



H R A NOW

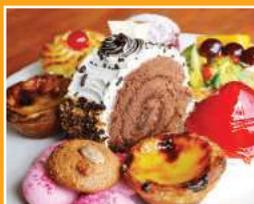
OFFICIAL PUBLICATION OF HOTEL &
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**FEBRUARY
2016**



Growth Of Bakery Products In Hospitality Industry





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President's Note

Dear Members of the HRA (WI):

As the week-long Make In India, the country's largest ever manufacturing sector event held in Mumbai concluded, it received total investment commitments of Rs 15.2 lakh crore from local and global industries. The Make in India week was inaugurated in Mumbai's MMRDA ground by Prime Minister Narendra Modi. It has been a phenomenal hit and it has successfully brought manufacturing, design and innovation to the centre-stage. The Make in India week offered a great platform to investors, governments, countries, CEOs, consultants, diplomats and companies a platform to come together and discuss business. We hope this kind of events should be held frequently to get investments in all business sectors pan India; we appreciate the efforts of the government for future upliftment of the nation through events like Make In India.

The Hotel and Restaurant Association of Western India (HRAWI) has welcomed the Maharashtra State Government's recent directive to scrap all police licences required to run hospitality businesses. A Police circular to the effect states that now hotels, permit rooms and swimming pools within city limits will no longer require a police license to operate a hotel establishment. The association had been strongly advocating this move since a long time along with the need to implement a single window license clearance for the hospitality industry. With this decision, the industry is showing renewed enthusiasm and is hoping for other State governments also to take progressive steps towards ease of doing business in the coming Financial Year.

HRA NOW this month has focused on Growth of bakery products in hospitality Industry which has become one of the most affordable and basic instant food available for consumption globally. Indian consumers are also fast evolving in their eating habits and are willing to include bread and other bakery products as a part of their staple diet.

The destination covered in HRA NOW this month is Surat The Most Important City Of Ancient And Modern Gujarat a major industrial hub, it is a city with a high standard of living. This city has its mention in the epic as well as in other ancient books.

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

With Best Regards,

Bharat Malkani
President HRAWI

Contents



16

COVER STORY

Growth Of Bakery Products In Hospitality Industry



22

FEATURE

Budget Inn Bellevue A Home away from Home



24

FEATURE

**Basant Vihar Restaurant
Surat Good food good
hospitality**



26

DESTINATION WATCH

**Surat The Most Important
City Of Ancient And Modern
Gujarat**



32

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Run by a Mangal Group, Indore - Hotel Mangal city is one of the finest hotels in Indore. Built in modern style, there are beautiful banquets, open terraces and comfortable rooms. The hotel offers a range of amenities and unparalleled hospitality. Each of the 76 guest rooms features an array of modern conveniences. The Hotel lies 3.7 km from Khajrana Ganesh Temple, 6 km from Indore train station and 9 km from Lal Bagh Palace. Ranked as three star deluxe with the amenities of five star, Hotel Mangal City offers guests a pleasant and comfortable home away from home.



Bajrang Baug Gardens, On Old Mumbai Pune Highway, Tungarli, Lonavala, Maharashtra - 410 401



RHYTHM LONAVALA is an all-suite resort. This wonderful resort is located just 2 hours' drive from Mumbai at Tungarli on the old Mumbai-Pune highway. Rhythm offers a premium collection of 84 beautifully-appointed Cypress and Banyan Suites with an all-day cafe and restaurant, a lounge bar, a lagoon pool along with a separate children's pool, activities area and a relaxing spa. It is the perfect place for indulgence and relaxation. The resort also has all the state of the art facilities to turn into a wedding destination or a conference centre with poise. The property has been built around a family of trees that are over 70 years old.

**2, 2 AF, Scheme No.54,
Vijay Nagar, Indore,
Madhya Pradesh 452010**



Doorway to an enhanced form of luxury and pathway to a restructured form of hospitality is what Golden Gate is all about. The only boutique hotel in the commercial capital of Central India- Indore, Golden Gate is a potpourri of voluminously attractive facilities which leaves behind the very common expectations of a leisure traveller or a business traveller.

Golden Gate showers a golden chance to relish the best of delicacies that are essential to successfulness of a celebration. Be it a social gathering or a corporate event, the extravagant dining setting makes the visit an unforgettable one.



**Gram Mocha, Buffer Zone, Kanha National Park,
Dist. Mandla ,Madhya Pradesh**



combined approach to wildlife tourism with professionalism and joy. Celebration Group (Raipur,Kanha,Bandhavgarh) a name synonymous with hospitality with the highest standards of catering, service and comfort. The resort, located in Madhya Pradesh's Mandla District, is accessible by road and rail.

The Resort borders the Banjar River on one side, allowing completely private access for fire - lit Picnic dinners and has easy access to Kanha's entrance at Khatia. The property is restricted the area designated for offered accommodation to an area of 5 acres, allowing space for the Jungle to reclaim its former holdings and lushness.

The Celebration Van Villas is a 3 star wildlife resort. The property offers 34 spacious, airy and well-lit rooms, featuring simple decor and furnishings, this wild life resort, located at Kanha, which has unparalleled accommodation design and facilities and is enhanced by a great team of warm caring local people. Together they redefine the meaning of hospitality and execute their



Remi Biz Court, Opposite Supreme Chambers, Veera Desai Road, Andheri (W), Mumbai - 400102.

India's First Shot Bar & Cafe in Mumbai. He Said She Said is spread across three levels - ground floor, first floor and terrace. The ground floor is divided into an indoor section that gives a more lounge-like feel with clear glasses and air conditioning. The grass turf outdoor section offers a more cafe-like ambience. The best part about the ground floor is that it has not one not two but three bars. Two bars on either sides of the outdoor section and one in the indoor section.

It was built around the philosophy that Men & Women can put aside their differences in exchange for having a great time together.

Known for its shots! This place has almost 50-70 types of shots. Definitely an evening place. What started as a pre-party place is soon turning out to be one of the most famous hang-out.



One India Bulls Centre, Unit 103-B, Tower 2-B, Senapati Bapat Marg, Lower Parel, Mumbai - 400013.



Picture a space where garage meets living room, factory meets kitchen, grunge meets shabby chic and you get The White Owl Brewery & Bistro. The garage-like atmosphere of The White Owl is best for an easy going and chilled out afternoon or late evening with close friends who prefer to come in and just enjoy a dingy-chic vibe along with spectacular food and

freshly-brewed craft beer. Overall the culture is casual and relaxed; you fit in dressed up or dressed down. They are specialized in creating artisanal beer – handcrafted in small batches – using only the finest of natural ingredients from around the world. White Owl Brewery's portfolio of artisanal beers is impressive. Whether it is Shadow, an English Porter (with strong roast & mild chocolate flavours), Halcyon, an incredibly-popular German Hefeweizen (with banana & clove flavours), Torpedo, a punchy American Pale Ale (with a strong citrus flavour), Diablo, an Irish Red Ale (with mild caramel & roast flavours) or Ace, a French Apple Cider, each variety of White Owl Beer has crisp, complex flavours, distinct aromas, an alive, inviting appearance & smooth texture.

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HRAWI Welcomes Their New Secretary General Mr. Aspi Nallaseth

Mr. Aspi Nallaseth has taken charge of the HRAWI as the Secretary General, effective January 2016. He brings with him

his varied and invaluable expertise in the Hospitality Industry, spanning over four decades.

A professional from The Institute of Hotel Management he has exposure to work culture in India, Europe, West Africa and the Middle East.

His well-developed powers of leadership combined with drive, confidence and commitment has stood good in his career, giving him an exposure at various levels in City Hotels, Resort Hotels, Industrial Catering Establishments, Fast Food Chains and Club Management, Recruitment for the Hotel & Cruise Industry, Education & Hotel Consultancy/Green Field & Brown Field Projects. ■



Maha Govt Abolishes Police Licences For Hotels - HRAWI Welcomes Move; Anticipates More Reforms Mumbai

The Hotel and Restaurant Association of Western India (HRAWI) has welcomed the State Government's recent directive to scrap all police

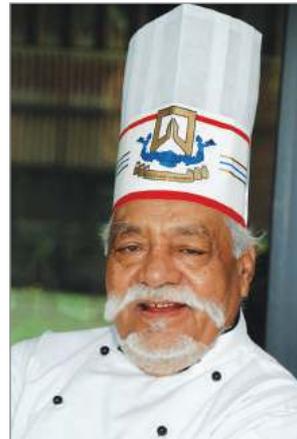
licences required to run hospitality businesses. A Police circular to the effect states that now hotels, permit rooms and swimming pools within city limits will no longer require a police license to operate a hotel establishment. The association had been strongly advocating this move since a long time along with the need to implement a single window license clearance for the hospitality industry. With this decision, the industry is showing renewed enthusiasm and is hoping for the State to take progressive steps towards ease of doing business in the coming Financial Year. "In a single stroke, the Chief Minister brought down this colonial rule. It goes to show that the government not only has acknowledged our woes but also has committed to eliminating them. The move also goes to reaffirm that



the state is clearly looking at promoting tourism. Most importantly, it is an indicator of optimism and we feel positive that the following Financial Year would bring in a better time for hoteliers,” says Mr. Bharat Malkani, President, HRAWI. While the government has taken a step towards plugging a hole in the system, hospitality is an industry that is tangled in a web of bureaucratic red tape. There are over 121 licenses that a hotel establishment needs to obtain and keep renewing each year to either start a new business or keep the operations running. “This move clearly is progress and an important step. We are thankful to the CM for making this possible. We had been making several representations to the State at various levels indicating how many of the prevalent laws were in fact either obsolete or in some cases plain regressive. With the case of police licences and permissions being taken out of the way, some of our concerns have been addressed. We are hopeful that in the near future single window license clearance will become operational. In most progressive countries hospitality sector besides being one of the key revenue generators also acts as a driver for business and tourism growth,” concludes Mr. Kamlesh Barot, past-President, HRAWI. ■

Chef Imtiaz Qureshi Awarded Padma Shri By Government Of India

Padma Shri has been awarded to Chef Imtiaz Qureshi, the legendary Indian chef, who is the Grand Master Chef of ITC Hotels, for his contributions in the culinary arts. The award was bestowed to him on January 26th 2016. It is for the first time that a professional chef has been recognised with Padma awards by the country. Indian Culinary Forum, for the past eight years has been consistently striving to get culinary arts to be recognised by the government. The achievement by Chef Imtiaz Qureshi is a successful result of the efforts put by Indian Culinary Forum under the leadership of Chef Davinder Kumar, president, ICF and veteran hotelier Anil Bhandari.



Indian Culinary Forum has always functioned as an exclusive non-profit making organization, Dedicated solely to the advancement of the culinary art of India. The Forum's objective is to act as a link, platform, useful and necessary instrument for the national community of chefs. The achievement of the first national award for a profession chef is a step forward to mark the importance of culinary arts as a profession.

Reacting to the announcement, Anil Bhandari stated, “Our efforts have paid results at the end. We have consistently been pursuing it with successive governments and ministers for eight years. It is a good beginning, and I'm really happy that a great chef has been recognised by the country.”

Chef Davinder Kumar added, “On behalf of the entire ICF team, I would like to congratulate chef Qureshi for the award. I'm thankful to the government for considering culinary art as a most important discipline in India. Padma Shri award for such a great chef for his contribution to the culinary industry is the result of the efforts of ICF.” ■

Babita Kanwar has been appointed as the Hotel Manager at Renaissance Mumbai



Renaissance Mumbai Convention Centre Hotel & Lakeside Chalet, Mumbai – Marriott Executive Apartments has appointed Babita Kanwar as the Hotel Manager. She has a Diploma in Hospitality management from Goa. Having 14 years of work experience in the hospitality industry, in almost every role she has been bestowed accolades as a leader of reckoning – Property sales team of the year 2014- Asia Pacific, Marriott International, property sales leader of the year 2011 and 2012- Asia Pacific and Global, Marriott International are just a few to mention.

Kanwar joined Marriott India in October 2001 as part of the pre-opening team at the JW Marriott Mumbai Juhu; where she spent six years and worked across various operation verticals – gradually moving into Sales & Marketing in 2005. In November 2006 she moved to Goa Marriott Resort & Spa as the Director of Sales and Marketing, following which she joined Renaissance Mumbai Convention Centre Hotel and Lakeside Chalet – Mumbai, Marriott Executive Apartments as Director of Sales and Marketing in December 2008 to ramp up the newly opened tower. In January 2010, Kanwar was promoted as Market Director Sales and Marketing, Mumbai. Kanwar in her most recent role was the Director of Sales & Marketing at the Shanghai Marriott Hotel City Centre, a flagship property for Marriott in Shanghai. In her new role at Renaissance Mumbai, Kanwar will be responsible for all the key operational areas. ■

Ritesh Choudhary has been appointed as the Director, Food and Beverage, at The Taj Mahal Palace, Mumbai



The Taj Mahal Palace, Mumbai has appointed Ritesh Choudhary as the Director, Food and Beverage. Adept at planning, supervising and managing Food and Beverage operations, Choudhary has over 12 years of experience, and has delivered and sustained revenue targets in the hotel industry with the robust foundation of the Taj Management Training Program (TMTP). He has been associated with the Taj Group of Hotels for over a decade during which he has worked in various capacities from August 2004 to October 2013.

Mr. Choudhary is a perfect example of great leader, he has enormous energy which he passes to his team to be at the best. In his new role at The Taj Mahal Palace, Mumbai, his responsibilities would entail managing all aspects of food and beverage onboard ensuring the food philosophy of Taj is reflected through these restaurants, under his management and supervision.

Choudhary embarked on his journey with the Taj Group as a Management Trainee at The Taj Mahal Hotel, New Delhi in August 2004. Through his career at the Taj, Mr. Choudhary has exhibited the capability of delivering value-added services and achieving guest's satisfaction by providing customized products as per requirements. His excellent communication, inter-personal and problem solving skills, and ability to work effectively

in a multicultural environment have contributed to his growth story. Apart from his valued tenure at the Taj, Choudhary has also worked for renowned brands in the hospitality industry, like the Leela Palaces Hotels and Resorts and JW Marriott.

Adding to his list of credentials, Mr. Choudhary has been bestowed with the Award for Young Hotel Restaurant Manager of the Year 2009-2010 by FHRAI. He has also been the recipient of the Certificate of Excellence by IHCL's MD & CEO for successful completion of TATA Business Excellence Model, Taj North Zone Hotels. His focused efforts and expertise, have made him an indispensable part of Taj's success story. ■

Ascent Hotels acquired by Samhi Hotels



Samhi is one of India's fastest hotel asset companies and derives a unique positioning from its institutional ownership model, experienced leadership and a strong & aligned management team.

It also benefits from strong relationships it has built with global hotel operators, large financial institutions and partners.

Ascent Hotels Pvt Ltd which owns the 220-room Hyatt Regency hotel in Pune as well as 102 serviced apartments operating under the same brand it has been recently acquired by Samhi Hotels Pvt Ltd.

Samhi had recently announced Rs 441 crore equity investment by Goldman Sachs. It has over 2,500 rooms in 16 operating hotels with a total portfolio of over 4,500 rooms expected by end of 2016.

The company had added six new hotels, including two acquisitions, to its operating portfolio.

Vascon, which is an existing shareholder in Ascent which is owned and managed by the real estate and hospitality conglomerate, RK Jatia Group, will continue to be an investor through convertible debentures.

In a statement, Ashish Jakhanwala, founder & CEO, Samhi, said, "With acquisition of Ascent, we get a high quality hotel asset in a key metropolitan centre such as Pune and also strengthen our partnership with Hyatt Hotels. Pune has right ingredients for growth and we are confident of leveraging those with a high quality hotel asset."

Adarsh Jatia, Managing Director of RK Jatia Group, stated, "While the market for hospitality remains bullish in Pune, the sale of Ascent Hotels reiterates the decision to focus resources and bandwidth on our marquee development in Mumbai."

"We are developing two 55-storey towers, The Four Seasons Private Residences, the first branded and serviced hospitality-led residential development in Mumbai, which will be ready to launch later this month," he added. After the success of the Four Seasons Hotel Mumbai, the new project marks the expansion of the Four Seasons' footprint in India. ■



Luxury Hotels Group to expand its portfolio in India

Luxury Hotels Group is an extensive collection of five star hotels worldwide, offering luxury facilities, world-class service and an outstanding accommodation experience. Their range of hotels and luxury resorts has quality choices for memorable holidays,

business travel and special occasions to suit unique needs and provide a superior experience for every taste.

Luxury Hotels Group has announced the signing of 20 new hotels in India. The new properties are located in popular leisure tourism destinations like Agra and Goa, as well as commercial hubs of Mumbai, Delhi and Ahmedabad.

Amarpal Chandok, Director of Business Development, Luxury Hotels Group – Asia stated, “India is growing as a destination both for tourism and business. With visitor numbers continuing to rise, we have our sights set on growing our presence to meet this demand over the coming years. The suite of services that we offer our hotelier partners will help them to enjoy an enhanced profile, powerful global reach and bespoke business growth without compromising the character that sets them apart.”

With the signing of 20 new properties for marketing and representation in India, the total number of hotels Luxury Hotels Group in India has gone up to 25.

The expansion of the group’s presence is an indication of the increasing importance of the India market and LHG’s determination to further boost its presence in the market. ■

Courtyard by Marriott opens in Raipur



Just minutes from the airport, Courtyard by Marriott, Raipur is located in close proximity to the center of this rich, historical city of Raipur in Chhattisgarh. A total of 108 well-appointed rooms and suites featuring a 40-inch Led television, a spacious work area, plush bedding and high speed internet make it the perfect haven of comfort and ease. While at the hotel, sample our delightful

dining options – from the MoMo Café, the chic and vibrant all-day diner, to Java+, the casual and addictive coffee bar as well as B&W – The Bar, a classic lounge to relax. For all business and social gatherings, the hotel houses a magnificent Ballroom and lush green Courtyard Gardens spread over 8,500 sq. ft., two versatile meeting rooms and 3 boardrooms, replete with the latest technology, expert catering and flawless service. An outdoor Infinity Swimming Pool, a state-of-the-art gymnasium and a luxurious Spa make the newly opened hotel a idyllic destination to experience the heritage city of Raipur.

Courtyard by Marriott Raipur, Chhattisgarh joined the growing portfolio of more than 1,000 Courtyard by Marriott hotels in more than 40 countries worldwide. Located in the capital city of Chhattisgarh, Courtyard by Marriott Raipur is the 14th property for the brand in India, and the second in the state joining Courtyard by Marriott Bilaspur.

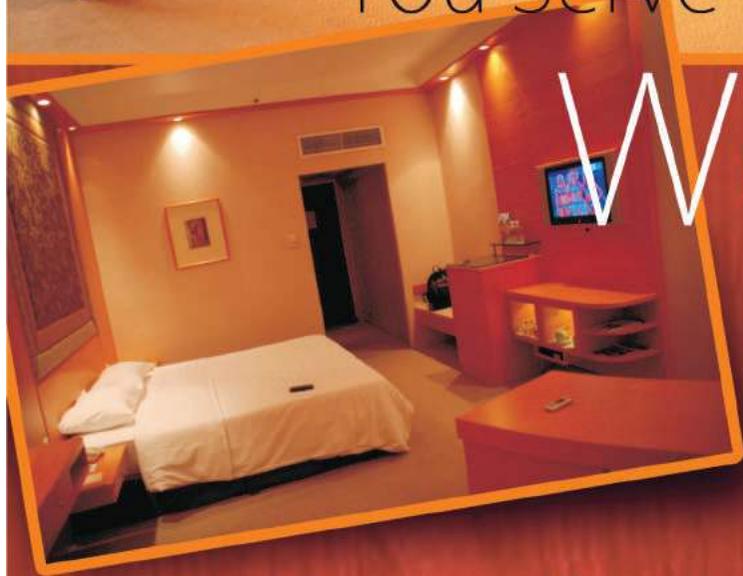
Speaking on the occasion of the launch, Neeraj Govil, Market Vice President - Asia, Marriott International Inc. stated, “Central India is evolving at a rapid pace and we want to be a partner in the growth. Our entry into Raipur is in line with this strategy. Raipur is an upcoming MICE destination and has also been designated as one of the ‘Smart Cities’ in the country. This makes it a key player in the region and we believe that our new property will create a new atmosphere and be an integral part of this city’s growth.”

Akhil Mathur, GM, Courtyard by Marriott, Raipur, added, "It is indeed a great honour to be present in the vibrant and constantly evolving city of Raipur. Keeping in mind the choices and travel habits of our guests, we've taken great care in designing this hotel to provide services and facilities that cater to their every need." ■



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Growth Of Bakery Products In Hospitality Industry

Bakery is a traditional activity and occupies an important place in the hospitality industry. The bakery product in India can be differentiated into the three broad segments of bread, biscuits and cake. About 1.3 million tones of the bakery products industry in India is in the organized sector out of 3millions tonnes, while the balance comprises of unorganized, small-scale local manufacturers.

In recent times, bread has become one of the most affordable and basic instant food available for consumption globally. Though bread is not a staple food in India, its consumption has increased over the years. According to a report on 'Bakery Industry in India', the global bakery industry grew at an annual rate of 6.5 per cent year-on-year during 2007-15

A study by Assocom Institute of Bakery Technology and Management (AIBTM), states that the Indian bread industry, which consist of both organised and unorganised sectors, contribute around 45 per cent and 55 per cent of the total bread production respectively. The organised sector consists of around 1800 small scale bread manufacturers around the country, besides 25 medium scale manufacturers and two large scale industries. The major players in the bread industry that hold about 90 per cent of the market share include Britannia and Modern Industries. Apart from them, there are a few large regional players such as Spencer's in South India, Kitty and Bonn in Punjab and Harvest Gold and Perfect in Delhi and



NCR. The study suggests that the bakery industry in India has witnessed an annual growth rate of more than 15 per cent during the past years. There is an immense growth potential in both global and domestic markets.

Global Bakery & Pastry Industry

The global baked goods market has shown rapid recovery following the economic recession, recording strong growth over recent years. Factors fuelling market expansion include convenience, affordability and health benefits of baked goods products. Demand for healthier fortified baked products has also driven sales.

The baked goods industry, encompassing products such as bread, cereals, cakes, biscuits, pastries and scones, is well established in industrialized regions such as Western Europe and North America. Product innovation and healthier products and ingredients are fuelling market growth in these regions. Emerging markets such as Latin America, Middle/East Africa and Asia represent good market potential as western lifestyles and eating habits continue to be adopted in these regions.

The global bakery products market is forecasted to reach US\$ 447 billion by 2017, driven by new consumer preferences for conveniently portioned and easy-to-consume bakery goods.

Healthy living

Initially breads and cakes weren't part of the usual Indian dietary habit, however with evolving Indian lifestyle their consumption picked up significantly. And presently with Indians shifting towards healthier options, there has been an emergence of many healthier bread products in the market. There has been a shift in the consumer's tastes and preferences and the modern, educated and elite class are looking at the different products. The market is growing and people are now looking more towards healthier products, like brown bread, multi-grain and whole wheat rather than just the Maida bread. Consumers have more choices available to them and with international exposure; India is trending towards fresh bread and bakeries. Even though they cost almost three times more, the consumers are willing to pay for the same.

Indian bread consumers are also fast evolving in their eating habits and are willing to include bread and other similar products as a part of their staple diet. Consumers are willing to experiment beyond the traditional usage of bread; hence, the gourmet segment is also showing growth. Product offerings like croissants, dinner rolls,



sourdoughs, pizza bases, etc which have established themselves with western consumers are now finding strong takers in the Indian market as well. Vitamin enriched white sandwich bread, multigrain bread, multi fiber bread and honey oats are also fast emerging as some of the preferred products among consumers.

Product innovation in bread where profitability has remained the focal point for some time. Players have been looking to increase their share of value-added products, while focusing on operational efficiencies linked to daily distribution. Britannia offers a variety of bread products to cater to the diverse needs of today's consumer. The product ranges from the basic white sandwich breads to brown breads within the sliced bread format and buns, pavs and pizza bases in the variety space. They have a wide variety of breads in the regular as well as the health segment with multi grains, honey oats, and of course the brown bread. In terms of product innovation, they also have honey-oat, rai and daliya bread in the pipelines.

Hospitality demand

Even though most chefs prefer making their own breads, the hospitality sector has been one of the major clienteles for the bread manufacturing industry. The hospitality sector is another major market so the manufacturers have created a separate department to handle their needs. They are also coming up with new products like buns and burgers for the same.

Though, there are sufficient automatic and semi-automatic bread as well as biscuit manufacturing units in India but there are still number of people prefer fresh bread and other products from the local bakery. Bakery products are an item of mass consumption in view of its low price and with rapid growth and changing eating

habits of people; bakery products have gained popularity among masses.

After entry of Pizza and Burgers' MNCs in the country, people are changing their tastes also. Today, they are not restricting themselves to bread, cake and biscuits but to other bakery products also. The consumers are increasingly going for newer options with respect to bakery products. With the ventures of few Companies like Britannia, Biskfarm, and Morish etc. competition has increased. Also, the Indian market is witnessing the proliferation of bakery café chains in the form of Barista, Café Coffee & Monginis etc.

Armed with better technology, know-how and novel ideas, these foreign companies have made rapid inroads into the lucrative market within a very short span of time. Though the demand for bakery products in India has always been on the rise, there is clearly a lack of awareness and the will to break new ground, which has helped global players to gain brownie points while exploring the market in India.

The unorganized sector accounts for about half of the total biscuit production estimated at 1.5 million tonnes. It also accounts for 85 per cent of the total bread production and around 90 per cent of the other bakery products estimated at 0.6 million tonnes. The last includes pastries, cakes, buns, rusks and others.

Industry Scenario

The Indian bakery sector consists of some of the large

food categories like breads, biscuits, cakes etc. The branded packaged segment in this sector had a size of Rs. 17,000 crore in last financial year and is expected to grow at phenomenal rate of 13-15 per cent in the next 3-4 years. Within biscuits, 3-4 large-sized players viz. Britannia, Parle, ITC, Cadburys comprise about 75 per cent of the market. The breads and cakes market is much more fragmented with multiple regional and local players. International players like United Biscuits, Unibic have gained prominence in the last few years in their specific product segments. Going ahead, the sector is expected to see some more of the international brands entering the Indian market.

If we believe on the reports, the bakery industry has achieved third position in generating revenue among the processed food sector. The market size for the industry is pegged at US\$ 4.7 billion in 2010 and is expected reach US\$7.6 billion by 2015. It also mentions that the shining star of the sector remains the biscuits industry, which is expected to outperform the growth of the sector overall.

While the figures are indeed encouraging, there is a flip side to this story. As the business and the industry thrives, the challenges accruing out of it are also growing at a fast pace. Admittedly, the Indian bakery industry is not really geared up to face the daunting task that lies ahead, which is of striking a balance.

The per capita consumption of bakery products in India is very low which is about one to two kg per



annum, which is comparatively much lower than the developed countries where consumption is between 10 and 50 kg per annum. The growth rate of bakery products has been tremendous in both urban and rural areas.

Bakery segment has increased matured to a great extent, recently. This tremendous growth has happened due to two reasons. Firstly, due to the availability of better ingredients from chocolate, toppings, fillings, flavours etc. Secondly, education abroad has brought in many new players striving to produce products of international standard rather than products of mediocre quality. Number of players is increasing slowly. More and more people are starting to take this up as a profession, after doing short/long courses.

Current Research on the Retail Bakeries Industry

Like many industries, retail bakeries see rising costs in fuel, health care, and other expenditures cut into their bottom line and increase the cost of doing business. However, there has been an uptick in demand, including trends such as cupcake stores and gluten-free baked goods.

Despite economic worries, the industry is expanding its customer base while other food service sectors continue to suffer. Consumers are now willing to spend moderately and demand high quality for their rupee; an equation for which retail bakeries are a solution. The most promising sector for the retail baking is cakes. Wedding, Birthday and Party cakes in particular are gaining ground as the economy rebounds.

Trends

The trends that have been gaining ground in the sector are e-retailing of the bakery products, aggressive expansion plans of the incumbents and technological and ingredient advancements.

Trends have manifested themselves in the various new launches/introductions that we have seen in the past few years by leading players be it Britannia's Nutrichoice range, smaller packs of Good Day, ITC dark fantasy, Parle's Happy Happy and Parle-G Gold. The growth of baked goods was also driven mainly by the rapid expansion of modern retail outlets across the country. The growth rate of bakery products has been tremendous in the both urban and rural areas. The sector has indicated promising growth prospects and has been making rapid progress.



Factors for Growth

Recently, a lot of bakers have gotten into three dimensional cakes and theme cakes. Cutting off from the regularity, bakers are now looking at experimenting with many more ingredients like rice treats, and inculcating them into cake designs. Some bakers even make use of wooden planks for support. There is also something as sugar crystal sculptures, where they try and use them as per the theme of the cake. The biscuit category is expected to continue its growth trajectory of 15 per cent going ahead. Growth in bread would be relatively slower.

Challenges, Opportunities

The challenges would be category-specific. The biscuits category has seen rapid growth in the last few years. Implementation of packaging standardization norms appears to be the big challenge. Volatility in input costs is expected to remain and this would add to the woes. In bread, profitability has remained the focal point for some time. Players have been looking to increase share of value-added products while focusing on operational efficiencies linked to daily distribution. The challenge for cakes would be to expand the consumption of packaged cakes. In fact, this challenge is also a significant opportunity for this particular segment.

Regulatory Aspect

A steady rise in cost of raw materials, quality variations at source, ignorance about the new trends especially amongst the unorganized sector, stringent government regulations and legal complexities are a few of the many hurdles that cripples the bakery industry in India today.

And unless, the head honchos of the industry find a way to circumnavigate these problems, if not overcome it completely, there is little hope of the bakery industry in India to sustain or to succeed.

Apart from the nature of the industry, which gravitates to the markets and caters to the local tastes, the industry is widely dispersed also due to the reservation policies (relating to the small scale industries) of the government.

Futurist Growth

There's something about the smell and taste of freshly baked bread that triggers powerful, positive emotional responses in most of us. Psychologists have noted that the aroma of baked bread evokes happy childhood memories, comfort, and even tender feelings of being loved. One recent survey found the fragrance of freshly baked bread is a favorite smell of both men and women. This lesson is not lost on supermarkets, which for years have used the distinct aroma of bread baking from in-store bakeries to lure customers to buy more items. Restaurants have also increasingly discovered that consumers will pay a little more for sandwiches made with freshly baked breads, soups served with warm rolls, or salads that feature croutons made from richly textured artisan fare.

The demand for Growth of bakery products will continue to increase in the coming years. The future growth of the bakery industry depends on the capability

of the small-scale as well as the modernized bakery industry which will allow it to rise to the occasion to meet the demands and requirements of the consumer. The youth segment in particular is showing strong affinity for this subject by going strong on brownies, bagels, cheese cream, cookies and so on. In tune with the trend, the hospitality industry is also making efforts to satiate the cravings of foodies by setting up in-house bakeries. Many of the in-house Bakeries have come up in restaurants and five star hotels in recent years. Bakery in India is unique and will soon become a big sector in the hospitality Industry. ■





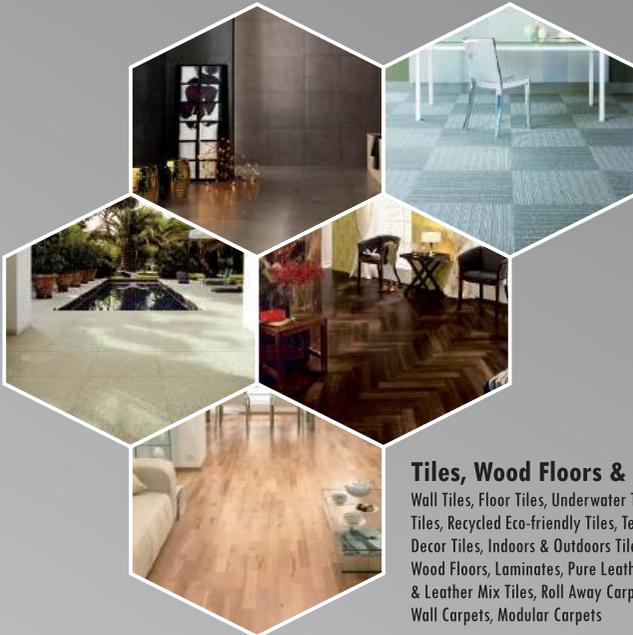
Bathrooms

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



Rooms

Bedbase, Mattress, Kettle, Hospitality Tray Set, Lcd/led/plasma, Jug, Glassware, Minibar, Hanger / Coat Hanger, Safe, Ironing Board, Iron, Weighing Scale, Dustbin, Telephone, Torch, Door Locks, Radio Alarm Clocks, Vases & Accent Items



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Table Top

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Budget Inn Bellevue

A Home away from Home

“It’s a joyful art to create happy emotions. We always try to master the art and to click a joyful picture by serving the needs and desires of our guests. We enjoy it.”

It is important to provide neat and clean rooms but it is more important to provide a memorable experience. Budget Inn Bellevue is blend of different categories of rooms with differently designed interiors which can be experienced as a blend of classic and contemporary design. The hotel is situated in the heart of Surat just 30 minute drive from the airport and at a walking distance from the railway station.

It is a sustainable design hotel with an idea to preserve natural campus. The hotel has also taken all the effort to preserve the natural campus since last 18 years. The hotel believes to create a natural environment to comfort guests and make them feel like a second home. The hotel features fully covered green campus composed of various species of trees.

Hotel’s intimate setting feels like a home away from home. Different category rooms of the hotels

are blend of classic, contemporary and minimalist designs with a neutral color palette to enhance the beauty of interiors and to create a decent ambience in the rooms

The hotel also features an in house all day dining restaurant that serves Indian and Chinese cuisines by maintaining consistency with the taste and presentation of the food. Budget Inn Bellevue is all set to engage guests in vibrant hospitality services.

The hotel has been designed with different categories of rooms to serve different needs of guests.





Classic room

Classic rooms are modern hotel rooms which delight's every guest, with every conceivable amenity that one may need at their fingertips. Ideal for brief trips where leisure and service are paramount.

Executive room

Well-furnished with wooden interior work, air-conditioned room features a flat-screen TV, refrigerator and en suite bathroom with shower.

Suite room

The spacious and bright room features air conditioning and seating area, a flat-screen TV and refrigerator. It has a large balcony with a swing. Suite room offers a leisure ambiance.

A part of delivering good service, the hotel also understands it's the social responsibility. At Bellevue, management encourages education in the community by supporting the unskilled staff to learn new things and to brighten their career. Moreover, the hotel also understands its duty to respect people who experienced various thrills of like and won the tag of "senior citizen". The hotel offers special rates for senior citizens and ensure them a special needed treatment. Hotel also takes efforts for energy conservation by using natural day light during the most of the day and using sensor lights in some common areas to conserve energy. ■





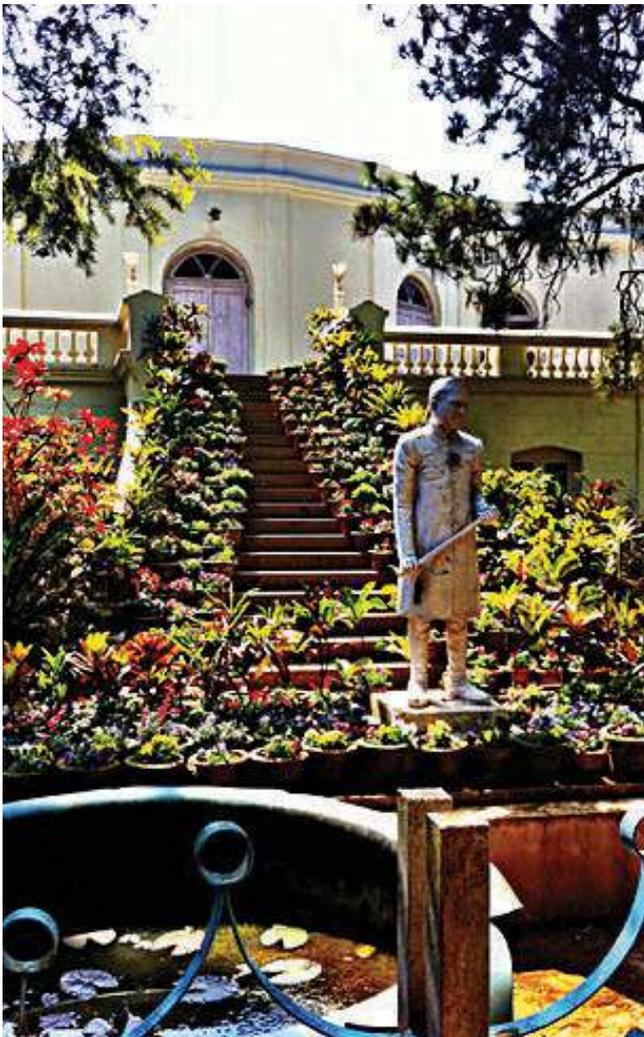
BASANT VIHAR RESTAURANT SURAT

Good food good hospitality

BVR - "Food For Entire Family" Basant Vihar is great for a quick meal with friends, an elaborate celebration with family and kids or a quiet romantic dinner with your beloved. Basant Vihar serves a variety of food like a great selection of Indian Punjabi, Chinese Delights, South Indian Delicacies, Fast Foods and Sumptuous Desserts... BVR has something for everyone. Whatever the occasion, whatever the mood, whatever the company, BVR can make your day. In just 9 years, Basant Vihar a fine dining restaurant has established itself as a successful multi-cuisine restaurant that have served up a culinary feast to food lovers across Surat. The restaurant has attracted steady footfalls and has a loyal costumer following. The group owes the success of its restaurant to its innovation and a strong emphasis on quality, excellence in Hospitality and authenticity of cuisine. It has come a long way from a standalone one-restaurant to now a Banquet Hall (capacity 50-125 Pax) attached just next to the restaurant. ■

/// **BVR is a nice place for dinner with family and friends. Good food, spacious seating arrangement with soothing ambiance and proactive Staff. It is one of the best restaurant in Surat.**

Surat The Most Important City Of Ancient And Modern Gujarat



Surat formerly known as Suryapur, is the eighth largest city in India. The great explorer Hiuen Tsang referred the Surat City as Sowrata and described it as a business town on the shore of Arabian Sea near Gujarat. Surat city is situated on the left bank of the Tapti River, a port city; Surat is one of the most important places in the state of Gujarat. A major industrial hub, it is a city with a high standard of living. The importance of the city grows with the fact that the flourishing diamond cutting and polishing industry in Surat is the best in the world. The history of Surat dates back to the time of Mahabharata. The city has its mention in the epic as well as in other ancient books. The prosperity of the modern Surat increased during the 16th century when European traders started coming in. The port of Surat became an extremely important and significant route for traders. The Portuguese and the British fought with each other to establish their dominance on the port. The great emperor Shivaji attacked the city several times, which eventually went into the hands of the British in 1613 and became the first English settlement in India. Surat also turned out as an important port and transit point for Mecca. Surat also took active participation in India's freedom movement.

Surat of today has earned the reputation of an important industrial hub and commercial center of the country. A glimpse on the history of Surat will prove that the city has always been a great trading center. Surat city has many historical buildings which are quite captivating.

Chintamani Jain Temple

The exquisite wooden carvings and paintings are the major attractions of this temple. The temple actively maintained and visited by the city's Jains is situated in the Shahpor area and dates back to 15 century and houses some extremely rare paintings of the Jain monk Acharya Hemachandra, and of the Solanki King Kumarpal. Any visit to the city would be incomplete without a visit here especially for Jains.

Choppati

Choppati or Chowpati refers to the Jawaharlal Nehru Garden of the city of Surat. This is a very popular place in the city. It has a large garden and provides Indian fast-food like Paav Bhajee and Pani puri. This garden, considered as the largest and the oldest of all the gardens in the city, it also houses a musical fountain.

Chowk

The Chowk, or Main Square built after the 1837 fire which destroyed

much of the city, is surrounded by colonial buildings such as an Anglican Church around 1895, Andrews Library of 1907, and the Sir J. J. Training College of 1872.

Dandi

Here you reach the ocean and the historic landmark where the Namak Satyagraha, also known as the Dandi March ended and India's independence struggle began when Mahatma Gandhi picked up a pinch of salt in protest of the British rule. Dandi is accessible by State Transport buses. Dandi also has seashore area which is known as Dandi Beach.

Diamond Industry

Around the world, 8 out of 10 diamonds on the market were cut and polished in Surat. This industry earns India about 10 billion USD in annual exports. A legacy of Old Dutch trade links, it began after a Surti entrepreneur returned from East Africa bringing diamond cutters. The rough diamonds come to Surat as rough crystals ripped out mainly from deep under the earth of South Africa and other regions of the continent, and go from here as smooth gems to Antwerp, Belgium where the international diamond trade is run mainly by Hasidic Jews and Jains from Palanpur in North Gujarat.

Dumas Beach

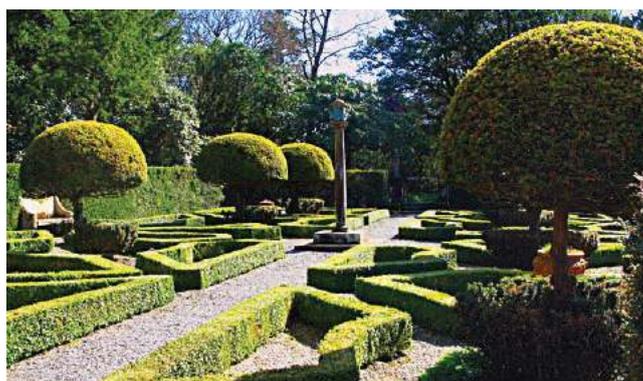
Dumas Beach is an urban beach along the Arabian Sea located 21 kilometres South- West of Surat City. It is an ideal picnic spot. The best time to visit the beach is on tidal days. This beach is famous for its black sand. Apart from the beach, places of interest at Dumas including the Dariya Ganesh Temple located adjacent to the main beach.

Dutch Cemetery & Garden

Surat was a crucial trading centre and port which fascinated several business oriented communities including the Dutch traders. Located near Kataragam Gate, this impressive mausoleum is that of Baron Hendrik Adriaan Van Rhee de tot Drakenstein, who died in 1691. A massive Dome, beautiful pillars and the huge gallery make it a very outstanding monument. Dutch Garden is a major attraction of Surat city. The Dutch garden in Surat is essentially cemeteries of the officers who landed and settled in Gujarat on their business ventures. Dutch garden is one of the most significant gardens in Surat. The Dutch influence in the city is very prominent. Many Dutch men came over to Surat to start trading business in textile industry. These people opened a burial ground in honor of the Dutch businessman. The Dutch garden in Surat has been set up to cremate business men who came here for trading purpose.

European Tombs

It is said that the competition between the Dutch and the British followed them even past death. They erected grand mausoleums instead of the normal tombstones in Europe, heavily influenced,





ironically, by Hindu and Islamic elements belonging to the very natives to whom they were each trying to prove their superiority as colonizers. Next door to the British and Dutch cemeteries is the churchyard of the Armenians, another important trading community from the 16th century, whose tombstones are heavily inscribed, but forgo the superstructures of the other two communities.

The cemeteries have been declared as protected monuments.

Gaurav Path

Gaurav Path is an expressway designed and constructed by the Surat Municipal Corporation as a part of a plan to connect Surat City with its airport, Magdalla Sea Port and Dumas Village. The expressway replaced the prior Surat-Dumas Road and is one of the best examples of Town and City Planning in India.

Gopi Talav and Nav Sa'id Mosque

The lake is named after the memory of Gopi, the Brahmin whose efforts ultimately led to development of Surat. Nav Sa'id Masjid is one of the four main mosques, along with Khudawand Masjid, Sayyid Idris Mosque, and Khwaja Diwan Sahib.

Hajira

Located 28km from Surat, this is often referred to as the "industrial capital" of South Gujarat. It is a well known natural health resort, on the creek of the Arabian sea. Hajira has two wells with water rich in iron and sulphur. Hajira is situated 28 kms from Surat. The pleasant Hajira Beach is fringed by feathery 'Casurina' trees and has a comfortable holiday home for visitors.

Jama Mosque

Rander was the main city of South Gujarat before the center shifted to Surat and it is one of the oldest cities of this area. The Jama Masjid or the Friday mosque in this area belongs to the 16th century and was built beautifully; many people come here on Friday to offer their prayers.

Kantaresher Mahadev Temple

Kantaresher Mahadev Temple is very old temple since samudra manthan with three pats in Shivlinga of Brahma , Vishnu and Mahesh, previously it was the end of tapi river, now it is diverted to Dumas after a so many 'kalp'.

Marjan Shami Roza

This mausoleum for Khwaja Safar Sulemanim, the Governor of Surat, was built by his son in 1540, with signs of Persian influence in the architecture.

Masjid in Rander(Ek thamb)

It is situated in the old city near Jama Mosque. This is built on one pillar only. It has unique and mesmerizing architecture.

Mughalsarai

This sarai, or guest house, was constructed in mid 17th century under Mughal Emperor Shah Jahan for pilgrims en route to Mecca, and briefly served as a jail in 1857. The finely crafted archways and dome now stand over the Surat Municipal Corporation offices.

Parsi Agiari

This is the main Fire Temple of the city, with the sacred flame. There are also other less central temples around the city. Non-parsis are not allowed to enter, as in all Parsi fire temples.

Rangupavan

It is an open air theater with 18 meters by 10.5 meters stage and a capacity of around 4000 spectators. This is one of the biggest theaters in the country. This theatre often becomes the venue of cultural programs and music shows in Surat.

Sardar V Patel Museum and Planetarium

Also known as the Sardar Sangralaya, this museum was established in 1889, and the collection represents the rich history and eclectic ethnic mix of Surat. It also provides maps for travelers. The Planetarium runs a show on the universe.

Surat Castle

In 1540, Sultan Mahmud III had this castle built with extra strength for protection against Portuguese raids. It is now filled with government offices, but one can go up to the top for a mesmerizing view of the city and Tapi river.

Tapti River

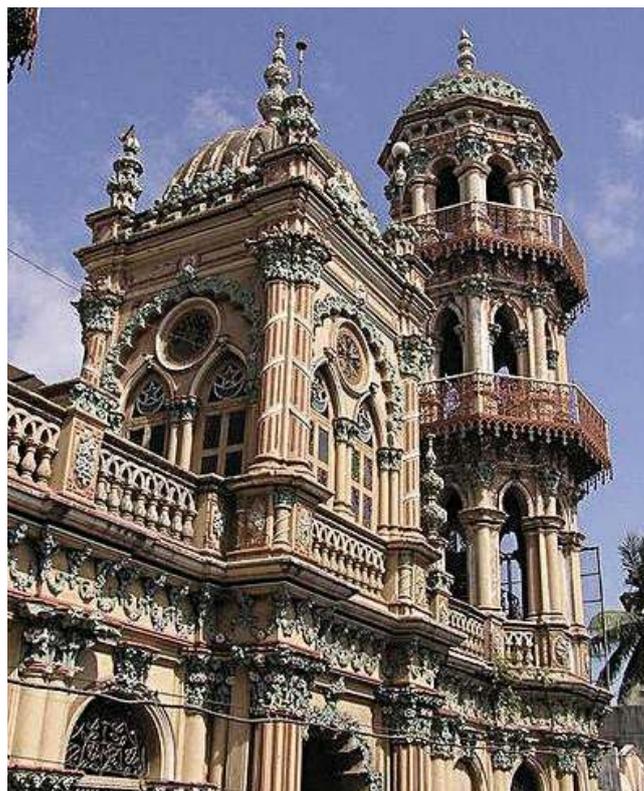
The Tapti River, ancient original name Tapi River, is a river in Gujarat passing from Surat and Songadh. It is one of the major rivers of India with a length of around 724 km. The river rises in the eastern Satpura Range. The Tapi River in Thailand, was named after India's Tapti River in August 1915.

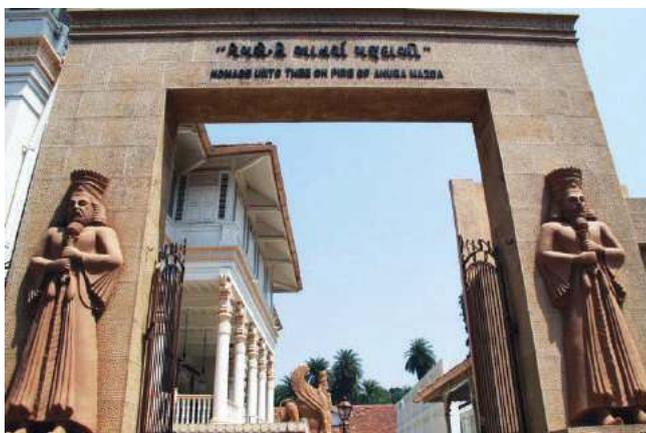
Textile Markets

South of the Sahara Gate which opens on to Bardoli Road, the textile markets are packed with saris, salwar kameez, dress pieces, and a range of other polyester, silk, printed, and embroidered materials that Surat, once renowned for silk weaving and brocade, and is still famous for even after a history of setbacks in the textile industry.

The Old Fort

The Old Fort was constructed in the 14th century by Mohammed Tughlak the ruler of Surat at that time. It was built to fortify the city against attack by the Bhils – the local tribals of the area who fought against the Mughal rule. The fort was invaded twice by the Mavla King Chatrapati Shivaji Maharaj. It is known for its





beautiful architecture and currently houses the Municipal Office of the region. It has a historical significance and historians flock to the place to see the heritage of the city which has witnessed several historical events. The beautiful surroundings also attract many tourists.

Bardoli

Bardoli is situated 34 kms. from Surat. This town saw the birth of the No-Tax movement, led by Sardar Patel, in protest of the British rule under which farmers barely had enough to feed their families, let alone to pay the exorbitant taxes. It was a precursor to the Namak Satyagraha, the Salt March. The Swaraj Ashram, garden, museum, and khadi workshops, are well worth a visit, as well as the Aitihasic Ambo, a mango tree under which Gandhiji famously declared that he would settle for nothing less than independent home-rule for India.

Ubharat

The excursion from Surat to Ubharat involves some of the most memorable and thrilling experiences. Tourists who have an inclination towards exploring the hidden terrains of nature must take the route from Surat to Ubharat. Located at a mere distance of 42 km from Surat, Ubharat flaunts its exotic palm groves that form a magnificent series by the sea side. Ubharat is a place which is full of natural wonders. Be it the golden and serene sea beach or be it the splendid aura of the place, Ubharat captivates the imagination of the travelers within no time.

Udvada

Regarded exceedingly sacred by the Parsi and Zoroastrian community, Udvada is a coastal town near the city of Surat. It is renowned for the Zoroastrian Atash Bahram fire temple. Udvada literally stands for 'grazing ground of camels', which was actually the town's condition, prior to becoming a fishing village. The Udvada Beach and the Iranshah or the Atash Bahram fire temple are the chief attractions. Udvada is also famous for Parsi food.

Ukai Dam

The Ukai Dam, constructed across the Tapti River, is the largest reservoir in Gujarat. It is also known as Vallabh Sagar. Constructed in 1972, the dam is meant for irrigation, power generation and flood control. The storage capacity of Ukai dam is almost 46% of the total capacity of all the other existing dams in Gujarat if put together.

Vir Narmad Saraswati Temple

Poet Vir Narmad (1833-86), author of 'Jai Jai Garvi Gujarat' and some other famous Gujarati poems, lived in this quaint house built in 1866, now restored as a memorial. Narmad actively advocated a single national language, self-governance and created literary works that sparked off an era of social reform. During the freedom struggle, freedom fighters and artists used to gather here. The Narmad library,

further down in the south-west part of the city, has a large collection of books, including a sizable section for the blind.

Water Fun Park

Surat the hub of Diamond and Textile trade in India was always an entertainment starved city. But now the dream of having world class entertainment facilities in this city of enterprise has come true. The Water Fun Park which offers world class entertainment facilities has coming up at Damka near the picturesque Hajira beach, just 22 kms. from the Sardar Bridge, Surat. Spread out in two lakh square yards of sprawling land located in the vicinity of the Arabian Sea, Soak in the beauty of the gentle landscape and relax in the warmth of a friendly atmosphere. During the summers large numbers of people visit the park, mostly on weekend.



Science Centre

The Science Centre in Surat is a multi-facility complex in Surat, built by the Surat Municipal Corporation in 2009, the first of its type in western India. The complex houses a Science Centre, museum, an art gallery, an auditorium, an amphi-theatre and a planetarium. The complex covers a total area of 21,800 sq. m. It has two 400 ton vapor absorption chiller plants for air conditioning. The complex also houses a rooftop solar power plant which generates about 1.14 lakh KW of power. In addition, the complex also houses a restaurant.

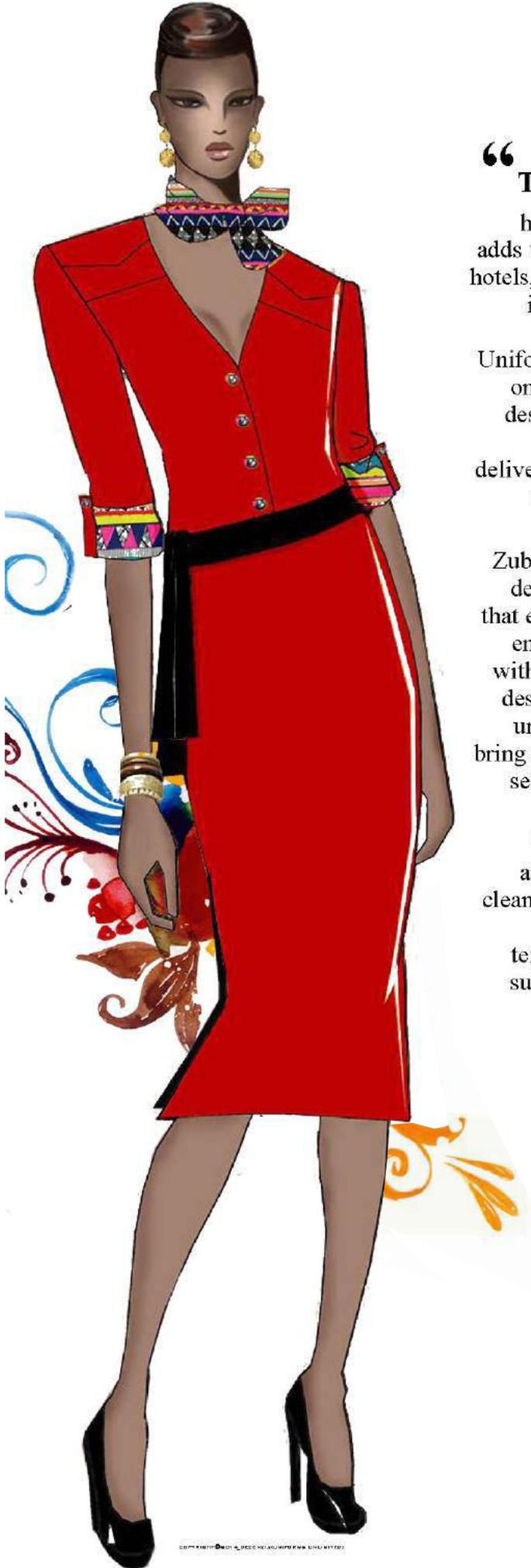


Jagdishchandra Bose Aquarium

Jagdish Chandra Bose Aquarium is situated in the Pal area of Surat. It is the first multidisciplinary underwater aquarium of its kind in the country. The 25,722 square meter aquarium houses more than 100 species that includes fresh and marine water fishes like Gold fish, Piranhas, and other local and exotic species are displayed in 52 specially designed eco system tanks, a Jellyfish pool and shark tank are key attractions of the aquarium. It is the only multi-disciplinary underwater aquariums in Asia after Singapore.

Surat is India's most interesting city it is one of the best cities to live in. It is also one of the fastest growing cities of the world. It is widely known for its cleanliness. Surat is one of the first and prosperous cities of India which came into existence back to the epic age of Mahabharata and Ramayana. According to mythological beliefs, Lord Krishna stopped in the city while his journey from Mathura to Dwarka. The art and culture of Surat is much diversified and the people here are generally of soft nature. The pleasure loving people of Surat have a very stylish and spirited outlook. Many people refer to the unique culture of Surat as the "Surti Culture". Surti culture though distinct in its flavor still retains the main essence of the Indian culture. Surat is also known as India's western gateway because of its strategic position. People of many races from various places have come to Surat from the ancient times, because of which, the city has witnessed a blend of many traditions and cultures. Due to the radical movements of the past and present Surat has acclaimed to be the most important city of ancient and modern Gujarat. ■





“ 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.



ZUBIN MEHTA
(MD & CEO)

Spa

Managed with Passion

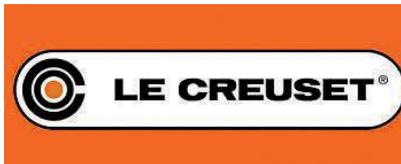
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CONSULT DESIGN MANAGE

Le Creuset is recognised the world over for market-leading, premium quality ranges of enamelled cast iron cookware, multi-ply stainless steel, toughened non-stick, and stoneware, along with its outstanding range of wine accessories. Established in 1925, Le Creuset has been making world-class cookware for almost 100 years, innovation remains at the forefront of Le Creuset's success. Used by leading chefs and keen cooks around the globe, Le Creuset cookware offers outstanding performance time after time. Le Creuset began producing its first porcelain enamelled cast iron pots in 1925 from its foundry in Fresnoy le Grand, France. It is from this base that Le Creuset continues to produce its world famous cast iron pots. While Le Creuset has expanded the types of products



it offers and has taken advantage of many technological advances since its beginnings in 1925, some things have not changed in the manufacture of Le Creuset's cast iron. Le Creuset has continued to use the hand-crafted techniques and the original process of forging and casting in the manufacturing of its cookware. This attention to its heritage is also characteristic of the design. The Cocotte, or French Oven, was one of the first cast iron items produced by Le Creuset and is still the most popular item sold in a range of bright retro colours, with Volcanic (orange) the company's trademark.

Le Creuset is now sold in more than 60 countries around the world including the US, UK, Japan, Australia and also in India. ■

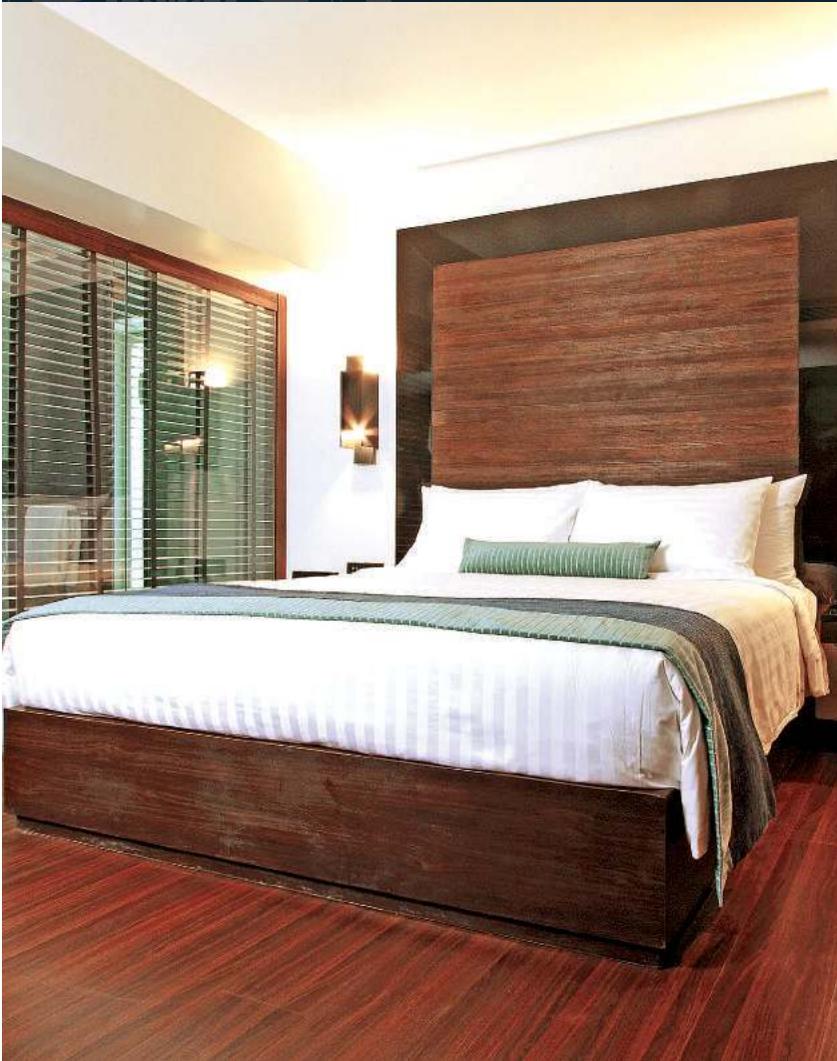
Cast Iron Gourmand Fondue Volcanic

SKU	60090000902460
Cleaning	Dishwasher Safe
Heat Source	Ceramic Hob, Electric Hob, Gas Hob, Grill, Induction Hob, Oven Safe
Material	Cast Iron



A delightful way to share a meal with family and friends, the Cast Iron Gourmand Fondue from Le Creuset is suitable for cheese, oil, chocolate and other sweet and savoury fondue cooking. The set is supplied with six forks and a burner with an adjustable flame. The fondue pot is also suitable for use on all hobs including ceramic, halogen, induction, gas and oil or wood.

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