiative to support the International Millets Year and the Indian government's Millet Mission to promote millet and provide Indians with a nutrient-rich diet by introducing a range of millet-based bread and bakery products.

Noto Icecream launches Noto bars



Homegrown ice cream brand, Noto commemorated its 4th birthday with the launch of Noto bars that are available in two indulgent flavors — Chocolate Brownie and Roasted Hazelnut. It is claimed that the bars are low calorie and have no added sugar.

Kellogg's & Hershey's collaborate to launch 'Kellogg's Hershey's Chocos'



Kellogg's and Hershey's, two globally renowned companies, have teamed up to launch the new Kellogg's Hershey's Chocos. Through a strategic licensing partnership introducing a co-branded cereal variant to provide consumers with a new chocolatey experience. The launch TVC revolves around a young kid and his dog friend, who together express their excitement and love for the new Chocos variant through an engaging conversation. The launch is being supported by a Pan-India campaign that will span over two months.

According to the brand sources, in a one-of-a-kind collaboration, Kellogg's Chocos and Hershey's, two legacy brands, have come together to create an irresistible chocolatey experience that kids will love and this is expected to be a new delicious breakfast cereal providing kids with a satisfying boost of energy in the morning before embarking on their school day adventures.

Yauatcha's irresistible new ice cream sensations!



Yauatcha, the all-day dim sum tea house originating from London, is adding an extra touch of sweetness to its offerings by introducing two new flavours to its premium-gourmet assortment of ice creams. The newly launched ice cream comes in different flavours. Fig & Coffee ice cream boasts swirls of fresh fig compote and dark liqueur delicately rippled through a base of coffee-infused ice cream. The Mango & Mascarpone ice cream, is reportedly a bright, creamy, and indulgent creation that reportedly brings together the vibrant flavours of fresh mango, rich cream, and luscious mascarpone cheese.

Tikku Condiments sets new milestone with over 200 offerings



On the occasion of Food Safety Day, Tikku Condiments has announced its, now offering over 200 diverse products under its Tikku banner. With a steadfast commitment to quality, affordability, and safety, it has emerged as the go-to destination for all Indian kitchen requirements. According to brand sources, with the introduction of their expanded product portfolio, they are taking a giant leap towards becoming the ultimate one-stop shop for all Indian kitchen needs.

The company claims that only the finest raw materials, procured directly from trusted sources ensure exceptional taste and uncompromising quality and by procuring raw materials in bulk, it maintains superior product taste and passes on cost savings to consumers, making their products highly affordable.

Havmor launches assortment of unique ice cream flavours



Havmor Ice Cream, a leading Indian ice cream brand and a subsidiary of Lotte Wellfood Co. Ltd., has unveiled its range of exciting flavours of creamy ice creams this season. The brand has announced an array of 10 new flavours, catering to diverse tastes and preferences including Rajwadi, Kulfi Falooda, Zulubar, Wild Berries Blockbuster. According to brand sources, the response to these new flavors has been remarkable.

Nestlé Expands Its Breakfast Cereals Portfolio In India



Nestlé Breakfast Cereals has introduced two new products KOKO KRUNCH Millet-Jowar and MUNCH Breakfast Cereals to its portfolio in India. Nestlé India offers a range of different breakfast cereal options. KOKO KRUNCH Millet-Jowar breakfast cereals is a step in the direction of renovation where local grains such as Jowar, also known as the “King of Millets” has been introduced along with existing ingredients such as rice and wheat. With its great chocolatey taste, KOKO KRUNCH helps in making family mornings fun. Nestlé Breakfast Cereals was introduced in India in 2018, offering different breakfast cereal choices for Indian families.

FNP expands portfolio with gourmet food, launches premium line of chocolates



India’s largest gifting brand FNP has ventured into the gourmet food market with its exclusive range of premium couverture chocolates. FNP Chocolates feature 4 distinct variants, each crafted with care and precision to deliver an exceptional taste experience.

The variants include Milk Chocolate, Dark Chocolate, Fruit N Nut and White Chocolate with Rose Petals,

FNP Chocolates will be exclusively available through FNP.com and in over 400 brand retail outlets across the country. The brand claims the premium line is made with couverture chocolate, which stands out for its rich concentration of cocoa butter.

HRA Today

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SUSTENANCE CALLS FOR COMBATING THE CHALLENGES

Growth of tourism sector in India, the preference of today's younger generation to order food from the convenience of their homes, the popularity of food delivery platforms and curiosity to explore regional cuisines and international cuisines are factors shaping the future prospects of the Hotel-Restaurants-Catering (HoReCa) business in India. India's rich cultural heritage, diverse landscapes, and historical attractions continue to attract a significant number of domestic and international tourists. Increase in double income families, rising disposable incomes, changing lifestyles, a burgeoning middle-class and increasing urbanisation are contributing to increased consumer spending on dining out, travel and leisure activities. These are all factors which are giving a tremendous boost to the diverse segments of hospitality industry.

The removal of travel restrictions worldwide and the increasing demand for travel have resulted in a steady improvement in global tourism in 2022 and 2023. Although domestic tourism remains a consistent contributor, international tourism is expected to grow in 2023.

The increasing adoption of digital solutions, such as online reservations, mobile apps, and contactless payments in the hotel sector has improved

operational efficiency and enhanced customer experience. Technology has also enabled better inventory management, data analysis, and personalised marketing strategies, contributing to the growth of the sector.

Supportive government policies, tourism promotion initiatives and reforms, and measures for enhancing ease of doing business are also encouraging investments in the HoReCa sector.

The vibrancy which the HoReCa industry in India is witnessing can be easily gauged from the reports given under the column News and the other stories and features covered in this edition. It has become one of the most happening industries in the country.

It goes without saying that with a large number of new players entering the market and the existing players embarking upon an expansion mode, the HoReCa industry in India is becoming increasingly competitive, posing challenges for both existing establishments and new entrants. Irrespective of the segment, surpassing customer / guest expectations, personalization of services and high quality delivery have become indispensable ingredients for effectively withstanding these challenges and for growth and sustenance.

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The Hotel and Restaurant Association of Western India (HRAWI) appointed me as its Secretary General in October 2021. I am a graduate from IHM-Mumbai and have over two decades of industry experience across Sales & Marketing, Revenue and Food & Beverage. I have worked with some of the finest and renowned hospitality brands in the country including Ananda in the Himalayas, Shangri-La Hotels & Resorts & Park Hotels.

As Secretary General of HRAWI, my role entails liaising and facilitating the various processes and functions of the office for efficient management of the Association and its affairs. Other than this, policy advocacy with the Government, membership service and most importantly carrying out all such tasks to mitigate any hardships caused to members are my priority. I do my best to carry out the functions with efficiency and I thank the members for reposing their faith in me.

My experience in hospitality has equipped me with the requisite industry knowledge which I put to optimum use for the benefit of the Association and its members.

