



H R A NOW

OFFICIAL PUBLICATION OF HOTEL &
RESTAURANT ASSOCIATION (WESTERN INDIA)

FOR PRIVATE CIRCULATION ONLY

MAY 2016



OTA

**On Increase In
Hospitality Industry**





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President's Note

Dear Members of the HRA (WI):

The Summers have brought scorching heat due to which there is lot of water shortage in all states. HRAWI has urged member hoteliers to conserve the precious resource by taking small steps like serving water and refilling only upon guests' request to not using the water hose to sweep the paths or driveways but by using just dry broom. Some of the key water saving practices that the association has urged its members to follow include serving half a glass of water when requested for some, reusing untouched water, crockery and cutlery, requesting the guest to use less water to avoid wastage and informing them about the drought, requesting the guest to turn off the taps when not in use or lowering the flow of the water, using a cover on the pool while not in use to reduce evaporation, among others.

The association has raised concerns over the Government's plan to open up homestays as a way to bridge the acute deficiency of hotel rooms in the country for promoting tourism. The proposal which may allow anyone to offer stays at their homes will have no Government intervention and not attract any kind of taxation or commercial tariffs. The hotel industry is sceptical about the outcome of such a plan as it could backfire with no assurance of guest safety and would have consequences that affect employment and tax revenues.

HRA NOW this month has focused on OTA On Increase In Hospitality Industry . Today the way bookings are been done in hotels are majorly through online travel portals rather than directly from hotel websites. For hotel companies, the success of online travel agencies represents both an opportunity in terms of additional revenues and promotion in new markets and a threat because of the significant commissions they need to pay and the rising competition for customers' loyalty. Hoteliers need to learn to cooperate effectively with OTAs as well as to implement innovative strategies to increase direct bookings.

The destination covered in HRA NOW this month is Matheran Asia's only automobile-free hill station having a scenic mystical atmosphere. Tourists come here to relax and rejuvenating. It is also known to be trekker's paradise. One of the finest hill stations in Maharashtra it has been blessed with remarkable forest ecosystem which is unique in many aspects.

The association has been organising number of seminars for the benefit of members, we request all our members to participate and gain knowledge through the same.

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

With Best Regards,

Bharat Malkani
President HRAWI

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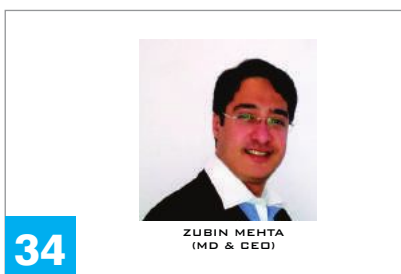
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‘Seminar on “Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) held on Tuesday, 29th of March, 2016 at “The Waterstones Hotel”, Off International Airport Approach Road, Sahar Mumbai’





HRAWI Extends a Warm Welcome to its New Members

**29/1, J.R. Mahatre Road, Opp. Iris Park,
Juhu, Mumbai - 400049.**

Z Luxury Residences is located in the fashionable and exclusive area of Juhu beach on the northwest side of Mumbai, it is within 15 minutes reach from both international and domestic airports and within 25 minutes from the shopping districts of Bandra and Andheri. They specializes in providing spacious, fully serviced accommodations for business, leisure travellers relocating expatriates, special project personnel and executives on extended business trips, offering residences, ranging from studio, one and two-bedroom, Presidential Pent House.

Modern designer furniture, flat screen TV's; comprehensive entertainment system and satellite TV channels; high speed internet; king / queen size bed; in-room safe; fully appointed kitchen with electric stove, refrigerator, toaster, coffee-maker, ceramic hob cooker, microwave oven; complete set of crockery, cutlery and cooking utensils; and a washing machine and dryer in every residence, are just some of the things to make guest stay more comfortable. An on-site international cuisine restaurant (Z Lounge), Indian Specialty Restaurant - Jal; 24-hour Reception front desk; Residents' Lounge; Fully equipped fitness center; roof-top infinity pool; 24-hour security and valet car parking further enhance the experience at this fascinating property.



**Near Digjam Circle, Airport Road,
Jamnagar - 361006.**

Hotel Fortune Palace has a unique blend of contemporary design and urban style, which creates a striking landmark in the City of Jamnagar. An officially categorised first four star hotel stands tall and proud as the symbol of timeless Indian Hospitality, where innovation, ideas and change are the way to the future. The hotel is designed with business & leisure tourism in mind, and it's just minutes from city shopping facilities, key attractions, sumair club and coastal line, besides directly linking to the city airport, bus and railways.

The hotel is a city icon, serving an array of international delights under a soaring atrium where each guest interaction is a memorable experience. The 45 luxurious and elegant rooms together with their special HFP suites offer the space and exclusivity to enjoy highest level of great service, ultimate comfort and style with exquisite cuisine, relaxing leisure facilities along with far-reaching banquet and conference service facilities makes them the best in the industry.





INFINITI HOLIDAYS

Educational Tour Operators

**D - 44, Plot No. 160, Vishveshwar CHS,
Sector No. 1, Behind Dena Bank, Charkop,
Kandivali (W), Mumbai - 400067.**

A major player in the field of Educational Tour Operator, Infiniti Holidays is the brain child of Mr. Prashant. V. Andhalkar. Established in the year 1994 right in the suburbs of Mumbai, Infiniti Holidays is the right to book your holidays as they give specialized service in sectors such as School education tours, Camps, College industrial visit, International study tours and other holiday packages as well. It is their continued efforts to offer clients up to date educational outings in and outside India. Infiniti Holidays organize high quality informative Industrial Visits for leading Colleges & Educational Institutes in and around Mumbai. Their International study tours allow students of all levels to learn about unique differences between how things are done in their home countries and elsewhere in the world.



Hotel Industry Unites For The Cause Of Water Conservation Hrawi President Urges Members To Use Water Cautiously

Hotel and Restaurant Association of Western India (HRAWI), the apex body of hotels and restaurants in the western region including the states of Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Goa and the Union Territories of Daman, Diu & Silvassa has issued guidelines to its members on conservation and use of water. In a letter addressed to its members, **Mr. Bharat Malkani, the President of**

HRAWI has urged member hoteliers to conserve the precious resource by taking small steps like serving water and refilling only upon guests' request to not using the water hose to sweep the paths or driveways but by using just dry broom. Some of the key water saving practices that the association has urged its members to follow include serving half a glass of water when requested for some, reusing untouched water, crockery and cutlery, requesting the guest to use less water to avoid wastage and informing them about the drought, requesting the guest to turn off the taps when not in use or lowering the flow of the water, using a cover on the pool while not in use to reduce evaporation, among others.

"Water is a very precious resource and conserving it has become the need of the hour. Every drop of water saved could make a difference and especially so when all the hoteliers and restaurateurs join hands it could mean a significant one. Using less water helps us to become more flexible during times of water shortage; and conserving water is simple and inexpensive," says Mr. Bharat Malkani, President, HRAWI. ■



Hotel Industry Sceptical About Government's Homestay Plans To Promote Tourism

The Hotel and Restaurant Association of Western India (HRAWI) has raised concerns over the Government's plan to open up homestays as a way to bridge the acute deficiency of hotel rooms in the country for promoting tourism. The proposal which may allow anyone to offer stays at their homes will have no Government intervention and not attract any kind of taxation or commercial tariffs. The hotel industry is skeptical about the outcome of such a plan as it could backfire with no assurance of guest safety and would have consequences that affect employment and tax revenues. "In a country like India where tourism is at a nascent stage promotion of homestays at the expense of organised hospitality could spell doom. The



primary problem with homestays is that there are no standardizations or categorizations. There have been multiple cases of exaggerated promises, misrepresentations, disagreements and conflicts with guests, hygiene issues and intimidations among others. Because homestays are unregulated, there are no redressal systems in place," says **Mr. Bharat Malkani, President, HRAWI & Federation of Hotels and Restaurants Association of India (FHRAI)**. "Hotels are required by law to send details of foreign guests to the police station by submission of a C Form. This is a security requirement from the Ministry of Home Affairs. Homestays are not required to be compliant and the industry fears that this will become the de facto accommodation for those foreigners that seek anonymity from the Police," he adds. HRAWI also questioned the relevance of subjecting hotels to administrative clearances, liquor permits and other licenses while home stays providing the very same services are exempted. Homestays, functioning just like hotels do, are prevalent even today in a lot of states. However, they are unorganized and are presently limited in numbers. With the Government's new shift in policy focusing on homestays, the dynamics are expected to change. "The hospitality industry without homestays in Maharashtra today can generate almost Rs. 600 crores per extra night that a foreign tourist stays back to the Government as foreign exchange earnings, besides being the highest employment generator. Almost all tourist towns across the world have grown on the back of strong hospitality infrastructure and not homestays, which are brought in only as a stop gap emergency measure, as Delhi did during the Asian games, due to the three year gestation period to add new hotel rooms. The solution to growth of tourism in India is freeing the hospitality sector from red tapism and following a pragmatic taxation policy," says **Mr. Kamlesh Barot, past President, HRAWI**. "If the homestays concept does go into execution then hotels that are presently operating with the highest taxation applicable in addition to paying for utilities such as water and electricity at commercial rates are bound to be doomed. Tourism cannot afford to run or prosper without hotels and the Government will have to consider an alternate plan that can either allow hotels to operate with the same relaxations as would be given to homestays or vice versa," concludes Mr. Malkani. ■

The Fern Residency Recently Opens Doors In Pune MIDC

The Fern is award-winning chain of business hotels in India with luxury hotels & resorts at prime locations for families, business & leisure travelers. They are amongst the fastest growing hotel brands in India with 1500+ rooms under management across 21 + locations. The Fern Hotels & Resorts is at the forefront of responsible hospitality and sustainable tourism. This approach has won the brand recognition from all segments of society – guest, government, peer and community. They believe in the perfect blend of luxury and coexistence with nature. With its baseline 'Leading environmentally sensitive hotels', The Fern Hotels & Resorts is amongst the Fastest growing hotel brands in India and currently a recipient of more than 41 National and International awards.

The Fern Hotels & Resorts has recently announced the opening of The Fern Residency, MIDC, Pune, it is a smart business hotel strategically located in the hub of this Industrial area of Pune, with all eminent features for executive business travelers, catering to mid and budget segment. The Hotel offers 40 well appointed rooms, Ten Café a multi – cuisine Coffee shop & Restaurant and an exclusive contemporary open



air restaurant AZU. The hotel provides all facilities keeping in mind today's business traveller's needs like Wi-Fi free zone and conference facilities. All the hotel rooms are of deluxe category and are equipped with LED Television with International entertainment and news, full length wardrobe, In room Tea/Coffee facilities, digital in room safe, complimentary bottle of water, minibar, high speed wifi internet, 24 hours room service. In room dining, housekeeping, air-conditioning, hot & cold running water, coffee table, business desk, direct dial. The Hotel is situated 14 km north of Pune. The NH 50 (Pune - Nasik National Highway) goes through Bhosari. The unit is owned and promoted by Mhaske Leisure Pvt Ltd. The company is into Hospitality and development of Real Estate. The hotel is managed by Concept Hospitality, part of CG Hotels and Resorts portfolio. ■

For Best Use Of Social Media Oyo Rooms Wins The Quest Experience Award

The Quest Customer Experience Awards is collaboration between OneDirect and Twitter and is judged by leaders in the customer experience industry. The award is one of the more important events in the calendar for CX professionals



across the nation that enables businesses to compete for the ultimate accolade in the world of customer experience. Oyo Rooms are India's largest branded network of hotels spread across 175 cities with 5500+ hotels offering standardized stay experiences at an unmatched price, they promise to provide the same amenities and the same awesome experience across all its rooms. OYO uses technology to link all its functions and provide the customer a seamless awesome experience. Oyo Rooms has won the prestigious Quest Experience Award for 'Best Use of Social Media' for Customer Experience, more than 100 other companies,



including the leaders in all major verticals such as online travel, e-commerce, aviation, telecom and transport competed.

Mr. Ankit Tandon, Vice President-Operations, Oyo Rooms received the award.

Speaking about the occasion, OYO COO Abhinav Sinha said, "Customer-experience is at the heart of what we do at OYO and I am thrilled that we have won this award. We started with strengthening our existing Social Media team and empowered them to enable seamless and quick resolutions. When we set out, we wanted to build an extremely fast and responsive channel that would offer immediate response and a transparent resolution, build trust in our ability to resolve any customer- issues and set benchmarks in the industry. As a result of this, in March 2016, OYO became India's most responsive brand on Social Media with 93% of complaints and queries resolved in less than 30 minutes. I want to highlight and appreciate each member of the CX team who has helped make this possible." ■

Conrad Hotels & Resorts Announced Opening Of Conrad Pune

Conrad Hotels & Resorts offers inspired style, service and connection in gateway cities and exclusive



leisure destinations around the world. They have recently announced opening of Conrad Pune. The hotel strategically located in the heart of the city on Mangaldas Road, between the premium locations of Koregoan Park and Boat Club Road, the Conrad Pune is the epitome of luxury. It is the destination for the new generation discerning global travellers for whom life, business and pleasure seamlessly intersects. Those people who know that the greatest luxury is the luxury of being oneself. The hotel's top of the line 310 luxury rooms delivers to its guests a one of a kind experience with sophisticated surroundings and service which is more than personal. These 'Intelligent Rooms' sense the guest's arrival and switch from energy saving mode



to occupied activating the air-conditioning system, drawing curtains and adjusting the lights to suit the time of day.

The hotel's Food & Beverage facilities comprise of an Oriental Speciality Restaurant, a Bar, an Indian Speciality Restaurant and a Coffee Shop for all day dining. It has state-of-art Meeting Rooms and Ball Room in addition to a modern Health Club and SPA. The hotel is managed by Hilton Worldwide and owned by Palm Grove Beach Hotels, a wholly owned subsidiary of the K. Raheja Constructions Group.

Amit Midha, General Manager, Conrad Pune said, "The introduction of the Conrad brand in India marks a significant milestone for the brand's expansion in South Asia, and Pune enjoys a robust demand for high-end hospitality from affluent travellers from around the globe. We are uniquely positioned to cater to the needs of the new generation of smart luxury travellers, offering access to a world of connections and inspired experiences." ■

Cox & Kings Opens New Franchise Store At Opera House, Mumbai

Cox & Kings one of the best tour operators in India offering various domestic and international travel packages & deals.

It is also the leading holiday travel group with operations in 22 countries



across continents. The company has recently launched a new franchise store at opera House, Mumbai.

The store will be operated by Mr. Deepak Desai and Vaibhav Jhaveri; it was inaugurated by Mr. Champalal Vardhan, CMD Neelam Realtors. This new Cox & Kings' outlet will make available to all travelers, travel deals both domestic and international. Other travel related needs such as airline tickets, travel insurance & trade fairs will also be provided at the store.

This is Cox & Kings' 12th store in Mumbai & surrounding areas. The other stores are located at Andheri- J.B.Nagar (E), Santacruz (W), Dombivali, (E), Ghatkopar (E), Mulund, Kandivali (W), Kandivali (E), Thane -Talaao Pali (W), Vasai (W), Panvel and Vashi (E),

According to Karan Anand, Head-Relationships, Cox & Kings,

"Mumbai is one of the key holiday markets and this store, located in the heart of the city will provide our valued travellers in the area, to access our products and services."

The new store is located Off SVP Road, Opp- Central Bank of India, Opera House, Mumbai. ■

Jakson Inns Phaltan- India's First Three Star LEED GREEN Platinum Rated Hotel

Jakson Inns Phaltan being at a proximity of 5 hours from Mumbai & 2 hours from Pune, the hotel is located at

an exciting destination that breaks the monotony of Lonavala, Khandala & Mahabaleshwar.

Nestled among serene sugarcane fields and pomegranate orchards in Phaltan the Jakson Inns has been awarded India's first three star LEED GREEN platinum rated hotel.

The hotel is located on a 6 acre property it hosts 69 deluxe rooms of 290 sq ft. and 4 suits of 560 sq ft. All rooms include flat screen TVs, Tea and Coffee makers, free WiFi connectivity, and a large laptop size safe. Their rooms are even tailored for the single female traveller and for the physically challenged. The



hotel boasts a contemporary bar, a vibrant multicuisine restaurant and 24 hour in-room dining service. It has both indoor & outdoor recreation facilities suited for families. A full service gym and treatment room is also available.

The hotel is designed not only for corporate travellers but also for family getaways. It hosts a fully equipped 15 person board room with video conferencing facilities. Also available is a Banqueting facility which can seat between 70 to 150 people in various styles for various occasions such as conferences and meetings. In addition the outdoor lawns are ideal for weddings and large events.

If you are a city slicker and want to savour Mother Nature with family, the Jakson Inns Phaltan should be your destination. They offer a rustic experience in modern day environments. If one misses grandmothers smoky kitchen or her decadent cuisine, or want to give your children an experience of milking cows, riding a bullock cart, watch sugarcane turning into sugar crystals, seeing a mulberry worm turn into silk garments, learn ancient pickling recipes, having masala chai under a mango tree, eating zunka bhakar on the lawns or love horse riding. The Jakson Inns Phaltan has a gamut of it all. In short the Jakson Inns Phaltan is built to create memories.

The hotels proximity to the Fratelli & Four Season Vineyards also makes it a favorable destination for wine lovers. Apart from this, the hotel is a popular destination for guests seeking to visit the famous Kas Pathar – the valley of flowers.

Phaltan is the ancient capital of Maharashtra and was the birthplace of Shivaji Maharaj's first wife Saibai and so has a rich historic significance. It is a hub for temple tourism and the Pandharpur Yatra blesses the hotel every year. ■

PayPal Digital Payments Company Ties Up With Oyo Rooms



PayPal, the world's leading open digital payments company, announced a tie-up with Oyo Rooms, India's largest branded network of hotels.

PayPal constantly works to maintain and enhance the security, reliability and responsiveness of the secure payments platform to allow 179 million active consumers and millions of merchants across 203 markets around the world to pay and get paid with confidence every day. PayPal's Seller Protection program helps guard merchants from losing money to claims and chargebacks.

OYO Rooms has disrupted the legacy-driven business of hospitality, creating a sizeable and new market opportunity. Having established its market leadership in India, OYO Rooms recently forayed into South East Asia through launch of operations in Malaysia. The partnership with PayPal will enable Oyo Rooms' customers across the globe to seamlessly pay for their bookings in Malaysia and other South East Asian countries via PayPal.

Speaking on the partnership, Hamish Moline, Regional Merchant Services, PayPal APAC, said, "The Indian e-commerce sector is at a stage where growth is exponential and with this comes increased risk. Growth of new age businesses like OYO Rooms can be further accelerated if they are protected against online payment risks and frauds. PayPal's technology protects merchants such as OYO Rooms against unauthorized transactions and mitigates associated risks. We are proud to have tied-up with OYO Rooms and look forward to aid their growth through our holistic payments technology in every way possible."

Abhinav Sinha, COO OYO Rooms, spoke about the partnership, "We are focused on utilizing technology to enhance guest experience and solve customer problems. This tie-up with PayPal will assist us in delivering a seamless payment experience through reduced friction during payment process. PayPal is a global leader in payments and we look forward to their network supporting our growth." ■

HOTELSZ.COM Recently Launched By LEISURE CORP

Leisure Corp is a leading corporation having headquartered in India with a global presence, they offer management solutions in the sector of hospitality,



tourism, leisure, events & entertainment. Founded in 1997, Leisure Corp is an enterprise that advocates and practices 360-degree management solutions for the corporate fraternity, travel agents & holiday customers with 3 divisions under the corporate umbrella - Global Nomads, Hotelsz.com & Happi Holidays. Founded by Mr. Naveen Kundu, the company's core expertise lies in providing 360 travel based management solutions. They operate globally with 5 representative offices. They have won three awards representing their excellence in stakeholder engagement programmes.

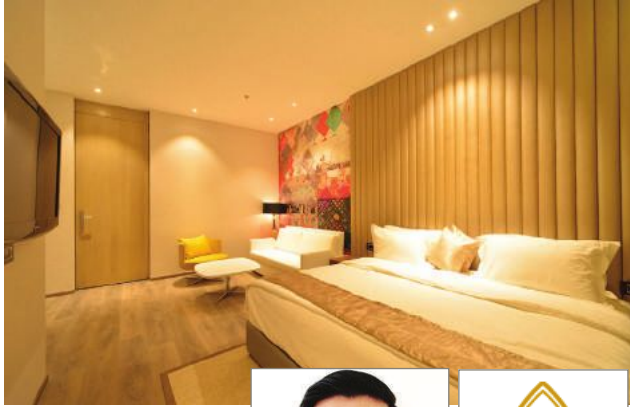
Leisure Corp. recently launched Hotelsz.com, a dedicated B2B hotel booking portal. The portal enables and empowers small and medium travel agents who are currently losing business to online consumer portals.

Through this new portal, travel agents can book any hotel, book transfers and attractions across the globe. Launching the portal Mr. Naveen Kundu, Founder and Group Managing Director, Leisure Corp., said that with Hotelsz.com, small and medium travel agents will have a 'reliable partner' to book hotels, transfers and attractions at an attractive rate which will be 5 to 20 per cent cheaper than what is offered by other channels.

"We want to enlist small and medium travel agents who do not have the muscle power to invest in own portals. We want to make them our distribution partners and reward & recognize them," added Mr. Naveen Kundu.

Currently 150,000 hotels across the globe can be booked through Hotelsz.com, and within three months the number of hotels will go up to 300,000, the promoters also have plans to integrate air-ticket booking, railway and bus booking in to the portal in the second phase of the expansion. ■

Mr. Kabir Mehra recently appointed as General Manager of Eastin Residences Vadodara



Eastin Residences Vadodara is a 4 star hotel, located in Alkapuri, the western side of Vadodara City

and also the commercial hub. The hotel is conveniently located just 15 minutes away from the airport.

All 43 rooms will have modern architecture which will blend well with the rustic setting. The hotel facilities provide value and flexibility to serve the needs of customers for extended stays, whether for business or pleasure; spacious accommodation, personalized services and modern facilities. Facilities include an all day dining restaurant serving local and regional favourites, gym and a mini mart.

Eastin Residences Vadodara appointed Mr. Kabir Mehra as General Manager. He is qualified with a degree in Hotel Management from the University of Huddersfield, U.K.

Mr. Mehra has diverse experiences of over 9 years in Hotel Operations which includes Rooms Division, Sales, Marketing and Guest Services. He has had assignments in various capacities with noteworthy Brands which also include Accor and Ginger Hotels.

Prior to joining Absolute Hotel Services, he was the Rooms Division Manager with the Royal Orchid Central, Bangalore. Intense exposure through this role has nurtured and fortified his ability to take up this exciting position. In his current role as General Manager of Eastin Residences Vadodara, he will be responsible to successfully open an hotel, pioneering the concept of Service Apartments, in Vadodara.

On the appointment of Mr. Kabir Mehra, Mr. Shalil Suvarna, VP - Operations & Pre-Opening Absolute Hotel Services India said, "Kabir's appointment is a key milestone in the opening journey of the hotel. His passion for 360 degree service engagement, high energy and non-



negotiable international standards of hotel operations would immensely contribute in establishing the hotel within the niche segment." ■

Dr. Manisha Rakesh Hadke appointed as Spa Manager of U Sante Spa at U Tropicana Alibaug



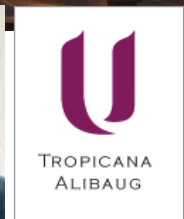
UTropicana Alibaug spread over 12 acres is located off Chondi Naka and just three

kilometers from picturesque Kihim Beach. Tropically landscaped gardens and greenery allowing guests to forget about the worldly worries and bask in an atmosphere of ultimate relaxation and rejuvenation.

All 32 Deluxe rooms and suites are decorated in the contemporary design with local influences and U's unique concept of service. Facilities include an all day dining restaurant, lounge bar, spa, fitness centre and library for guests to catch up on news or sunk in their favourite books or magazines.

U Tropicana Alibaug has recently appointed Dr. Manisha Rakesh Hadke as Spa Manager at their Sante Spa which offers luxury Spa facilities with private treatment rooms offering massage therapies that embrace the most effective Indian & European styles of massage to promote a sense of well being and nurture the spirit.

Dr. Hadke has a qualified degree in Ayurveda Medicine and Surgery from Mumbai University and Diploma in Panchakarma. She brings with her more than 15 years of experience in Spa, Ayurveda and Hospitality industry. Prior to joining U Tropicana Alibaug, she was Assistant Spa Manager and Ayurveda Physician with the Taj Group of Hotels and was responsible for leadership of Spa and Leisure which include Yoga, Meditation, Relaxation, Gymnasium and Thermal experiences. Additionally, she has had assignments as Ayurveda Consultant with notable Brands which also include Ayush Therapy Centre, Hindustan Lever and Apollo Hospitals. In her current role



she will lead and supervise the development of U Sante Spa along with wellness and recreation operations of the resort.

On appointment of Dr. Manisha Rakesh Hadke as Spa Manager Mr. Muneesh Budden, General Manager U Tropicana Alibaug said, "We are pleased to welcome Dr. Manisha to our leadership team. Her expertise, dedication and enthusiasm along with holistic wellness approach will take U Sante Spa on even higher level of service and affirm our status as one of Alibaug's most luxury wellness experiences." ■

Mr. Subhabrata Roy appointed as General Manager & Chef Ashvini Kumar appointed as Executive Chef at Four Points by Sheraton Navi Mumbai-Vashi



Located in the corporate hub of the Navi Mumbai Metropolitan, Four Points by Sheraton Navi Mumbai, Vashi is close to myriad attractions, like the Belapur Fort and Kharghar Hills. Mumbai is just 40 kilometres from the hotel and the industrial city is easily accessible via the express highway in 2 hours. It is designed to meet the needs of today's discerning traveler.

Designed in a contemporary style, the hotel's 150 guest rooms and suites are tastefully decorated and provide all the comforts of home, equipped with all modern facilities. The hotel has three restaurants and lounge bar offering a selection of cuisines from around the world. Four Points by Sheraton operates 'Asian Kitchen' that serves multi-cuisine breakfast, and lunch buffets and A la carte dinner. The hotel has 24 hours Coffee Shop and 'Sky Grill', a Barbeque restaurant.

Four Points by Sheraton Navi Mumbai-Vashi has recently appointed Mr. Subhabrata Roy as General Manager. He has a degree in Commerce from the Calcutta University

followed by a 3 year Catering Management Diploma from the prestigious IIM, Calcutta. His first job was at 'The Regent, Mumbai as an entry-level associate in the Front Office Department in the year 2000. Over the years, he has scaled through all the ancillary departments of Room Division with his key forte being Preopening, General Operations and Revenue Stream.

With an experience of over 16 years in the hospitality industry, Mr. Roy has worked with some of the most prominent hotel brands in India which include the Taj Group of Hotels, Keys Hotels, Oakwood and Accor.

Before joining Four Points by Sheraton Navi Mumbai, Vashi. Mr. Roy successfully held the position of General Manager, Corporate Accommodation at Keys hotel where, he was responsible for a turnover of around Rs. 150 crores. He has also been a certified Corporate Trainer for the Taj Group of Hotels.

Four Points by Sheraton Navi Mumbai, Vashi has also recently appointed Chef Ashvini Kumar as their Executive Chef. He holds a Diploma in Hotel Management from the Indo American Hotel Management Academy, Visakhapatnam. With more than 18 years of work experience in the hospitality industry, Chef Ashvini Kumar has strong interpersonal communication skills with a rich and diverse work background in the Food & Beverage Industry. He is very knowledgeable in terms of kitchen operations and is adaptive and always ready to take up challenges. His passion is to continue to learn; to teach; to lead; to enable opportunity; and to create Indian and International recipes with innovation. Before joining Four Points by Sheraton Navi Mumbai, Vashi, Chef Ashvini Kumar has worked with The Regenza by Tunga Vashi, Navi Mumbai, Novotel Ahmedabad and Novotel Bengaluru Tech Park over a period of 6 years. His profession has taken him around the world, with his past experiences including Tunga Group, Accor Group (Novotel, Ibis), Marriott, Cruise lines, and a standalone restaurant in Dubai. Chef Kumar's hobbies include travelling, trying out new cuisines, and meeting new people from different cultures and learning from their culinary experiences. Chef Ashvini Kumar is a creative and highly motivated individual who has a passion for exploration and excellence in his chosen field. ■

Atmantan Wellness Resort by DSM opens near Pune

Destination Spa Management is the world's only hospitality management company that specialises in developing and managing bespoke health resorts and wellness centres. The company has bases in Bangkok and Guangzhou and operates throughout Asia. They help



property owners and developers to capitalize on the growing trend of Wellness Tourism by creating unique wellness concepts that fit their particular vision, location, target market, budget and objectives. Every aspect is expertly handled, starting with Concept development and business planning, through to Technical Services and Pre-Opening. DSM manage properties using systems honed in over a decade working with some of the world's most successful health resorts.

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

Joy Menzies, Managing Director, DSM said, "As an operator, it is a rare pleasure to have a resort that ticks all the boxes for a successful wellness property. The location is perfect, and the owners are fully committed to a results-oriented wellness concept. Atmantan's motto is "Be Transformed", and we are delighted to have the staff, facilities, systems and evidence-based programs to deliver on that promise."

Owners, Nikhil and Sharmilee Kapur said, "We are delighted to see our vision taken forward by DSM. Our intention is for Atmantan to truly be a place for personal transformation and deep understanding of holistic wellness – both key ingredients for a happy life." ■

Sterling Holiday Resorts now owns Nature Trails Resorts

Sterling Holiday Resorts Limited, one of India's leading Holiday Lifestyle companies has announced its acquisition of 'Nature Trails Resorts Private Limited', an adventure holiday company that operates resorts at five unique destinations in Maharashtra.

Nature Trails Resorts Private Limited is now a 100 per cent subsidiary of Sterling Holidays Resorts Limited headquartered out of Chennai and offers vacationers a unique adventure proposition attracting short getaways for nature and adventure lovers, campers and students amongst others.



Speaking about the acquisition Ramesh Ramanathan, Managing Director, Sterling Holiday Resorts Limited said, "With the acquisition of Nature Trails, Sterling Holidays now offers our customers more complete, immersive holiday experience choices. Nature Trails is an exciting option for the adventurous and experience-seeking holiday goers."

The acquisition of Nature Trails adds to Sterling Holidays' adventure tourism product offerings, strengthening their ability to offer diverse and immersive holiday experiences. Nature Trails currently have resorts at Durshet, Sajan, Kundalika, Dabhosa, and Koyna, all at drivable distances from Mumbai, Pune and Southern Gujarat. Nature Trails' resorts are spread over 53 acres and each resort has a unique attraction, guaranteed to cater to all types of adventure enthusiasts.

While Durshet Forest Lodge offers activities like rappelling, zip line, trekking and camping, Kundalika Rafting Camp is the only place in the country that offers white water rafting all year round. The Sajan Nature Club and Dabhosa Waterfall Resort offer kayaking, valley crossing and zip line, rappelling and laddering amongst other adventure options. ■

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OTA

On Increase In

Hospitality Industry

Recently the hospitality , travel and tourism business has undergone a major change due to modern technology .The way bookings have been done in hotels are majorly through online portals rather than directly as the travellers and corporates have realised that the online travel agents are more informative, comparative and economical.



A travel agency is a retail business that sells travel related products and services to customers on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and package holidays that combine several products. These days most of the bookings of airlines, hotels, and railways are done online through travel agency websites. There are thousands of travel agents worldwide. Travel bookings are the single largest component of e-commerce, according to market research.

More or less all online travel agents offers similar kind of services, such as bookings of airlines (national and international flights), hotels, railways, bus, holiday and tour packages. There is not much differences between the services they offer. With the launch of domestic and worldwide flight bookings and holiday packages travellers can now book flights, hotels and holiday attractions in any corner of the globe – all in one place.

A travel website is a website on the World Wide Web that is dedicated to travel. The site may be focused on travel reviews, trip fares, or a combination of both. Approximately seventy million consumers researched travel plans online.

Many travel websites are online travelogues or travel journals, usually created by individual travelers and hosted by companies that generally provide their information to consumers for free. These companies generate revenue through advertising or by providing services to other businesses. This medium produces a wide variety of styles, often incorporating graphics, photography, maps, and other unique content.

Many websites take the form of a digital version of a traditional guide book, aiming to provide advice on which destinations, attractions, accommodations, and so on, are worth a visit and providing information on how to access them.

Most states, provinces and countries have their own convention and visitor bureaus, which usually sponsor a website dedicated to promoting tourism in their respective regions. Cities that rely on tourism also operate websites promoting their destinations.

There are several sites that provide this service, some are domestic companies and many are branches of MNCs.

MakeMyTrip

MakeMyTrip.com, is one of the India's leading online travel company. It has launched its service in India in 2005. MakeMyTrip offered travelers the convenience of online travel bookings at rock-bottom prices. It offers various services such as booking of national/international flights, as well as booking of hotels, railways, bus, car, cruise etc. It also sells national and international holiday packages. It has 241,776 fans on Facebook. It's the 73rd most popular website in India. Its Google page rank is six.



Yatra

Yatra.com is one of the India's leading online travel company founded in August 2006. The company website provides information, pricing, availability, and booking facility for domestic and international air travel, railway reservation, hotel bookings, holiday packages, buses, and car rentals. Based in Gurgaon, India, Yatra is a one-stop-shop for all travel-related services. A leading consolidator of travel products, Yatra.com provides reservation facility for more than 3,800 hotels across 336 cities in India and over 90,000 hotels around the world.



ClearTrip

ClearTrip.com is the travel website with simple and clear design. It offers various services such as booking of national/international flights, as well as booking of hotels, railways, bus, car, cruise etc, it's the 99th most popular website in India and has 21,735 fans on Facebook.



Expedia

Expedia, Inc. is the world's leading online travel company and operates localized websites for travelers in the US, Canada, France, Germany, Italy, Denmark, Austria, Belgium, Ireland, The Netherlands, Norway, Spain, Sweden, UK, Australia, New Zealand, Japan, China and India! It also offers various



services such as booking of national/international flights, as well as booking of hotels, railways, bus, car, cruise etc, it's the 819th most popular website in India with 6 as Google Page Rank. It has 1,110,558 fans on Facebook.

Travelocity

Travelocity is a leading provider of consumer-direct travel services for the leisure and business traveler. It offers various services such as booking of national/international flights, as well as booking of hotels, railways, bus, car, cruise etc. They also sell national and international holiday package. It has 101,214 fans on Facebook. It's Google page rank is 5. It's the 1612th most popular website in India.



Advantages of online travel agents

OTAs give instant access to a large number of potential customers. Possible advantages of using an online travel agent to sell your service include:

- It's a fairly low cost way to list property and its rooms.
- Potential reductions in online marketing spend, as OTAs will invest in marketing and advertising to attract potential international customers.
- A reduction in your website costs, as OTAs are keen to provide a positive online experience for customers through good website design and functionality.
- Online travel sites are popular with customers who like to compare accommodation costs and the services offered by individual providers.
- Impartial reviews on online travel sites may give new customers the confidence to book.

Disadvantages of online travel agents

However, there may be some disadvantages to using online travel agents. These include:

- Online travel agents can charge commission on every sale, which can range between 10-20 per cent of the gross cost.
- There may be restrictive terms and conditions imposed

by OTAs such as guest cancellation and automatic room reselling policies.

- You may need to find a way of managing room availability across a range of OTAs, your own website, front desk and telephone sales. This can be time consuming and labour intensive. There are software options to help you manage this.
- Using OTAs does not reduce the need to have your own website with booking engine.
- You may still need to invest in a balanced multi-channel marketing strategy.

Although online travel agents can help you fill rooms, it is important to maximize your most profitable revenues through sales on your own website. You should continually work on your search engine optimization tactics and other digital marketing techniques. Focus on customer retention techniques, and directly target your existing customers (including those gained through OTAs) through email and direct marketing.

The online travel consumer journey is neither linear nor hierarchical: for example, a traveler may find inspiration on a certain website (or, from an "offline" source such as a friend's recommendation); then start to read about the destination and search for hotels and flights;

then return to researching activities, dates, nearby places; compare prices; look for online reviews from friends on the

traveler's preferred social network or a booking website; etc..

And taking into account the reality of today's "digital natives" (millennial / Gen Y consumers), who were born / raised into a connected, mobile world, it becomes clear why competitors must sharpen their digital agendas.

The competition in the online booking industry has evolved over the last decade. Travel metasearch engine (an interface that shows hotel or flight availability and pricing information from multiple sources), and Online Travel Agencies (OTAs), are becoming more popular, as travel consumers seek out one-stop shops to compare different brands, products, packages and prices early in the purchase funnel. To compete with the growing success of booking



sites, OTAs created or bought back many of the currently existing booking sites. This reality has created tension in the industry, as the interests of OTAs / metasearch engines frequently collide with those of the hoteliers.

OTAs have aggressively focused on hotels to provide a higher share of their revenues as the commission from selling flights has declined, and they have tried to attract consumers by reducing the cost of booking as much as possible. Hotel operators are, obviously, concerned about losing control over inventory and pricing to OTAs. Hoteliers feel there is pressure to enter into long term contracts without exit clauses at rates that they believe are not always commercial. As a result, hotel companies have invested in developing and marketing their own websites. Some hotel companies are even imitating OTAs by offering flights and car hire online, and some of the large hotel chains have also founded the roomkey.com website which is a direct hotel search engine. Yet, analysts expect to see the development of a more collaborative approach: hospitality companies can take advantage of large OTA investments in technology and marketing to achieve common benefits for both.

The various competitors are keeping a close eye on consumer & industry trends, in order to provide the travel consumer with the most compelling booking experience. Some of the most prominent among these trends are:

Online & Mobile Technology

The travel consumer increasingly expects seamless transitions between different platforms, as the use of various connected devices is on the rise. Specifically, the introduction of smartphones represents one of the most significant technological developments in recent years, and it is having a major impact on the travel industry, as companies can identify the user's location or offer the consumer a customized, immediate deal, leveraging the more impulsive purchase behavior through this channel.

Personalization & Customization

Gone are the days when a one-size-fits-all booking strategy was enough. Today's consumers expect, and can technologically receive, a personalized, customized experience, based on their previous searches and bookings, social networks, and other preferences. This requires a social identity log-in – the most common are a Facebook log-in

or an e-mail address. The more advanced sites are taking the customized experience forward with a customized newsletter, containing on-time tips and discounts based on the traveler's search. One of the best examples for social media integration is the Tripadvisor "Cities I've Visited" Facebook application, supporting Tripadvisor's "Wisdom of Friends" initiative, so that if you're signed in through Facebook, you get a better experience on TripAdvisor.

Reviews & Referrals

For the traveler, reviews are essential. This insight brought some of the hotel industry players to include consumers' authentic reviews themselves, as a way to maintain control over the purchase journey and keep the consumer on their website. Reviews from the traveler's social network are especially important for the traveler, and the social identity log-in helps the booking website in prioritizing this type of reviews. The social experience is as important for the luxury traveler: according to The Affluence Collaborative research group, 72% of the wealthy are active Facebook members, and they increasingly use Twitter.

New Business Models

An important force in the industry is peer-to-peer travelling (with vacation rentals on Airbnb.com being the best example), giving the consumers an ability to explore new destinations more thriftily. This is again thanks to the social media technology and lifestyle, making geographic boundaries almost

irrelevant. Apartment rentals could point out unmet needs which hotels must address, such as families' need for more convenient spaces, or the need for a unique experience, even at the expense of a consistent hotel experience. The shift of power to the consumers also explains the rise of the reverse-auction websites, which became more and more important throughout the last decade as value for money becomes one of the most important factors for the travel consumer.

Content Marketing

Most consumers consider the web to be important for travel research and planning – but the web is also a fundamental source of inspiration for new travel. Our research shows that the main tools used to inspire consumers by booking competitors and hotel brands, are Social Media sites and email marketing. Most social media platforms are used to encourage



consumers to consider a vacation or to drive consumers to the websites. However, best-in-class competitors leverage their social media presence and own blogs, to provide rich content which would attract the consumers, keep them interested and make them come back for more. This content marketing strategy positions the website as a lifestyle advocate, and a website must clearly define its values, unique sales proposition and, above all, target market, in order to make its content relevant and provide compelling added value to the consumer, saving the consumer money, making the consumer's life a little easier, providing solutions to a problem, or even just helping the consumer find "shareable" content for his/her social network. A significant trend in this regard is video content, which consumers tend to watch while researching a trip.



Building Loyalty

Another common method for driving repeat visit and booking on the website is – loyalty clubs. This method, once the hotels / airlines "secret weapon" against consumers' shift to OTAs, is now used by the booking sites as well. Loyalty clubs usually also grant incentives for friend referrals, and they are prominently featured on the booking websites.

Open Innovation & Co-Creation

As long as the consumers are online, hotels and booking sites are tapping them in order to come up with innovative and mostly effective products, services and solutions. Some industry players are offering a specific platform for open innovation and co-creation, on which consumers are encouraged to share their ideas and their feedbacks, thus supporting a more pleasing future development.

Same Traveler with different needs

An interesting fact stemming, is that business & leisure world's are blending; 57% of business travelers plan to extend a business trip to include leisure time, and 43% of business travelers plan to research or use peer-to-peer sharing alternatives. This means that booking website need to cater to the different motivations of the same traveler in one journey.

Whether it is an OTA, a metasearch site, a hotel website or any other kind of competitor – the travel consumers are

looking for mobility, flexibility and easy real-time access to information. They want a personalized experience, advanced tools, seamless transition between devices, convenience, loyalty rewards, and authentic reviews. They want to be inspired, encouraged and, most of all, empowered.

For hotel companies, the success of online travel agencies

represents both an opportunity in terms of additional revenues and promotion in new markets and a threat because of the significant commissions they need to pay and the rising competition for customers' loyalty. To be successful in such a challenging and constantly evolving competitive

environment, hotel companies need to learn to cooperate effectively with OTAs as well as to implement innovative strategies to increase direct bookings.

On-line travel agencies (OTA's) were the first companies to understand the potential of the on-line channel for hotel bookings and still lead in this sector in terms of both technological innovation and marketing. Two players in particular, Priceline and Expedia, emerged as the most successful OTAs and today not only dominate this sector but are the two leading global travel intermediaries ahead of traditional players. Leading OTAs are able to consolidate the fragmented hotel offer. Other strengths of their business model are technological innovation and large on-line advertising investments, but especially a strong focus on consumers' needs. While OTAs represent an important resource for hotels to generate revenues and reach new markets, they also represent a challenge due to significant commissions and competition for on-line promotion and customer loyalty.

The main risk for hotels is commoditization as price, discount, location, photos, reviews and rating scores become more important than brands for consumers when choosing a hotel. To deal with these challenges hotels need to focus on consumers and technology, strengthen alternative distribution channels as well as make the most of their partnerships with the increasingly powerful OTAs.

The next few years will see significant changes in the on-line hotel distribution competitive environment including the rising importance of mobile apps, in-destination services and big data will lead to the emergence of new players. ■



Usha Ascot A Homely Resort In Mystique Matheran

Usha Ascot is a 3-star resort located at the famous hill station Matheran. The Resort lies on a hilltop amidst lush green valleys; this resort is about 1 km from the ornate Pisharnath Mahadev Mandir temple and 1.2 km from Matheran Railway. The Resor

t boasts of all the modern day amenities of a luxury resort with all the homely comforts and facilities one could ask for. The quaint villa has been attending to the accommodation desires of universal vacationers with absolute panache. Fenced with abundant greenery, blossoming buds, tweaking of birds and heartwarming serenity, the place is a paradise for any soul. Patrons get a lifetime chance to dwell in lavish rooms, dine in magical space and play in harmony. Usha Ascot is a house to 57 cottages (can accommodate 70 plus families), in different categories. The resort offers cuisine with all varieties ranging from Indian, Chinese and Continental food (all pure vegetarian).

It has a Swimming Pool with a Sunken Bar and, it also has an Open Restaurant, Health Club with Steam, Sauna, Jacuzzi, and Massage facility. The resort offers Indoor recreation like Table Tennis, Carrom, and Badminton; they also offer Pool Parlour and Discotheque.

ACCOMMODATION

All the rooms / units / cottages are recently renovated and air-conditioned.

Luxury Villa

These units consist of two Master Bedrooms and a spacious living room. Both the bedrooms are attached with independent bathrooms and it can accommodate maximum up to 8 persons.



Ascot Suite

These units consists of one Master Bedroom and one living cum bedroom. Both rooms are inter-connected with independent attached bathrooms. This unit can comfortably accommodate maximum up to 6 persons.

Executive Deluxe

These Executive rooms are well decorated with a double bed and a sofa-cum-bed with attached bathroom and can comfortably accommodate up to 4 persons.

Deluxe Room

These Deluxe rooms consist of a double bed and a sofa cum bed with an attached bathroom and can comfortably accommodate up to 4 persons.

FOOD & DINNING

The Ascot Eatery

The resort has AC restaurant with a seating capacity of 65 persons and serve authentic Gujrati Thali during the lunch while the Breakfast & Dinner are normally served on the Pool side along with live entertainment programs during the seasonal period. They also have an open-air fast food corner which serves all the snacks on Ala-Carte system along with an Ice Cream parlor.

The Ascot High Spirit

A well furnished bar which has an ambience with a difference, it soothes and elevates spirit to a new high, all set to put the stars in your eyes and fire in your belly.

MEETINGS & EVENTS

Mel Milap Hall

The resort offers Conference / banquet Hall (size 30' X 100' i.e. 3000 sq.ft) with a seating capacity of approx 100 persons in class room / cluster style and around 250 - 300 persons in the theater style.

The Brain Stromer

This one is an Air-Conditioned Conference Hall with a seating capacity of 30 - 35 persons in class room / cluster style and around 70 - 80 persons in the theater style.

Needless to say, both halls are equipped with an Over Head Projector, Audio Visual system and the latest LCD cum Data Projector and with most efficient service.

Discotheque: "The Rainforest"

This theme discotheque has been made keeping the lush green Jungles of Matheran in mind, it has the latest sound equipment's and special light effects of international standards and a professional DJ to play music of your choice.

Indoor - Outdoor Recreation

Indoor recreation has facilities like, Table Tennis, Carom Boards, Pool Table, Chess etc. As for Outdoor recreation they have a Children Play Park, Badminton court and lot of area for other activity / games.

OTHER FEATURES

The resort is equipped with a full capacity standby Power Generator to avoid any kind of power failure, a fully fledged In house Laundry to keep the linen and the furnishings clean and crisp, and also an In house Bakery which bakes different varieties of pure veg cakes, breads and cookies for guests.

Usha Ascot- Matheran is premium property having spectacular views within itself. Preferred by corporates as well as leisure travellers, the resort is just a few minutes away from the Matheran railway station and famous tourist places like Charlotte Lake, Panorama Point and Malet Spring. One of the best resorts in Matheran with beautiful and mystical surroundings having professional and efficient services available round the clock for guests. ■





Matheran

the scenic
mystical hill
station in **Maharashtra**

Matheran is a hill station and a municipal council in the Raigad district in the state of Maharashtra. It is a hill station of Karjat Tahsil and is also the smallest hill station in India. It is located on the Western Ghats range at an elevation of around 800 m above sea level. It is located around 90 km from Mumbai, and 120 km from Pune. Matheran's proximity to many metropolitan cities makes it a popular weekend getaway for urban residents. Matheran, which means "forest on the top" (of the mountains), is an eco-sensitive region, declared by the Ministry of Environment and Forest, Government of India. It is Asia's only automobile-free hill station, the only form of automobile allowed in Matheran is an ambulance operated by the Municipality. Within Matheran transport facilities available are horses and hand-pulled rickshaws. Matheran has a huge number of medicinal plants and herbs. The town also has a large monkey population, including bonnet macaques and Hanuman langurs. The nearby Lake Charlotte is the main source of Matheran's drinking water. Inside the forest animals like leopard, barking deer, Malabar giant squirrel, fox, wild boar, mongoose are found.

Matheran was discovered by Hugh Poyntz Malet, the then district collector of Thane district in May 1850. Lord Elphinstone, the then Governor of Bombay laid the foundations of the development as a future hill station. The British developed Matheran as a popular resort to beat the summer heat in the region. Matheran is birth place of famous freedom fighter Veer Bhai Kotwal. He was born on

1 December 1912 in a barber family. State Govt. has built a monument in his memory. The Matheran Hill Railway was built in 1907 by Sir Adamjee Peerbhoy and covers a distance of 20 km, over large swathes of forest territory from Neral to Matheran.

Alexander Point

Alexander Point is one of the great scenic locations in Matheran and is located on the side of Madhavji road. On the backdrop of jungle greeneries, the point offers grandeur picturesque views of Palasdari Lake, Rambaug Point, Garbut Point, Chowk point and downhill village of Borgaon. The beautiful view of the towers of Bhivpuri Power house is amazing from this cliff. The view of the deep valley down from this point offers a breathtaking experience for any tourist. Soft cool breeze and serene environment add charm of this place.

Charlotte Lake

Charlotte Lake, also known as Sharlott Lake is a serene scenic spot in Matheran and is the prime source of drinking water in the Matheran region. An ancient temple Pisharnath temple is located at the right of the lake and two beautiful picnic spots Louisa point and Echo point are placed at the left of the lake. The lake location is rich in panoramic sceneries and lusting greeneries. This lake 50 feet deep was built in 1956. Water from this lake gets filtered and is supplied to the entire town of Matheran. This popular

tourist destination is splendid during Monsoon and mostly get dried up in summer. One can watch some domestic bird fauna flying over the lake adding to the picturesque beauty of the lake.

Echo Point

As the name suggests well-known for allowing one to enjoy ones echoes is Echo point. This has made the place very popular amongst locals as well as tourists. This is a central point that offers a panoramic view of the whole place.

Garbut Point

It is nearly 5 kms from the Post Office. While going to this place one meets with a wonderful union of sky with the earth, in other words, of the horizon. This point must be seen for its colourful Dawn and Sunrise. One should not miss this Point at the Sunrise.



Hart Point

Hart point located at the north western edge of Matheran hill station offer majestic views of the low lying lush plains and the greenish quite villages. Hart point is the one point in Matheran which offers panoramic view of the breathtaking Western Ghats and the night view of clear lights of the Mumbai urban city. Hart point surrounded by dense green woods, offer a cool, calm and unspoiled spot for taking meditation and relaxation techniques. Thousands of tourists visit this location to enjoy the great offers of Nature.

Khandala Point

It is on the M.G. Road, little away from Post Office. One can see Garbut Point in front of it and at the right side of it, Khandala Hills, Bhivpuri Power House and Karjat town.

King George Point

A must visit point in monsoon as it offers a beautiful view of the waterfall formed by the water overflowing from

Charlotte Lake. One can even reach the mouth of the waterfall with care. Strong wind prevents the water from falling down and throws it back.

Lookout Points

There are around 38 different lookout points in Matheran, from where tourists can view the amazing beautiful valley. The spectacular view of the valley remains in the memory of the tourists for a long time.

Louisa Point

Louisa Point is an imposing location in Matheran to have beautiful views of surrounding scenic places. The point located at a plateau offer the views of historical forts Vishalgad fort and Prabhal fort. This is a great spot for having eye catching views of sunset. Right of this location, is enriched with an attractive point Lion's head, as it looks like a lion's head. The better views of a waterfall, Lake Gardens, Chowk point and Echo points are assured from this place. As this place is unspoiled, unexplored and offer calm environments, this is a gifted plain to have a stress free stroll.

Monkey Point

It is about 3 kms from the Post Office and so named because there were lots of monkeys to be found here formerly. From here facing Hart Cliff, one makes a noise or sound, it echoes back nearly six/seven times and the echo is distinct, clear and full.

Mount Berry

Mount Berry is a popular tourist destination that is located 5 km from Matheran. It offers a bird's eye view of Neral. The major attraction is the slow train that chugs up the hill in the midst of pristine natural beauty. Matheran peak is visible from here.



Nawroji Lord Garden

Built in memory of Lord Nawroji, it is situated near the Kapadia Market. There is a fountain in the centre of the garden, erected in memory of Vithalrao Kotwal, who lost his life during the national movement in 1942. The garden is centrally situated and always full with tourists.

One Tree Hill Point

One Tree Point or One tree hill is a unique hill spot with a single Jambhul tree perched at the top. The walk through the road known as Shivaji's ladder, going down from the hill to the plain is really a great experience. It is good trekkers paradise. It is believed that the path was discovered by a British collector of Thane, Hugh Poyntz Malet.

The surroundings are cool and calm. One can get a relaxed feeling while spending the pleasure times here. From the one tree hill point one can get eye feasting views of scenic spots such as tent hill and Chowk village.

Panorama Point

Panorama Point is the most popular location in Matheran which offers majestic view of sunrise. The location is the longest spacious place on the mount peak. A best place for picnics, this place provides the grand panoramic view of the surrounding scenic locations like Chanderi, Navara-Navari, Peb fort and Mhas-Mal.



The nature loving tourist can see beautiful views of Prabal fort in the backdrop of lush green forests and also the breathtaking cliffs of Hart point, Porcupine point and Monkey point. A magnificent scenic view of Louisa point is admirable form here. One can hear the echo of ones voices from here. The cool and calm ambience makes this place a most visited location in Matheran.

Panthers Caves

One of the chief attractions of Matheran is the exciting Panther's Caves. Those who are young at heart or are children feel very joyful at this spot.

Paymaster Park

This historic park is a popular picnic spot in Matheran with different varieties of flowers and beautifully arranged benches. The statues of Malet, Lt. Col. Paymaster and S. L. Panday are erected here for their contribution to the place.

Pisharnath Temple

Pisharnath temple is located on the left side of the serene Charlotte Lake and is surrounded by lush greeneries. It is a major Hindu Religious destination. The common belief is that the premier deity here has powers to bestow good fortunes on devotees.

The temple is located at the plain of the Charlotte Lake; the greenish lawns offer a relaxing place for the travelers. One can see the majestic views of the serene lake from the premise of the Mandir. The temple location is rich in panoramic sceneries and lusting greeneries.

Porcupine or Sunset Point

Porcupine Point is an attractive view point in Matheran hills. The name is originated from the bird Porcupine as this place has the shape resembling that of Porcupine bird. A nearby majestic attraction is Cathedral rocks located on the western side from Porcupine point to Louisa point. This spot offers the ideal view of sunset and also gives

the majestic view of distant Prabalgad fort. The location is blessed with scenic surrounding and densely populated thick forests. The calm and cool atmosphere gives travelers a pleasant feeling.

Prabal Fort

Prabal Fort presently in ruins is located at the flat top of the hill named Prabal hills in the western side of Matheran. The fort, which is of historical importance, was captured by Chhatrapati Shivaji from Mughals and it is believed that the forts enclosed price worthy treasure at the time of capture. On top of Prabal hills, there is a pond. There were two gateways and eleven towers in the fortifications and in 1818 the gateways were destroyed in the uncongenial fights. Presently walls of three or four towers are remaining as a specimen of grand old days of Maratha rulers.

Rambagh Point

One of most attractive picnic spot which offer grandeur views of the vicinity and the wayside hilly ranges is Rambagh Point in Matheran. This place is adorned with mind pleasing and eye catching environment, cool and pristine ambience and breathtaking sceneries. It is a perfect place to view the sunset. One can get clear and majestic views of Karjat town, Garbut point and Khandala from this cliff. Rambaug point offers the great relaxing location for rejuvenating the mind and body to any of its privileged visitor.

Roman Catholic Church

A visit to the Old Roman Catholic Holy cross church is worth a detour. Although the church is practically falling apart, its stained-glass windows are still a sight to behold. This deserted church is now looked after by residents.

Shivaji's Ladder

Shivaji's Ladder, as the name suggests with steps like a ladder, is the way down from one tree hill point to the Matheran valley. The path is surrounded by grandeur scenarios of lush green forests and soothing with cool winds. The great Maratha Emperor Chhatrapati Shivaji was using this way as a way for his pleasure trips and hunting options in the Matheran hills. Matheran local tribes were using the path for their day to day travels into the forests. The Historical path was rediscovered 1850 by Hugh Mallet the then collector of Thane District under British rule. This is a perfect trekking trail for adventurous tourists.

Troy Train

The toy train crawls its way, in a zigzag manner, 20 kilometers up the hill from Neral to Matheran. Due to the



steep slope, it takes over two hours to cover the distance. Gradually the scenery changes from grassy slopes to shady, tree covered hills. Food vendors selling range of snacks and cold drinks jumping on and off the train along the way usually while it's moving, which is an indication of how slow the train travels. The train stops at a couple of quaint stations and also passes through one short tunnel.

Matheran is a beautiful tourist destination that offers stunning views of the Sahayadri ranges and a bird's eye view of the city. Known as 'Maharashtra's Gift', Matheran, with its scenic peak and mystical ambience, is a great getaway from the pandemonium of city life. Matheran is an eco-friendly hill station and attracts lakhs of tourists every year. A number of boarding and lodging facilities are available here to cater to the huge inflow of tourists. The hill station is tucked away at the base of the Sahayadri Mountains and is unpolluted, since vehicles are banned from entering this hill station limit. One of the finest hill stations in Maharashtra it has been blessed with remarkable forest ecosystem which is unique in many aspects. Tourists come here to relax and rejuvenating in the fresh natural atmosphere. Matheran is also known to be trekker's paradise as many trekking camps are held in Matheran all year round. ■



Your Natural Gateway To Cleaner & Greener World

Care Enviro Solutions are engaged in advanced Biological Solutions manufacturing for pollution control through a unique blend of science and nature to produce innovative biological cleaning products for both domestic and commercial uses. The focus is primarily on enhancing the quality and performance of their products whilst conserving the ecosystem. Recently there has been an increasing awareness about the importance of environment protection and conservation which lead them to design this distinctive line of eco-friendly cleansing products. They recognize that each and every customer is unique with respect to their requirements and acknowledge the same by specifically formulating products to perfectly fit customer specifications. All products manufactured are based on international quality formulations. Their dedicated team of professionals having vast knowledge of the products and services they provide. Technical Support and Customer services strive to prioritize consumer demands and ensure that the right product is delivered to the customers.

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Grease Grazer™

ECO-FRIENDLY BACTERIAL DRAIN CLEANER



Grease Grazer is an innovative liquid biological product that rapidly degrades fat, oil and grease (FOG), converting them into environmentally harmless compounds. Unlike chemical alternatives, Grease Grazer does not merely 'move' the problem elsewhere; it eliminates it altogether. It is composed of non-toxic ingredients, making it completely safe for use in a catering environment. Its surfactants and active ingredients dissolve FOG thus making it soft and available to non-hazardous bacteria for degradation. Non-Hazardous bacteria used in Grease Grazer are of bacillus species, which produces various enzymes that effortlessly and effectively get rid of fat and grease moieties.

Microbial Content

The product contains aerobic, spore-forming bacterial strains. The total viable count in the product is not less than 1×10^7 cfu/ml.

Benefits include

- No more clogged drains
- No offensive smell and flooding.
- Automated 'fit and forget' dosing system that does not require constant monitoring or attention
- The system avoids frequent emptying of fat traps
- Controlled costs for annual drain maintenance
- Satisfaction of using environmentally friendly alternative to a pollution problem.

Application

The Grease Grazer fat digester liquid is dispensed via a wall mounted unit. Its automatic daily dosing eliminates human error and ensures that optimum level of lipase producing bacteria are maintained in the drain line in turn ensuring regular maintenance.

USP of our system is that Care Enviro Solutions ensure quarterly checks of the system and replenish the supply of liquid. Customer neither has to monitor the product nor replenish it, just enjoy its benefits while Care Enviro Solutions take care of it all. ■

On contract Metallic cabinet and dosing pump worth Rs 11,500 is Free- Customer only to pay for the liquid.



STYLING HOSPITALITY

Today, there is a growing trend of Designer uniforms for the hospitality & corporate sector. A stylish yet practical uniform adds value & unifies the complete experience of hospitality. Most hotels, corporates and institutions do have fine uniforms but there is yet so much richness in our culture that a Designer with a holistic approach can offer. Zubin Mehta – MD & CEO – Uniforms Unlimited, heads his designer brand “Dezenzia” and is one such designer with the holistic approach towards uniform design. Besides being well known for his manufacturing skills, Zubin has also made a mark in the hospitality world by delivering stunning concepts of uniforms for niche hotels, resorts and corporates. His uniforms are now being flaunted by the clients as their brand differentiator.

Zubin in his designs imbibes the value of a region / culture into design by repackaging the couture into finely styled garments that enhance the image of the client to the highest standards. His endeavor has always been focused on amalgamating top style with highly practical attire. This is a huge challenge for fashion designers persay, but Zubin having the thorough knowledge of uniforms and a state-of-art facility to back his experience can bring about this fusion with ease. Modern travellers are extremely selective of hotels & especially seek advice on the experience shared by others in internet and word of mouth.

Today a guest looks closely for classy interiors, bathrooms, amenities provided & even at the uniforms, whether they are clean, finely tailored & intricately designed. The uniform speaks volumes about the organization. Zubin emphasizes on the textures of fabrics used, the princess lines on the uniform, the subtle detail of embroidery and pleats that turn a uniform into a couture garment.

Uniforms
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