

HRA Today



June - July 2021
Vol: 3 Issue 1
Pages 48 ₹20

OFFICIAL PUBLICATION OF HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)

FOR PRIVATE CIRCULATION ONLY



**RECOVERY IN
HOSPITALITY SECTOR
NOT TO BE FAR**

Join us on mobile!

Get Free Access to our Publications



DOWNLOAD OUR APP TO
STAY UPDATED AND GET
IN TOUCH FROM
YOUR PHONE.

SEARCH
METRO MEDIA
APP &
DOWNLOAD











6.95%

Make your
dream home come true
with SBI
Home Loans



-  **TATkal counters**
 - Loan Sanction within 5 days for HNI
 - For SBI approved projects within 48 hours
-  **Repayment upto 30 years**
-  **Low Processing fee**
-  **No Hidden Charges / Prepayment Penalty**
-  **Subsidy upto Rs. 2.67 lacs for Loans under PMAY**
-  **SBI - the only Bank identified for PMAY Subsidy processing by GOI**

T&C apply

SMS: HOME to 92235 88888

HRA Today

HOSPITALITY MAGAZINE

PRINTER, EDITOR & PUBLISHER

Siji Nair*

sijicn@gmail.com

SECRETARY GENERAL

Aspi Nallaseth

EXECUTIVE EDITOR

Prasad M.

ASSOCIATE EDITOR

N. Vijayagopalan

MANAGER-MARKETING

Sreekanth K.S.

ASST MANAGER-MARKETING

Sibu Nair

DESIGN

Kiran Mohan

National Representatives

Mail: today.hra@gmail.com

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

International Representatives

Mail: today.hra@gmail.com

Muscat, Oman	: Dr. Sanjaiyan
Dubai, UAE	: Binoy Syama Krishna
Abu Dhabi, UAE	: Sabari R Nair
London, United Kingdom	: Narendra Shah
Zurich, Switzerland	: Johnson Pereira
KL, Malaysia	: Sudarshan
Singapore	: Roshan Fernandez
Seattle, USA	: Pramod Manjali
Kuwait	: Jayashree Ganga Prasad
Doha, Qatar	: Raghesh
Düsseldorf, Germany	: Abraham George
Sydney, Australia	: Rakesh Devadas
Christchurch, New Zealand	: Sony Jose
Canada	: Shinto Mathew

This issue of HRA Today contains 32+4 pages cover

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

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

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

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

June - July 2021

Contents



06 Contactless Solutions
Becoming the Buzzword in
Hospitality Industry

12 Recovery in Hospitality
Sector Not to be Far

18 Hotels need to think out of
box and open other revenue
earning sources

22 Product Launches

26 News

42 Appointments

46 The Last Leaf



President's Message

Mr Sherry Bhatia
President, HRAWI

My Dear Members,

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

The surge in COVID19 cases has yet again shaken the Hospitality industry. With the increasing number of COVID cases and the subsequent lockdown, the Hospitality industry in several states in the western region has taken a massive hit. Your Association has been submitting representations to all the concerned Ministries and State authorities for concessions to the Hospitality Industry in the wake of the second pandemic wave and the resulting lockdown.

HRAWI has requested the Maharashtra State Govt. that hotels, restaurants and bars be allowed to re-open with permission to operate the restaurants and bars till at least 11pm with dine-in services. Along with the waiver of various statutory charges including property tax and minimum water charges, electricity bills, your Association has also asked for full relief in excise fees. It has also requested that the SGST be temporarily waived off and that re-payment of loans, bank EMIs, and interest deferred for a period of 12 months. We have requested that the existing moratorium be extended through a notification for an additional 6 months. The HRAWI also has appealed to the Government to compensate employees engaged in the industry and their families for the loss of income.

As per the announcement made last year by the Maharashtra Government, Industry status has been granted to the Hospitality Sector in the State. Our sector is now eligible to avail the industry rates on non-agri tax, electricity duty, and water charges, among others. Members are therefore requested to kindly register themselves to avail the benefits.

Your Association submitted a representation requesting the Goa Government to allow app-based taxi service aggregators to operate in the interest of tourists and the Industry. HRAWI has made the request on the back of the taxi operators' strike in the State against Goa Miles, the State's local app-based taxi service.

On behalf of all the regional Associations, the FHRAI too has pleaded to the Government for immediate fiscal measures to save the Hospitality industry from its present deteriorating state and for simplification of GST rules along with increasing the threshold limit for GST for hotel rooms. We have also pleaded for waiver of various statutory charges including property tax and minimum water charges, electricity bills along with full relief in excise fees.

We are hopeful that the industry's issues will not go unheard of.

CONTACTLESS SOLUTIONS BECOMING THE BUZZWORD IN HOSPITALITY INDUSTRY

N.Vijayagopalan





Digital transformation is reaching higher levels, and it is reshaping the way industries operate. The hospitality sphere, which has gone through severe damage due to the COVID-19 pandemic, is taking on the latest tech innovations to remold the performance of daily tasks and patterns of interaction with customers.

It is critical for any industry's growth to consistently keep track of consumer demands and expectations. During the pandemic, hoteliers saw guest expectations steadily evolving with their increasingly seeking safety and hygiene. This compelled them to quickly adapt to technologies that could help them survive tough times.

The rapid pace of change and evolving customer preferences force traditional hospitality brands to explore new ways to drive more customers to their facilities and win their loyalty. Contactless technology is helping with the process of transformation. It can change every operation from the way customers check-in and out of a hotel, make reservations or bookings to



how they get information about available facilities and services during their stay.

The hospitality industry is shifting from manual to contactless operations. The companies try to automate daily staff tasks and enhance their customer experience, as technologies facilitate the processes, save a lot of time and effort.

The shift towards a contactless guest experience is spreading like wildfire. Several hotels around the world now use technology solutions to automate their check-in, in-room, and checkout experiences for visitors. COVID-19 has greatly popularized contactless technology due to the increasing awareness about possible risks that can be linked to physical contact and touch. That is why hoteliers are investing in more innovative ways to deliver a hands-free experience to guests.

Contactless guest experience relates to or involves technologies that allow customers to contact wirelessly to hospitality services and facilities. Contactless hospitality trends include automated and AI-based assistants, automation of check-ins and outs, mobile application guides and in-room service, etc.

The idea of a contactless guest experience in the hospitality industry is not new, and there were already different kinds of self-services like mobile door locks or robotic butlers in many hotels.

Contactless solutions can offer much more.

From mobile check-ins, contactless payments, facial recognition, smart rooms, chatbots to voice control, are some of the technology innovations that the industry invested in order to ensure their guests' safety, and keep their business operational. The indication is that this trend that will be around for a long time.

With guests having become more aware and concerned about safety and hygiene following the Covid-19 outbreak, it has become essential to earn their trust at this point by ensuring their safety. Implementing innovative technologies will also make the hotels more comfortable and guests are attracted to properties that offer a better experience. Solutions like contactless check-in and check-out and food delivery with digital payments will make them feel comfortable and safe. Many hotels have already started implementing it since it can help them in business recovery right now, as the economy starts opening up.

Contactless solutions can help minimize or eliminate three main interactions that are hard to avoid in this sphere, viz; employee to employee, employee to customer, and customer to customer. These tech solutions facilitate daily staff operations, communication



“

Then there is the Automating Accommodation Experience From Check-In To Checkout. Nowadays, it is possible to provide complete automation of all the processes and operations during the visitors' stay.

”

between them and customers, and enhance safety levels, so both your personal and visitors feel comfortable.

Customers will also experience significant advantages of the contactless solutions, they include reduced waiting times at the front desk, simplified booking, reservation, check-in and out procedures, room service order, facilitated communication with the staff, enhanced personalized visit experience etc.

Hotel digital concierge is becoming a popular trend in the industry as it enables hoteliers to communicate with guests 24/7, gather requests and orders, which results in outstanding services. This software also analyzes trends, considers customer's preferences, and delivers personalized offers. It will not only improve the reviews about the hotel or leisure facility but also increase revenue. A digital concierge holds large databases of information and has valuable features that can help customers book accommodation or a table online directly at your

establishment, send requests for room service, contact in-room service, provide payment online for the on-premises facilities, etc.

Customers appreciate that they have direct access to their reservations/bookings and have the freedom to manage everything themselves. The solution can come as a mobile iOS/Android app or web-application. It is not only beneficial for the customers but also can be a helpful tool for businesses. It can provide valuable insights to the hotel about their customers so that the hotel can generate personalized offers and deals by paying attention to specific preferences and requests of customers.

Today we have a number of the hotel concierge apps solutions that hospitality facilities can use like HotelFriend, Guestfriend, Vouch, Beterspace, HelloGuest, etc. Digital concierges reduce human errors, increase productivity (24/7 support), cultivate brand loyalty, and drive additional revenue.

Then there is the Automating Accommodation Experience From Check-In To Checkout. Nowadays, it is possible to provide complete automation of all the processes and operations during the visitors' stay. Thanks to the latest technologies, the customers can book accommodation via an application or a website and check-in before arrival. It will save a lot of time, as there is no need to spend hours in the hotel's lobby waiting for your room to be ready. You can arrive at the hotel and go straight to your room and even get an electronic key. Different hotels worldwide also try to provide automated in-room service where everything can be controlled by voice or via a mobile application. Jurny is one of the solutions that aim to provide this type of service.

Another smart move of hospitality companies is the use of AI-based





“

Some hotels use check-in/out kiosks as additions to the front desk. Similar kiosks are at the airports, so a traveler can check-in for the next flight by their own, and there is no need to wait in crowded lines.

”

chatbots to provide automatic guest assistance. A chatbot is becoming a popular trend as it offers contactless communication between staff and customers. These programs can contain all the information about the facility and deliver instant answers to the customers. But it is crucial to create a bot that will communicate like a human and will be able to comprehend different types of questions, as we can ask for one thing in numerous ways.

Chatbots are used to send notifications to the customers before arrival or during their stay, providing helpful information about the available facilities or activities. It can also suggest special deals to the hotel's previous customers so that they can consider paying a visit once again. Chatbots are also excellent assistants when it comes to on-the-spot requests. A program can notify the staff of the orders and send updates to the visitors regarding their demands.

Now more and more hoteliers have started to consider shifting to self-service hotels. It is possible to achieve, but first, the hotelier should learn the customer's stay journey and see where interactions with the staff might take place. Usually, the interaction occurs when guests check-in and out, need additional information, or want to


make a request, so they need to talk to someone.

Some hotels use check-in/out kiosks as additions to the front desk. Similar kiosks are at the airports, so a traveler can check-in for the next flight by their own, and there is no need to wait in crowded lines. The same works for the hotels, visitors can provide the required information and receive a door key without any help from the staff.

Contactless payments have become very common in the hotel industry. Guests are allowed to make online payments from different devices and using various payment methods. Cloud-based technologies support remote payments. A mobile or web application allows the hotel's customers to provide payments for rooms or additional services online.

Enhanced establishment customer experience will increase guests' loyalty and trust. Implementing the latest tech solutions and software will benefit the hotel business in numerous ways, especially during worldwide pandemic times. There are many IT companies that specialize in custom software development for travel and hospitality which create up-to-date, cutting-edge solutions to enhance the performance of hotels.

RECOVERY IN HOSPITALITY SECTOR NOT TO BE FAR



Along with the unlocking of the country in June 2020, the Indian economy showed signs of recovery. The hospitality sector also witnessed a revival in demand since August. While the GDP showed a record year on year record decline of 23.9 per cent during Q1 FY 2020-21, the second quarter of this fiscal year witnessed a softening of GDP contraction to 7.5 per cent against the earlier estimated range 9-11 per cent. RBI has also projected a marginal positive growth in GDP in the third and fourth quarter of FY 2020-21 over last fiscal year. Furthermore, RBI has made an upward revision of the GDP forecasts for FY2020-21 and FY 2021-22 from earlier estimates. Remarkably there was a record growth in GST collections in the second half of 2020, with the month of December recording the highest monthly GST collections since its inception in 2017.





It is relieving to note that the hospitality sector space too showed similar signs of positivity. The growth was spurred by leisure demand, with holiday destinations in close proximity to major cities seeing a surge. India's leading leisure destination Goa witnessed a significant growth in room night demand in the last three or four months of 2020, and market-wide occupancy levels almost touched 55 per cent in November.

Recent months also saw a recovery in F&B demand as people have started resuming their earlier dining out habit. As per data on restaurant bookings made through leading Restaurant online booking platforms, there has been a nine-fold increase in table

bookings from June to November 2020 across India, which can give the sector some brightness in 2021.

We have also witnessed a month on month growth in domestic air passenger traffic since June. This trend is expected to continue in 2021 as business travel picks up, once offices reopen and travel advisories are softened by companies.

Hotel Development Scenario

Hotel development remained muted during the initial months of the lockdown. There was a slight revival in Q2 FY 2020-



21. The trend continued into Q3 FY 2020-21 as per preliminary data collected by JLL Hotels and Hospitality Group

Covid-19 pandemic also forced hotel operators to re-think the lease agreements they offer to owners. Indian operators that offer lease agreements preferred to focus on revenue share agreements rather than making minimum guarantee and fixed lease commitments. Further, learning from Covid-19 experience, operators are trying to safeguard themselves in the event

“

Covid-19 pandemic also forced hotel operators to re-think the lease agreements they offer to owners. Indian operators that offer lease agreements preferred to focus on revenue share agreements rather than making minimum guarantee and fixed lease commitments.

”

of future pandemic situations by strengthening their force majeure clause in hotel lease agreements.

As per data published by JLL REIS, the Indian office market was also severely impacted in Q1 FY 2020-21 as in the case of real estate asset classes with only 3.3 mn sqft of net absorption of office stock and 5.7 mn sqft of new completions. However, the sector has witnessed a quarter on quarter increase in leasing activity resulting in a 52 per cent increase in net absorption in Q3 FY 2020-21. New completions in Q3 FY 2020-21 reached 12.78 mn sqft across India, registering a 39% growth over the previous quarter. As historically the performance of both sectors is highly correlated, this brings some confidence to the hospitality sector, particularly in business markets such as Mumbai, Bangalore, Delhi-NCR, Hyderabad, Pune and Chennai.

Hotel investment landscape

Since March 2020, investment activity has been on standstill

and is yet to resume. But re-evaluations are also taking place keeping in mind a slow demand revival, improvised cost structures and reduced profit levels in the next 2 years. Serious investors are giving importance to debt service ratios, operating costs and suppressed demand from corporate travel, conventions, conferences and exhibition business. Investors across India are mostly inclined to evaluate operational assets in key markets rather than Greenfield developments.

It is redeeming that private equity firms, institutional investors and high net worth individuals (HNIs) have started evaluating good quality operational assets in major markets, with a focus on resort assets in prominent leisure destinations. A few developers with strong assets base are also actively pursuing hotel deals.

Being one of the worst-hit by the Covid-19 pandemic, the hospitality sector is seeking more government assistance to stay afloat. So far, the only relief has been the finance ministry's



decision to extend the Emergency Credit Line Guarantee Scheme (ECLGS) to the sector, under which the ministry recently removed the ceiling of ₹500 crore in loan outstanding as on 29 February 2020 to be eligible to avail credit. Under the ECLGS 3.0, hospitality firms can get the benefits, subject to a maximum assistance of 40% of loan outstanding or ₹200 crore, whichever is lower. There has been a rationalization of prices from pre-COVID to COVID levels, albeit not too much due to the support provided by the government to the major borrowers in the sector in the form of loan moratoriums and the Emergency Credit Line Guarantee Scheme (ECLGS). Once the support from the government runs its course, we may witness a few assets entering the tradable market.

Industry Woes

Earlier, Hotel Association of India (HAI) had made representations to the prime minister and finance ministry asking for relief in key areas, such as a one-time settlement of loans and waiver of all statutory liabilities, including property tax, lease rentals, licence fee and excise fee, across central, state and municipal levels during the pandemic. It had also sought a stimulus package for subsidizing salaries of hotel employees. The hospitality and travel sector's demand for tax rationalization was also not considered at the GST Council meeting held on 28th May.

The Federation of Hotel and Restaurant Associations of India (FHRAI) had urged the government to cut GST rate on hotel bookings, and remove GST for paying rent for players who were not eligible to claim input tax credit. It also urged the council to allow hospitality establishments to get refund of



unused GST credit lying with state governments.

Several representations to the finance ministry and the Reserve Bank of India for policy measures required to help the industry tide over the crisis await a positive response. The industry is pinning much hopes on the announcements of stimulus packages from the finance ministry. According to Indian Association of Tour Operators (IATO), which represents more than 1,600 operators for inbound tourists, it is crucial to reduce taxes on the tourism industry as it is set to face tough competition from neighbouring countries which will offer best deals to attract international tourists.

The industry association has requested the GST council to consider taxing only the service fee at 10% rather than taxing the whole tour package cost. It has also urged that GST/IGST may be fully exempted on the services provided outside India including neighbouring countries even if the

package includes India tour.

With severe covid 19 wave in India, inbound tourism has remained restricted for the last 15 months with multiple countries imposing travel ban on India.

Outlook for 2021

Hospitality industry expects domestic business travel to pick-up pace in the second quarter, as employees return to their workplaces and companies soften their travel advisories. In the interim, domestic leisure, weddings and F&B demand are expected to drive the sector's recovery. Conversion of brownfield hotel assets to alternative usages such as co-living, senior living and student housing, subject to the demand in specific markets is a distinct possibility in the emerging scenario. Investors are expected to firm up investment decisions as performance cycle picks up.

On the whole it would be prudent to expect that the recovery of the hospitality sector would not be far.



HOTELS NEED TO THINK OUT OF BOX AND OPEN OTHER REVENUE EARNING SOURCES



Mr. Arun Kumar Singh, a veteran in hospitality industry with an illustrious career spanning over three and half decades in Hospitality Management joined as the Director of FHRAI – IHM at Greater Noida, effective 1st March 2021. Mr Singh brings to FHRAI-IHM his expertise in Institutional and academic administration.

1. Can you briefly narrate the milestones in your career journey so far?

I started my career in Hospitality Industry in 1984 after after doing HM from IHM,Lucknow and after serving fir more than 3 years in Industry I moved to academics and joined IHM,Jaipur as Faculty .

In 1996 I jot the opportunity to start Food Craft Institute, Jodhpur as OSD and then Principal. That exposure of 9 years gave me immense exposure to establish and leading a institute and we got FCI,Jodhpur upgraded as State IHM with in 5 years of its establishment.

In 2004 I got an opportunity to move to my alma matter IHM,Lucknow as Principal and during my

tenure of 9 years we not only upgraded the existing infrastructure but added additional training infrastructure of 60.000 sq.fts. Working as Principal in same Institute where you studied and where your teachers are working as faculty was a memorable period for me as I got complete support and guidance of them in functioning of Institute.

Then in 2013 I was selected and moved as Principal ,IHM,Mumbai which was most prestigious hospitality institute of south east Asia . This period was full of learning and gave me immense satisfaction. The dedication, discipline among faculty and staff I saw in Mumbai is a rare in Institution now a days.I retired in December ,2020.



I worked for 33 years I worked in Hospitality education and gain immense exposure in the field of academic administration, infrastructure building and people management .

2. How do you propose to put your exposure spanning over three and half decades in Hospitality Management in the new assignment?

I joined FHRAI-IHM in March,2021 with the aim to get ready Institute for affiliation with National Council fir Hotel Management,Noida (under Ministry of Tourism,Govt.of India) under the guidance of FHRAI office bearers and with the support of FHRAI Secretariate.Our focus will be in establish this Institute as reputed Hospitality Mgmt.Institute in short span of time and motivate faculty to also engaged in Research and Development in Hospitality .

3. How do you assess the changing face of the Indian hotel brands in the pandemic scenario?

Indian Hotel brands now can not live and survive in isolation in the era of globalisation. In the present

pandemic situation we all need to think out of box and open other revenue earning resources to overcome the financial constraints in the hotels and make hotels secure and safe in the time of pandemic .

Retaining existing staff of the hotel is big challenge and all establishments need to do all possible efforts to retain them.

Indian hotel brands have better understanding of business environment including guests and investors therefore I feel in such difficult time they will be able to survive and take hospitality industry ahead in time to come.

4. What are your views on the availability of qualified manpower for the hotel industry? What more needs to be done in this direction?

In my view we are having large no. of govt.and Private IHMs but only few are providing reasonable number of quality manpower at Management and Sr.Supervisory level to the Luxury sector of Hospitality and test are engaged mainly in providing Entry Level Opportunities.

We need to develop mindset of students towards self learning, problem solving, acquiring managerial skill along with hotel and restaurant operational skill thus providing them an environment in Institute to develop that much confidence in them that they can face the competitive business environment learn and grow .

5. Do you think that the prevailing training systems for hotel staff properly equip them to meet the emerging challenges, particularly in an environment propelled by technological innovations?

Institutes provide knowledge and basic skill among students and then students learn and develop themselves by working,exposing themselves to new business realities and moulding themselves.

Technological innovations are continuous process and while in industry they see use learn and master themselves.

6. What according to you are the major challenges faced by the hotel industry in India in the present scenario?

A major challenge to the hotel industry is how to cope with the effect of COVID in business as present situation is prevailing for last 14 months and has badly hit the industry. Home delivery of food and beverage is an option but there are several challenges in that also. One major retail F & B service outlet organisation in India has increased order delivery segment from 25% to 56% and reached to pre pandemic level of revenue . I mean to say changing present pandemic situation is not in our hand but exploring options can help us in increasing revenue to sustain in such a difficult situation. Providing hotels to COVID isolation patients is also proved to

be a source of revenue generation though with least margin .

7. What are your expectations on the support required from the central government for hotel sector restoring the vibrancy of the pre-Covid 19 times?

Central Govt. should extend below measures -

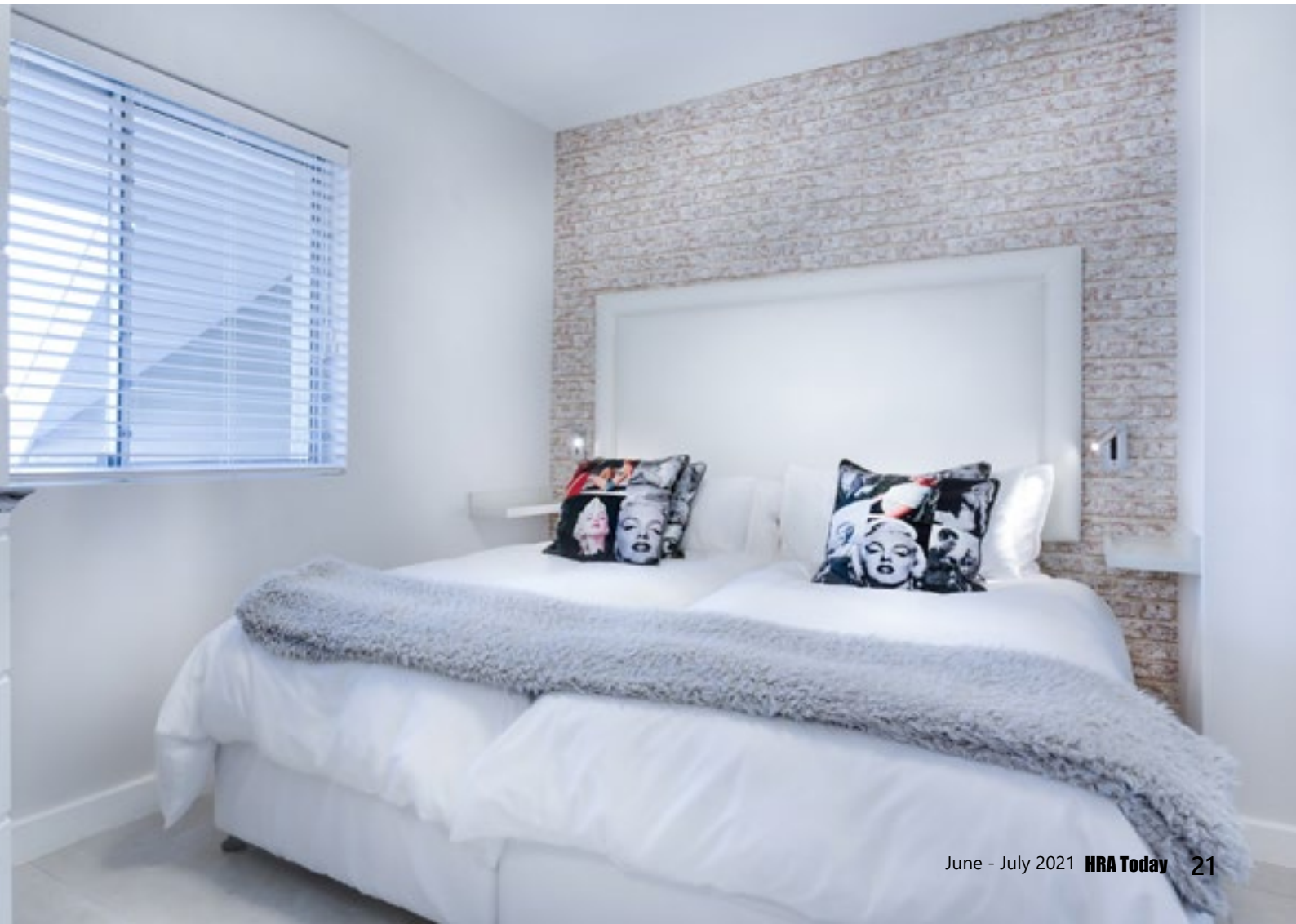
In fiscal measures Central Govt. May please extend a Moratorium of 3 years, waiver on interest of loans, may provide working capital and Govt. should bear the interest burden of Hospitality Sector etc. whereas waiver statutory charges like GST holiday fir 6 months , waiver of property tax, water and electricity charges and license fee by central and state govt. and deferment of fiscal statutory compliance deadline like direct and

indirect taxes m,professional taxes etc.

If these measures are provided by Government, then hospitality industry will be in position to survive.

8. What do you envisage focusing at over the next three years in your assignment as the helmsman of FHRAI-IHM?

First we need to make our presence in the hospitality sector and among students community by using social media and then provide right environment for the self motivational growth of students and inspire them to develop their personality, communication, to gain knowledge and skill and to acquire managerial input to face the industry with interest and grow .



PepsiCo's Soulboost, sparkling water with real juice & functional ingredients



PepsiCo, the leading-edge food and beverage company, just launched its latest innovation, Soulboost, a sparkling water beverage with a splash of real juice and functional ingredients. It captures the fun of a fruity drink through a light, guilt-free sparkling water refreshment. Its two varieties, Lift and Ease, offer four delicious flavours and just 10 to 20 calories per 12 oz can.

The product is the latest from PepsiCo's innovation team, which analyses data and insights in real-time to identify emerging consumer trends and creates products to address those needs. When it comes to wellness, it encourages consumers to do whatever works for them. The product establishes the company as a leader in the enhanced water market.

Mother's Recipe launches Crispy Papad-Vadam in three new flavours



Mother's Recipe has launched three new variants of crunchy delicious Crispy Papad-Vadam mildly flavoured with green chillies, red chillies, and onions. Vadam popularly known as (fryum) in India has been a core element of Indian cuisine. The brand has launched an exclusive range to offer more variety to consumers. These flavored Crispy Papad-Vadams can be great as an appetiser and can be eaten with various condiments and chopped vegetables. With its rising popularity, these Crispy Papad-Vadam are now available across the country.

Most popularly eaten alongside a home cooked meal, It can even be enjoyed as a tea time snack for the full family. It is made using rice flour, whole wheat flour and spices and following traditional recipes and with no added preservatives.

Sid's Farm launches 'Soft & Creamy' natural paneer



Sid's farm, the Telangana based modern dairy brand has launched natural paneer as one of its key offerings in the list of value-added products aimed to provide quality food and ingredients to the customers. The company claims that they do not use any hormones, antibiotics, or preservatives in the milk and due to which paneer's freshness and softness is maintained. This newly launched paneer known as 'Soft & Creamy' is targeted at vegetarians who are conscious to earn proteins in their daily diet and is a popular ingredient consumed by people across India.

Ardbeg launches a new limited edition 5 Year Old expression – Ardbeg Wee Beastie in India



The latest limited edition expression to join the Ardbeg core range in India is the Ardbeg Wee Beastie the feisty and intensely powerful smoky whisky. Ardbeg Wee Beastie has been described as a 'monster of a dram'... with a formidable bite with each sip. Matured in ex-bourbon and Oloroso sherry casks, Wee Beastie bristles with intense aromas of cracked black pepper, sappy pine resin and sharp tangs of smoke. An explosive mouthfeel bursts forth with chocolate, creosote and tar. As savoury meats sink into the palate, the long salty mouth coating finish slinks away.

Yummiano launches new varieties of the snack - 'bhujia'



Yummiano, Delhi based young startup, is launching a diverse range of healthy bhujia made out of beetroot, ragi, quinoa, oats, moong dal and palak. Bhujia has been a favoured snack in the Indian households, and is prepared by using moth beans, chickpea flour and spices. Originating from Bikaner, a city in the state of Rajasthan, Bhujia is fondly preferred savoury snack and contributes a good share in overall Namkeen category.

Roastery introduces a new range of specialty coffees from 2021 harvest



Roastery Coffee, one of the leading artisanal specialty coffee brands in India, has introduced coffees from Salawara Estate and Tribe- O- Project from 2021 harvest, for all the "coffeeholics". The brand has collaborated with Salawara Estate as its new partner farm this year. Salawara literally means "a string of blessings". Located in the lush foothills of India's Western Ghats near Sakleshpur in Belur region, this estate is spread over 145 hectare. The two variants of Salwara Estate Coffee available at Roastery Coffee are "Yeast Fermented" in Tasting Notes of Apple, Sugarcane and Green Apple and "Carbonic Marceration" in Tasting Notes of Candied Apple, Tangerine and Hibiscus.

The other newly launched coffee is the wild-grown coffee from the Tribe-O-Project. Tribe-O Koraput Coffee is unique for being semi-wild, growing in the forests of Koraput, Odisha at 1000 MSL, instead of well-organised estates or plots of land.

Monika Enterprises brings Fantini's Cerasuolod'Abruzzo and Calalenta to India



The Fantini Group has launched their line of finest Rosé wines from the Abruzzo region of Italy, Cerasuolod'Abruzzo and Calalenta, which are being imported in India by Monika Enterprises. It is claimed by the manufacturers to be of a kind with currently being the only Cerasuolod'Abruzzo in the Indian Market and the Calalenta - the only Italian made Merlot rosé in the country.

Fantini Cerasuolod'Abruzzo Cerasuolo translates as "Pale cherry red" and is the rose wine from Abruzzo, Italy. With a truly short skin contact, this wine made purely from Montepulciano d'Abruzzo grapes still wears the pale cherry red colour as its name suggests. Fantini Calalenta is made from grapes hand-picked at night (Calalenta).

Mad Over Donuts & Nickelodeon collaborate to make summer brighter for kids



Mad Over Donuts and Nickelodeon have collaborated with one another to spread cheer amongst children and gift them several unforgettable experiences with 'Nick Ka Mangoficent Summer'. The brand and the company are all set to introduce a limited edition of mango flavoured donuts called 'Golmaal Jr. Treat Box' inspired by none other than Nick's Golmaal Jr, an animated show by director Rohit Shetty based on the comedy movie series Golmaal.

There are different variants - 'Golmaal Jr. Treat Box', Mango Cheesecake, Mango Tango, Mango Berry etc. The limited edition of the Prank Gang donuts will have the characters come to life with creative toon designs on the package and box toppers of the toon characters greeting the little customers who have ordered them online.

Rasna launches affordable immunity boosting syrup concentrates at Rs 2 per glass



Rasna rolled out a new line of syrup concentrates with immunity boosters. At a time when the world is discussing building immunity as a key measure to combat the Corona virus, as a 'Make in India' and 'Atmanirbhar Brand' has taken the lead to launch a Rs 2 per glass immunity fruit based drink.

The company's aim is to create an affordable product, so that even children in the remotest corner of India are not deprived of this basic necessity. The new line of products comprises of a combination of five key immunity boosters, Vitamin E, B12, B6, Selenium and Zinc offering round the clock immunity. The products are further fortified with glucose and fruit extracts and also provide instant rejuvenation and energy. They are available in popular flavours of Nagpur Orange, Alphonso Mango, Nimbupani, American Pineapple, Shahi Gulab, Kool Khus, Kesari Elaichi and Kala Khatta.

Country Delight launches tender coconut water with easy to consume packaging



Country Delight, a consumer-centric daily essential brand, has launched its new product - Country Delight's Country Coconut Water with innovative packaging. The tender coconuts are sourced from Pollachi, Tamil Nadu. The brand assures approximately 300ml of fresh tender, naturally sweet water, and the packaging solves all the hassles of opening the coconut. The company also encourages the consumers to subscribe to the product daily and relish its health benefits through the summer heat. The product according to the company is natural and unadulterated being straight from farm to customer doorstep.

NatureFresh Professional launches premium puff baking fat Classic Gold



NatureFresh Professional, the leading suppliers of bakery shortenings and kinds of margarine in India have launched a premium puff baking fat called Classic Gold. The company claims the new offering is a result of extensive research and improved formulation by Cargill's research and development team, along with cross functional teams - marketing and sales. They claim the premium fat is best-suited for baked items like premium kharis, cream rolls, puff pastries and helps bakers achieve the optimal sensorial experience including texture, taste, shine and colour.

The product offers a comprehensive range of fats and margarines with varied applications for different bakery products. Along with this, the brand also provides technical expertise to bakers regarding latest baking applications.

Starbucks introduces a range of handcrafted ice creams



Marking their foray into a brand-new category, Starbucks has announced the launch of a new range of ice creams across stores in India. The new category includes indulgent flavours, formats, and personalised options. The company claims this latest offering will provide customers yet another delightful way of indulging in the cherished brand experience while reinforcing its unparalleled coffee authority and its commitment to continually reinventing the coffee experience through innovative avenues.

Upakarma Ayurveda launches Pure Shilajit Tea with powerful ingredients



Upakarma Ayurveda, India's fastest-growing Ayurvedic brand and the pioneer of Pure Shilajit Resin in India, has launched Pure Shilajit Tea. This is the first time ever that the concept of Shilajit Tea has been introduced in the Indian market.

Formulated by Ayurveda experts after extensive R&D, the tea is packed with powerful ingredients such as pure Shilajit, Ashwagandha, Cloves, Ginger, Nutmeg, and 10 other natural ingredients according to the manufacturers. The tea is already sweetened with Stevia, so there is no need to add extra sugar. The company claims some of the benefits of the brand's newly-launched tea include enhanced immunity, improved strength and stamina, calm body and mind, better digestion, and improved eyesight.

Kurkure unveils 2 innovative limited time flavours



Kurkure has launched two limited-time innovations – Out of Control Chaat and Uncensored Tadka flavours that offer a burst of surprising sensations, aimed at deepening consumer connect and driving incrementality.

The company claims the two new limited-time innovations – Out Of Control Chaat and Uncensored Tadka flavours - offer a burst of unique sensations and unpredictable taste surprises to tantalise tastebuds and elevate the consumer experience.

Mondelez India launches Cadbury Dairy Milk Lolly



Mondelez India has launched Cadbury Dairy Milk Lolly. With this foray, the company is entering a white space in the category of being the only Chocolate Lollipop in India. The company claims this latest entrant will offer consumers a unique indulgent experience and that "Cadbury Dairy Milk Lolly being the only chocolate lollipop in the segment provides the brand with an opportunity to strengthen its foothold in the category and stay true to its vision of proving consumers with more choice.

Burlingtons – Reserve French grape brandy from the house of Mohan Brothers



Breezer has launched its new flavour – Watermelon Mint. Further to its strategic vision of strengthening its presence in the category, the new innovation aims to cater to the evolving consumer demands and preferences. Company states currently the brand holds the highest market share in the ready to drink segment in the country and that the new flavour brings together notes of watermelon and fresh garden mint.

Breezer launches new Watermelon Mint flavour



Mohan Brothers have launched Burlingtons V.S.O.P. Reserve French grape brandy, a superior blend and a niche offering.

According to the manufacturers, "Burlingtons brandy is made from the cask containing various combinations of aged matured grape spirit and that this combination and ratio is the brand's closely guarded secret formula. There are nine exclusive variants in the pipeline which are planned to be introduced during 2021 in a phased manner

50% restaurants may not open once restrictions ease



Although restrictions are anticipated to ease steadily in states, restaurant homeowners mentioned the second Covid-19 wave is worse than the primary and 50% eating places might not open even when curbs are eased.

Business insiders don't foresee a restoration for the sector until the time Indians are doubly vaccinated. Whereas lockdown restrictions had been longer final yr, the second wave was extra devastating for households, they mentioned, and would have made folks hesitant and scared of venturing out. In addition they see an exodus of staff to different sectors put up lockdowns, probably stricter customary working procedures this time and lingering debt points as elements that might delay restoration.

"The second wave is an even bigger physique blow. The primary lockdown was countrywide and when eating places reopened there was nonetheless some working capital

accessible. They spent some huge cash in bringing folks again and relaunching operations. No-one was making any cash after resuming. However, now the workforce can be confused," mentioned Pradeep Shetty, joint honorary secretary of Federation of Lodge & Restaurant Associations of India (FHRAI). "There's a good probability staff will change to different trades due to the unpredictability of this career. There's uncertainty that if eating places open, for a way lengthy will they be allowed to open as a result of there's the chance of a 3rd wave. Our estimates are 50% eating places might not open even when restrictions ease throughout states," he added.

FHRAI requests GST Rationalization for hospitality industry



Federation of Hotel & Restaurant Associations of India (FHRAI) suggested consideration of the upcoming meeting of the GST

Council to the Finance Minister. The hospitality sector in the country is engulfed in massive losses and mounting debts due to the Covid pandemic and is undergoing a very gloomy economic situation with no respite to be seen in the near future. Being the first sector affected by Covid -19 and the last to revive, the hospitality sector in the country is waging a battle for its existence today.

The first wave of the pandemic and the unprecedented second wave with very strong ripple effects have destroyed the entire hospitality

eco -system in the country which would take many years to recover. Therefore, at this time of deep crisis, some affirmative action from the Government of India can only save this sector from crumbling down. We are sure that a favourable consideration of the following policy measures can go a long way in reviving the tourism sector in the country.

The association has laid down 10 practical suggestions for consideration, each one comprising a set of suggested measures.

Read &
Subscribe



HRA Today
OFFICIAL PUBLICATION OF HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)

Metro Media, Mera 44, Eanthivila Lane, Murinjapalam,
Medical College P.O., Thiruvananthapuram - 695011, Kerala, India
email: metromart.tv@gmail.com M: +91-9947733339, 9995139933



Pandemic Relief Measure - HRAWI Waives Of Annual Membership Fees For 2021-22

Dear Members of Hotel and Restaurant Association Western India, Greetings in the 71st year of the Hotel & Restaurant Association Western India!

Your Association being the pioneer representative body of our Industry in India has consistently advanced the cause of our fraternity by representing our concerns especially during this Pandemic at various forums, platforms and State and Central Government, not to mention fighting legal battles so many of which your Association has won and given members relief from time to time.

The unfortunate Covid 19 Pandemic has virtually broken the hospitality Industry's back with very poor support emanating from the Government and local bodies even after making innumerable pleas to various state and central departments seeking relief from property taxes, license fees, etc. The Association has been also knocking on the doors of various Courts to seek relief for the industry.

In this situation, your Association has therefore considered all the difficulties faced by our members and decided to do what is the need of the hour and offered a token one-time relief measure for members by giving each

member the option to voluntarily choose a part (50%) waiver or full (100%) waiver of the annual fees or to pay the full fees .

A. 50% waiver: Member may pay half the fees and contribute half the amount.

B. 100% waiver: Member may opt for NIL payment.

C. No waiver: Member may pay the full fees bearing in mind that HRAWI is incurring operational, administrative and legal expenses and the annual subscription is its only source of income.

MEMBERS ARE REQUESTED TO PLEASE NOTE AND RESPOND TO THE BELOW IMPORTANT DETAILS

PART A

For the current financial year 2021-2022 each member is requested to select and choose to pay the fees based on one of the three below mentioned options and tick mark in the appropriate box:

- We select Option A (50% waiver); or
- We select Option B (100 % waiver); or
- We select Option C (No waiver).

Accordingly, Members who have already paid their fees in the current year 2021 – 2022 and would still like to opt for Option A or Option B will get a carry forward of their respective payments in the fees of the next year.

It would be highly appreciated if your response through return email is sent as soon as possible not later than 31st August 2021 to the below email address.

membership@hrawi.com; support@hrawi.com

PART B

HRAWI has recently taken a decision to introduce an advanced E-Voting system which mandates two levels of Voter ID and authentication. HRAWI office urgently needs the below information which will be exclusively used only for casting your vote for the next Elections scheduled shortly. Please provide the following:

- Email Address : _____
- Mobile Number : _____

Kindly provide this information to the Office of the Association by return email so that we may update our records and without which you will be deprived of your fair right to elect Members of your choice.

The last date for updating our system and records is 17th August, 2021.

It would be highly appreciated if your response through return email is sent on:

membership@hrawi.com; support@hrawi.com

Yours sincerely,
Sherry Bhatia
President - Hotel & Restaurant Association Western India.

Indian hotel industry takes over Rs 1.30 lakh cr revenue hit in FY21, seeks govt support: FHRAI



The Indian hotel industry has taken a hit of over Rs 1.30 lakh crore in revenue for the fiscal year 2020-21 due to the impact of the COVID-19 pandemic, the Federation of Hotel & Restaurant Associations of India (FHRAI) said on Sunday. The apex industry body said it has submitted a representation to the Prime Minister and a few other union ministers urging immediate support from the government to save the hospitality sector from imminent collapse and has requested several fiscal measures for this

“The Indian hotel industry’s total revenue in FY2019-20 stood at Rs 1.82 lakh crore. As per our estimates, in FY2020-21, approximately 75 per cent of the industry’s revenues got wiped off. That is more than Rs 1.30 lakh crore revenue hit,” the FHRAI said in a statement. The businesses are steadily closing and non-performing assets (NPAs) are rising, it added.

Since March 2020, the industry

has been struggling to manage its statutory and capital expenditure obligations. Repayment of loans with interest is not just difficult but impossible under a more severe economic environment due to the present surge, FHRAI Vice President Gurbaxish Singh Kohli said. Without a moratorium on EMIs and interest payments, the sector will completely crumble, he added.

“We request the Government to offer a sector-specific policy which can mitigate all adverse financial impact including debt obligations accrued or to be accrued towards banks, financial institutions or any other entities, in view of the current circumstances and its long-term repercussions,” Kohli said. While FHRAI understands that the government has to prioritise, ignoring the industry even now will push it to the point of no return, he added. “Without wasting any more time, the government should make necessary special provisions to waive statutory charges for the hospitality sector,” Kohli said. The hospitality

industry should be offered a waiver of property tax, water charges, electricity charges and excise license fees for the lockdown period, he added.

FHRAI Jt Honorary Secretary Pradeep Shetty said that working capital support with a low rate of interest from the government will help the hospitality establishments that are struggling to restart and sustain their operations due to negative cash flows. “We also request the government to compensate employees engaged in the industry and their families for the loss of income,” he added.

“Along with moratorium extension of three years the industry will need a complete waiver of interest on the loans from March 2020 till the time that business is normalised, FHRAI Vice President Surendra Kumar Jaiswal said. Being an employment-intensive sector, a concrete policy is required to support the hospitality industry, he added.

'66% of travellers waiting until the summer to travel,' says flydubai's survey



A growing number of passengers are waiting until the summer to travel, according to a recent passenger survey conducted by flydubai. The survey, which was conducted in February 2021 with 2,800 passengers, was aimed to gauge passenger feedback on their travel plans and their experience while travelling with flydubai. According to the response of the passengers, 66% of UAE residents surveyed said that they were likely to travel soon, either in the next one to three months (41%) or in the next four to six months (25%),

indicating an intent to travel during the summer.

When asked about the reasons for postponing travel 40% of those surveyed said that barriers to travel such as quarantine when returning home and travel restrictions were factors in delaying their travel plans. 48% of those surveyed said that border closures were also a deciding factor in planning their next trip.

flydubai's network in the summer is expected to reach more than 80 points in 45 countries and offers passengers a variety of popular

leisure destinations that reflects the diversity of its network. For those seeking a break, flydubai offers passengers the chance to explore a range of cities rich in culture, heritage and activities such as Batumi, Bodrum, Colombo, Malé, Tbilisi, Trabzon, Tirana and Tivat. Holidays by flydubai, the airlines holiday division, also offers a range of attractive tailor-made holiday packages across the flydubai network to suit all budgets with a single booking process.

The survey also highlighted passengers' confidence in flydubai's COVID-19 precautionary safety measures. From their travel experience with flydubai 91% felt that flydubai crew adhered to Personal Protective Equipment (PPE) policies during their journey.

Furthermore, 88% agreed that airport staff, at either the departure or arrival airport, followed the procedures. Moreover, 88% of passengers felt that aircraft cleanliness was of the upmost importance and 73% of passengers felt more confident because masks were being worn throughout the customer journey. They further appreciated the importance of limiting movement around the cabin during the flight (69%).

Hilton Mumbai International Airport recognised with TripAdvisor Travelers' Choice Award 2021

Hilton Mumbai International Airport has announced that it has been recognized as a 2021 Travelers' Choice award winner. This achievement celebrates businesses that consistently deliver fantastic experiences to travelers around the globe, having earned great traveler reviews on Tripadvisor over the last 12 months.

"This is a great achievement for our hotel, since these are results of valuable reviews from our patrons who are confident to stay with us, with assurance of great quality service and special attention to the Hilton CleanStay program, an industry-leading cleaning standards to ensure hygiene and safety of our guests and team members. This recognition makes us now part of an exclusive group, ranking among the top 10% of listings on TripAdvisor." said Ajay Vora, Director of Finance, Hilton Mumbai International Airport. "In this year's first five months, we have witnessed historic rise of our TripAdvisor ranking. Starting with rank #32 in Mumbai hotels back in January, to today's rank of #19. All the credit goes to our resilient team who work everyday of the year, dedicated to serve every guest with the light and warmth of Hilton hospitality."



Shangri-La Hotels and Resorts unveils its revamped brand logo to mark its 50th Anniversary



As part of Shangri-La's 50th Anniversary celebrations, the Group has announced a refreshed brand logo for Shangri-La Hotels and Resorts (Shangri-La) that pays tribute to its past and sets a fresh vision for the future.

The refreshed logo reflects the brand's journey and evolution with its guests, while staying true to the brand roots that have continually delivered warm Asian hospitality. Beginning in Singapore in 1971 with the first hotel, Shangri-La's story has been closely tied to Asia for 50 years. The brand has expanded to key destinations around the world,

inclusive of more than 80 hotels and resorts to date, bringing the best of Asian through heartfelt hospitality and joyful experiences for its guests.

The refreshed Shangri-La logo presents a more contemporary look and feel while maintaining the powerful equity of the brand. The signature "S" mark is retained and takes on a new gold colour that evokes the warm glow of sunrise, and the original typeface is refined for a more modern feel to align with the new design ethos, and is inspired by Asian calligraphic elements and creating a connection to history and tradition.

Additionally, the brand has opted not to include 'Hotels and Resorts' in the refreshed logo, recognising that Shangri-La is more than a place, but a feeling and an experience that inspires personal moments of joy.

Unveiled in 2017 and 2018 respectively, the rejuvenated Tower Wing and the launch of Buds by Shangri-La set successful precedents for new design and family experience concepts. Island Shangri-La, Hong Kong is undertaking a renovation beginning with The Horizon floors and suites that will bring a fresh, modern perspective to a beloved destination. Set for launch in 2022, Shangri-La Hangzhou, the first Shangri-La hotel in Mainland China, will undertake a renovation project to honour classic elements of the West Lake location with an updated design concept that will offer exclusive, secluded and ultra-luxurious experiences for guests visiting the UNESCO World Cultural Heritage site.

Hotel stocks are on the rise despite surge in covid cases

According to the Live Mint, Despite the second wave of the pandemic in the country, stocks of hotel companies are at their weekly highs. While the Tata group-owned Indian Hotels Corporation Ltd, which runs the flagship brand Taj Hotels, has seen its stock surge 19%, Kamat Hotel's stock went up by 5%, Royal Orchid by 7%, Specialty Restaurants by 4%, Chalet Hotel 8% and EIH Associated Hotel 6%.

Analysts explain that the visibility of vaccinating more people could be a key reason behind this rally, among other aspects.

"It seems investors are seeing the recent surge in the covid cases as a temporary setback and expect gradual recovery across the sectors including hospitality, citing the

efforts taken by the government to increase vaccine reach. Amid all, we feel the investors shouldn't go overboard in these businesses and accumulate selectively only on correction with the long-term view", said Ajit Mishra, VP- Research, Religare Broking.

Mishra added that the rebound could also be attributed to the permission to continue with their home delivery business, which would restrict the impact of the lockdown. "Besides, the restrictions are not as severe as they were last time and vary from state to state providing some comfort to these players", he said.

Added to this is the occupancy levels at many hotels which are being driven by people who wish to isolate themselves as well as covid-19

patients who are pre-symptomatic, have very mild symptoms, and are either positive or suspected of having the disease.

Hospitals have also tied up with hotels, directing patients to these hotels to quarantine themselves. For instance, in Navi Mumbai, Apollo Hospitals has tied up with Mago Suites to introduce its hotel Isolation services, under medical supervision, following stringent sanitizing protocols.

In Mumbai and its suburban areas, over 200 hotels have turned quarantine centres.

Analysts also said that the drop in the number of cases in a few states is adding to the optimism for these hotel group stocks boosting investor sentiments.

Leading food delivery platforms tie-up with Prakritii Cultivating Green for disposable cutlery

Hygienic food practices have always been a part of a healthy lifestyle. Given the prevailing situation, many leading food delivery platforms including Swiggy are now tying up with Prakritii Cultivating Green for disposable cutlery and mitigate plastic waste.

The patients of covid-19 are being served with the simplest quality of food and proper resources for cutlery. The large expansion of "Covid Tiffin" has been introduced to the general public so that the environment-friendly method might be accessible. As per resources, Swiggy runs an initiative called "Swiggy Packaging" which assists with paper and glass as alternative options.

The newly introduced term covid tiffin is the new prominent option towards healthy and simply accessible food options, mainly for patients being alone during this pandemic struggling for food or families those who have covid positive members got to recover nourishment and availability of food. "Boosting immunity is a prerequisite in keeping infections at bay". The sales have seen an enormous increase in the past month as this concept of covid tiffin



has been working well because the food is being cooked by those reception and packed in Eco-friendly and biodegradable disposables eliminating reusable tableware for hygiene and safety protocol. Also, Zomato will soon launch an online marketplace to assist its restaurants to procure eco-friendly packaging easily.

Prime Minister of India, Narendra Modi has set an aim for 2022 to

eradicate the utilization of single-use plastics. Many patients in Coronavirus rely on the hospitals for food not knowing whether it is reasonable for them or not especially in a situation when people like this prefer having comfort over anything. Coronavirus has instructed us to battle this infection inside and out by helping each other in times like this, so the possibility of a cloud kitchen came right into it for those in need.

Concept Hospitality Pvt. Ltd. opens Kanak Beacon Hotel in Ahmedabad

Concept Hospitality Pvt. Ltd. has opened Kanak Beacon Hotel in Ahmedabad, Gujarat. This is the 12th hotel which the company has opened under the Beacon brand. The company is the principal hospitality player in the state of Gujarat and currently manages 21 Fern, Fern Residency and Beacon hotels in the state. Overall this takes the tally to 81 operational properties in India, Nepal

and Seychelles.

Kanak Beacon Hotel, Ahmedabad is a smart and efficient 40 room business hotel. The hotel also offers a multi cuisine restaurant and is centrally located on Ashram Road, the main commercial hub of Ahmedabad. Major sightseeing attractions like Sabarmati Ashram, Sabarmati Riverfront and many more are all in close proximity to the hotel.

Guest room facilities include high speed Wi-Fi internet, LED television, complimentary bottled drinking water, in-room tea & coffee facility, in-room safe etc. Some of the other services provided by the hotel are express check-in & check-out, smoking/non-smoking rooms, airport and local transfers (on chargeable basis).

Trident Group Setting Benchmarks to Combat the Spread of COVID-19



HRDA -2021- Platinum Award
Most Innovative COVID Response
TRIDENT GROUP
Being different to normal



With the spread of second wave of COVID-19 in our country, the governments, institutions, corporates, NGOs and individuals are coming together to combat the unprecedented challenge the nation has ever faced in this century. Trident Group once again outshined as an exemplary organization with its measures and novel initiatives to combat the spread and ensure well-being of their employees. The HR Association of India has given Platinum Award in the Most Innovative COVID Response category

in HRDA-2021. This Platinum award by HR Association of India is a symbol of great applause for the resolute commitment of the organization for its people and society at large.

Under the leadership of Padma Shri Awardee Rajinder Gupta, Chairman of Trident Limited, several measures have been taken to ensure the well-being of its employees, their family members, while also providing support to the government.

Trident Group received platinum

award by HR Association of India. Free vaccination for its employees, their family members and special drives are being arranged as per the guidelines of the government. The chairman himself advocated about the vaccination drive to those who are working in the factories (Karamyogis) and had any apprehensions about the vaccination. Moreover, to ensure that the members of the organization feel emotionally connected, a morning town hall takes place every day wherein well-being of all employees is discussed and remedial measures are undertaken wherever applicable.

The group has tied up with multi-specialty hospitals for home care, ICU set up and tele-consultation for medication of its employees. Constant touch and association is facilitated with the leading hospitals of the Ludhiana such as Mediways Hospital, Orison Superspecialty Hospital, DMC, Deep Hospital and Deepak Hospital to request for medical facilities for their employees as and when required, likewise for all other base locations including Sanghera, Dhaura and Delhi NCR.

Indian tourism and hospitality industry mourn the loss of two industry leaders, Rajindera Kumar and Anil Bhandari to the COVID-19 pandemic

Out of the many losses invoked by the pandemic, the industry suffered yet another setback with the loss of its esteemed leaders, Rajindera Kumar and Anil Bhandari who succumbed to COVID-19 in the last 24 hours.

Rajindera Kumar, was the Senior member of the Managing Committee and Former President of HRANI & FHRAI.

Kumar had been one of the longest serving senior members of the

Managing Committee of the Hotel and Restaurant Association of Northern India (HRANI). Kumar made invaluable contributions to the advocacy efforts of HRANI & FHRAI, leaving a special imprint across India. The void left behind by him will be deeply felt by the hospitality and tourism fraternity.

Anil Bhandari, the former Chairman & Managing Director of India Tourism Development Corporation (ITDC), succumbed to COVID-19, in the national capital last night. He was

appointed as the MD of Indian Tourism Development Corporation Limited (ITDC) from 1992 to 1997 and later joined ITC Limited as an advisor of Travel and Tourism in 1998. Bhandari was also the MD of Hotel Corporation of India.

He was on the executive committees of some of India's premier trade and industry bodies such as FICCI, PHDCCI and Member Industry Council. He was also serving as the chairman of AB Smart Concepts.

Post Covid-19 era looks promising for India's food processing industry, says KPMG Report



The post Covid-19 world looks promising for India's food processing industry as it recalibrates itself to capitalize on increased opportunities in the industry and ears up to capture new markets, a KPMG report on Indian food processing industry said. According to the report, the optimism for the industry emanates from projection of exponential growth in demand for processed food in rural areas and countries Tier 2/3 cities. Moreover, a lot of untapped potential remains to enhance India's export to the top 10 food importing countries of the world where the country at present has a limited presence.

The report had recommended that government can support the exporters by negotiating Free Trade Agreements (FTAs), lowering Non-tariff barriers (NTBs) and expeditious implementation of Remission of Duties and Taxes on Exported Products (RoDTEP) scheme. This will help in larger penetration of Indian value added food products in bigger global markets.

According to the report, the food processing industry is one of the

mainstays of the global economy with a value addition of \$ 1.7 trillion. Also, the Indian processed food market is expected to grow to \$ 470 billion by 2025 from \$ 263 billion (2019-20).

The report titled "Indian food processing industry – growth opportunities post the Covid-19 pandemic", further said that the pandemic had provided opportunity to the Indian industry to scale but the success would also depend on the development of high quality food testing and certification infrastructure in the country as hygiene needs grow in post Covid world.

Innovative products focused on wellness, health and nutrition are likely to see a huge opportunity in the domestic market, the report said harping on the importance increasing cold storage capacity in the absence of which scalability of perishable products has been challenge. Moreover, Digitalised Supply chain, Smart warehousing and logistics using industry 4.0 technologies can help India reduce wastage during storage and transit, it said.

According to KPMG, the pandemic

has given rise to a new normal with sustainable food chains, growing preference for healthy food and localized food supply with increased trade barriers.

"In the post Covid-19 era, there is likely to be a surge in non – tariff measures including stringent Sanitary and Phytosanitary Measures (SPSs) and Technical Barriers to Trade (TBT) by major economies to ensure food safety against transmitted chemicals and diseases," the report said. It also recommended government partnership with private players through appropriate PPP models to ensure a faster scale up of quality infrastructure in line with industry requirements.

Adopting a focused approach with collaboration from diverse stakeholders is required for catalytic growth of the industry. An inter-ministerial committee led by MOFPI and consisting of various ministries may be constituted to bring various stakeholders together in a coordinated manner, the report said. (IANS)

The Westin Goa Opens in the Indian Beach Capital



Westin Hotels & Resorts, part of Marriott Bonvoy's portfolio of 30 extraordinary brands, announced the opening of The Westin Goa, marking the brand's debut in the coastal state. Committed to delivering on the brand's foundational pillars of Sleep Well, Move Well, and Eat Well, the new hotel features signature brand

programs that enable guests to maintain and enhance their wellbeing while traveling.

Located within easy access of the main tourist attractions, The Westin Goa is perfect for beachgoers who enjoy a healthy dose of pampering, matched with holistic wellbeing offerings and access to a fun-filled

nightlife. The beach is home to big and small eateries offering local delicacies, as well as water sports and great beach parties. The Goa International Airport – Dabolim is located approximately 40-minutes' drive away from the hotel, making it easily accessible from other regional and international destinations.

The new hotel boasts 171 spacious guestrooms and suites, as well as deluxe patio rooms where guests can relax over a dip in the outdoor pool accessible directly from the rooms. All the rooms are equipped with the brand's iconic Heavenly® Bed, which is uniquely designed to revitalize the body and mind with a night of restorative sleep. The sleek bathroom featuring the Heavenly® Bath redefines the shower experience with a revitalizing rain shower and features luxuriant White Tea Aloe bath amenities, extra-large bath sheets and plush bathrobes to help guests start the day feeling pampered and invigorated.

Gujarat hospitality industry requests permission for takeaway and home deliveries till midnight

The Hotel and Restaurant Association of Western India (HRAWI) and the Hotel and Restaurant Association of Gujarat (HRA-Gujarat) have submitted a representation to the Hon'ble Prime Minister – Narendra Modi to allow takeaway and home delivery services till 12 am for hotels and restaurants in the State. The Associations have expressed agreement with the Gujarat Government's decision to impose restrictions for controlling the spread however, taking into consideration the industry's year-long crises, have pleaded to the Government for some leeway. The Associations have stated that there are over 35,000 hotels, restaurants, small food eateries and cafes across the State that provide direct employment to 10 to 12 lakh people. With the current restrictions, most of these people will be rendered

jobless. "The food and Hospitality industry is under severe crisis for over a year now. Many small entrepreneurs could not survive sustained losses for such a long period and have closed their business. The industry is in dire need of support from the Government to balance its economics and sustain. A failed industry will not only bankrupt the owners and entrepreneurs but will also render lakhs of people jobless. Taking all of this into consideration, we request the Hon'ble PM to permit takeaway and home delivery services in Gujarat till 12 am," says Sherry Bhatia, President, HRAWI. Gujarat's Hospitality industry is one of the largest contributors to India's GST collection, making it one of India's top five States with the highest GST collection. The industry supports approximately 2 to 3 lakh

people in the organized segment and 40,000 to 50,000 unskilled suppliers and vendors are connected with this industry. "Many families survive on the single income of delivery personnel. Many migrants residing in the State for various purposes including job, study, medical reasons depend on food delivered to them from restaurants and eateries. Also, there are several households where all family members have fallen prey to COVID19 and they too are dependent on food ordered in. Allowing takeaway and delivery services will help the industry to survive and will also ensure that the Government is not burdened with granting any major reliefs," concludes Narendra Somani, President, HRA Gujarat & Executive Committee Member, HRAWI.

'Save us from doom': Hospitality industry sends SOS to all CMs

In a last-ditch measure, the apex Federation of Hotel & Restaurant Associations of India (FHRAI) sent an SOS to all Chief Ministers and Chief Secretaries, seeking urgent relief measures to help save the industry from doom as nearly one-third of hotels and restaurants across the country have shut down permanently. It pointed out that with the fresh Covid-19 wave and new restrictions on the hotel industry business across states, the crucial sector has again become the worst-affected like in 2020.

"Covid-19 has been extremely disruptive on the hospitality industry, which is among the core sectors of the economy. It was the first to fall and will be the last to recover. We had lost all business after the (2020) lockdown came into effect and zero business scenarios for nearly 10 months last year," rued FHRAI Vice President Gurbaxish Singh Kohli.

However, all other obligations like rentals, salaries, debt servicing statutory payments and other expenses remained, resulting in mounting debts, threats of insolvency



'Save us from doom': Hospitality industry sends SOS to all CMs

of a majority in the sector, coupled with millions of job losses. As many as 30 per cent of establishments in the country have closed down permanently due to the financial crises, over 20 per cent have not opened fully post-lockdown, and the remaining 50 per cent continue to operate with losses and revenues below 50 per cent of the pre-Covid levels.

Questioning the logic of the restrictions, the FHRAI leaders said that the aviation industry is permitted to operate full capacity, and not them, though the sector accounts for around

10 per cent of the GDP, supports over 9 crore jobs and generated Foreign Exchange Earnings of Rs 194,881 crore (\$29.97 billion) in 2019.

The FHRAI has urged all Chief Ministers to scrap the policy of imposing selective or blanket bans and severe restrictions on the hospitality establishments, and they should be entitled to relaxations or waiver of statutory payments like electricity bills, property taxes, excise licence fees, etc.

FHRAI request FM to provide special credit guarantee window to hospitality sector under ECLGS

FHRAI, the apex body of the Indian Hospitality Industry, has complimented the Government of India for extending the Emergency Credit Line Guarantee Scheme (ECLGS) with some remarkable changes for the benefit of the most distressed sectors such as hospitality, travel and tourism.

The impact of Covid-19 on the hospitality industry has been extremely disruptive. Among all the core sectors of the economy, hospitality was the first one to fall and is going to be the last to recover, hence becoming the biggest casualty of the pandemic in the country.

The industry had lost all its business after the lockdown. It came into effect and the zero-business scenario remained for 7-10 months during last year but the obligations of the establishments such as rental and salary expenses, servicing of debts taken earlier and the statutory payments kept going all through this period leading to mounting debts, threats of insolvency and NPAs for majority in the sector along with millions of job losses.

As of today, 30 per cent of the hotels and restaurants in the country have shut down permanently due to financial losses. Over 20 per cent of hotels and restaurants haven't

opened fully after the lockdown. The remaining 50 per cent continue to run in losses and revenues are below 30 per cent of the pre-Covid levels.

The second wave of Covid-19 is spreading rapidly all across the country breaking all the previous records of daily infections and loss of life, resulting into more severe restrictions imposed by various state governments and local authorities on the hospitality sector. The imposition of night curfews/lockdown by the majority of the state governments fully in some states and partially in some others has brought the hospitality sector to its knees.

Compensate employees engaged in the industry: FHRAI



The latest restrictions imposed by the Maharashtra Government on restaurants in the state have devastated the hospitality industry. Permitted to operate for only takeaway and delivery services, restaurants see the imminent collapse of business within the fortnight. With the latest 'Break The Chain' order, at least more than 30 per cent of restaurants will shut down completely. Already approximately 35 percent of the hotels and restaurants remain

shut in the state due to financial stress related to loss incurred after the first lockdown. The Federation of Hotel & Restaurant Associations of India (FHRAI) has pointed out that not only restaurants but citizens stepping out of their homes for work and medical emergencies will suffer as a consequence of the decision. With no place to eat whilst out, people will have no choice but to starve and fall prey to illness. The association has once again requested the government to reconsider the restrictions imposed on restaurants and allow them to operate for dine-in services while following all the SOPs even if within the limited permissible times.

Almost 35 per cent of the hotels and restaurants in the country either haven't opened fully after the first lockdown was lifted or have shut down permanently due to financial loss. The rest continue to operate in losses and with turnover below 50 per cent of the pre-COVID19 level. The FHRAI has appealed to the State Government to compensate

employees engaged in the industry and their families for the loss of income, and also support hoteliers and restaurateurs by waiving off all statutory fees, taxes and utility bills. The sales figures prove that despite the fact that the restaurants were thrown open at 50 per cent capacity in some states there has not been a proportionate influx of guests. The Hospitality industry understands the seriousness of the issue and the limitations that the Government is facing in its war against the pandemic. We are one of the most labour intensive industries and understand the prominence of safety protocols which we follow rigorously. After all we too are present in the premises. We too want the spread to come under control and put this bad phase behind us. But in our attempts to accomplish this, if we are going to disrupt an entire sector and the livelihoods of millions of people dependent on it then we are defeating the very purpose of such a decision. This is the case of the cure becoming more deadly than the ailment.

FSSAI reoperationalises the Food Safety and Standards Amendment Regulations 2020

The Food Safety and Standards Authority of India (FSSAI) has issued a direction to re-operationalise the Food Safety and Standards (Licensing and Registration of Food Business) Amendment Regulations 2020 with effect from March 27, 2021. The draft of this regulation was notified in November last year and the comments, FSSAI says, were under consideration. "As, the finalisation of these regulations would take some more time, it has been decided to reoperationalise FSS (Licensing and Registration) Amendment Regulations 2020 from March 27th 2021," reads the direction. The regulation was related to testing, inspection and appointment of food safety

supervisors for food businesses. Under these regulations the food businesses were asked to maintain a system of control to ensure quality of the production by means of specific plan of testing to comply with the relevant regulations or standards.

These regulations also lay rules for periodic inspection and audit of the food businesses. Under these regulations the commissioners of food safety shall draw plans for periodic inspection of food businesses in their respective jurisdiction based on risk assessment. Also, according to the regulations, the FSSAI Central Advisory Committee can approve a checklist for the inspection for

different kinds of food businesses. Further, the food businesses were also required to obtain hygiene ratings for themselves, which will be different from the audit. Under these regulations, the food businesses should ensure appointment of a food safety supervisor, who will ensure training of food handlers involved in food making of the food product. The FBOs were asked to comply with these regulations with immediate effect. However, the enforcement related to these regulations would only be done after the publishing of these regulations in the official Gazette of India. These regulations were initially operationalised from March 27 to September 27, 2020.

Hotel Operation education must be subsidized by the centre or by state governments.



We all know that till 1980 there were only 4 CIHMs in metro cities of the country and 9 Food Craft Institutes spread in state capitals. Hats off to Mr. Bilford Smith who was the Principal, IHM, Mumbai from 1957 to 1963 and then moved to Delhi to set up IHM, Pusa and thereafter at Madras and Calcutta. He was advisor to Ministry of Agriculture, Govt. of India on catering education

deputed by FAO, United Nations. It was his noble idea to have Hospitality Management Education in then 4 metro cities for HM education and Hotel Operation in 9 other big cities spread across India but Ministry of Tourism, Govt. of India then upgraded all FCIs to IHMs from 1984 to 1990 and the emphasis shifted to HM education and in this race we somewhere lost the noble idea of Mr. Smith.

expectations. The state of Kerala is ahead in offering the HO diploma program in 13 FCIs and 2 more are coming up shortly. Rajasthan also started this concept in 1995-96 by opening 2 FCIs in Jodhpur and Ajmer while Udaipur was already in operation.

Being the founder Principal of Food Craft Institute, Jodhpur I strongly agree with the idea of Rajasthan Govt. to open FCIs at Divisional level so that students can be trained and absorbed there itself. You will be happy to know that a few years back I got an opportunity to attend a meeting of Principals of Western India CIHMs in SIHM, Jodhpur and was delighted to see that about 8 students of then FCI, Jodhpur are still working in Taj Jodhpur and they are basically from Jodhpur or nearby places.

This should be the thought of the Govt. for FCIs and suitable financial assistance must be provided to them so that they can sustain and serve the local hospitality Industry.



A.K. Singh
Director
FHRAI-IHM, Gr. Noida

In my opinion Hotel Operation education by offering diploma / certificate program in core operational area of hotels must be subsidized by central government or state governments as in the case of ITIs for technical education. By having HO programme with higher fees in large cities we are not getting needy candidates for diploma program and those who are coming for admission are not willing to work on the existing pay structure as they won't be able to afford better lifestyle. Thus we are losing on both ends.

Skill development programs offered by Central and State Govt. through private players are able to fulfill the

Maharashtra Government 'Break the Chain' order puts restaurants out of business



The latest restrictions imposed by Maharashtra Government on restaurants in the State have devastated the hospitality industry. Permitted to operate for only takeaway and delivery services, restaurants see imminent collapse of business within the fortnight. With the latest 'Break the Chain' order, at least more than 30 per cent of restaurants will shut down completely.

Approximately 35 per cent of the hotels and restaurants remain shut in the State due to financial stress related to loss incurred after the first lockdown. The Federation of Hotel and Restaurant Associations of India (FHRAI) has pointed out that not only restaurants but citizens stepping out of their homes for work and medical emergencies will suffer as a consequence of the decision. With no place to eat whilst out, people will have no choice but to starve and fall prey to illness.

The association has once again requested Government to reconsider the restrictions imposed on restaurants and allow them to operate for dine-in services while following all the SOPs even if within

the limited permissible times.

Gurbaxish Singh Kohli, vice president, FHRAI, said, "Almost 35 per cent of the hotels and restaurants in the country either haven't opened fully after the first lockdown was lifted or have shut down permanently due to financial loss. The rest continue to operate in losses and with turnover below 50 per cent of the pre-Covid-19 level. The FHRAI has appealed to State Government to compensate employees engaged in the industry and their families for the loss of income, and also support hoteliers and restaurateurs by waiving off all statutory fees, taxes and utility bills. Our sales figures prove that despite the fact that the restaurants were thrown open at 50 per cent capacity in some states there has not been a proportionate influx of guests."

"The hospitality industry understands the seriousness of the issue and the limitations that Government is facing in its war against the pandemic. We are one of the most labour intensive industries and understand the prominence of safety protocols which we follow rigorously. After all we too are present in the premises. We too want the spread to come under control and put this bad phase behind us. But

in our attempts to accomplish this, if we are going to disrupt an entire sector and the livelihoods of millions of people dependent on it then we are defeating the very purpose of such a decision. This is the case of the cure becoming more deadly than the ailment. Also, this is not affecting just the Hospitality industry. Today, the everyday labourers and daily wage workers have no place to eat. We have had relatives or friends of hospitalised patients come to our restaurants to check if they could sit and eat but sadly we could offer them only the takeaway option. They cannot sit on the road or the footpath and eat. People trying to get a patient admitted to a hospital do not pack lunch before leaving home. They have no choice but to starve. Right now, hotels and restaurants are one of the safest and the most hygienic places to be at. For the sake of all who are dependent on restaurants for their livelihoods and also for those who rely on us for a decent place to eat with safety and dignity, we once again appeal to the Government to reconsider its decision and allow us to operate for dine-in services," concluded Mr. Kohli.

Draft national strategy for boosting tourism sector



Ministry of tourism under Government of India has released three draft strategies in order to boost tourism sector in aftermath of covid-19 pandemic. Draft strategies were put forward with roadmaps to promote India as a rural and medical tourism destination. They include National Strategy and Roadmap for Development of Rural Tourism, Draft National Strategy and Roadmap for Medical and Wellness Tourism and MICE destination.

National Strategy and Roadmap for Development of Rural Tourism seeks to position India as a place for conferences, meetings and exhibitions. It seeks to develop and promote local products through

tourism in order to generate income and jobs in rural areas and empower local communities. It will also help in reducing migration from rural areas, poverty alleviation and sustainable development.

Draft National Strategy and Roadmap for Medical and Wellness Tourism seeks to promote India as an accessible and affordable destination of medical treatments and wellness courses. Key drivers for growth of medical tourism and wellness tourism includes affordability & accessibility of good healthcare services, minimal waiting time, facilitation around hospitality services, availability of latest medical technologies & accreditations. This draft is in line with government of India's recognition to

medical value travel and wellness tourism as an important sector which is having potential of accelerating India's development & attaining objective of Aatmanirbhar Bharat. The national strategy was released with the aim of providing an institutional framework which can strengthen the ecosystem for medical and wellness tourism and develop a brand & ensuring quality assurance.

Draft to position India as a MICE destination was also put forward. MICE stand for "Meetings, Incentives, Conferences and Exhibitions". It is recognised as a significant market segment and a significant contributor to national economies.

IHCL's culinary platform – Qmin delivers over 1 million meals to healthcare providers



Indian Hotels Company (IHCL), South Asia's largest hospitality company announced that it had crossed the milestone of over 1 million meals delivered by its culinary platform – Qmin to healthcare providers battling the fierce second wave of the pandemic by third week of June. These meals have been spearheaded by the Taj Public Service Welfare Trust (TPSWT). Company spokesman observed this opportunity allowed them to play a

small role in nurturing and nourishing those who have kept us safe during these times

The outreach of the initiative has been expanded to cover 38 hospitals in 12 cities across 10 states. The cities are Ahmedabad, Bengaluru, Chennai, Goa, Hyderabad, Kolkata, Lucknow, Mumbai, Mysore, New Delhi, Varanasi and Vishakhapatnam. During the first wave in 2020, over 3 million meals were delivered to medical and migrant workers across the country.

Lords Hotels and Resorts introduces wellness services



Lords Hotels and Resorts a mid-market hotel chain with more than 40 hotels across 13 states in two countries has come up with an initiative, after its staycation and workation packages. On World Yoga Day on June 21st, the group started offering its guests wellness services like online yoga sessions, rejuvenating therapies, and virtual sessions by experienced fitness instructors. Immunity booster meals, Kadha were already in place in its F&B menu following the COVID-19 outbreak.

Budget hotels set to benefit from increase in price-sensitive travelers, says GlobalData



Price is the most important factor to 47%* of consumers when selecting accommodation, according to a poll by GlobalData. The data and analytics company notes that, with less budget for travel but a strong desire to escape, many will turn to budget providers to satisfy their travel cravings.

GlobalData's consumer survey (Q1 2021) showed that travelers are more price sensitive than before the pandemic, which is unsurprising given that 87% of

global respondents expressed that they were concerned about their personal financial position during the pandemic.

The same GlobalData poll showed that 'prestige and loyalty offered' was the least important factor when selecting a hotel/accommodation. Many upscale hotels have invested in developing a loyal following. However, the pandemic has caused a shift in traveler sentiment that could

impact this type of investment.

GlobalData representative observed that as travel begins to return, post-pandemic travelers are likely to have reduced funds, and budget hotels will benefit. Price promotions and incentives could be a crucial strategy for mid to upper-scale hotels to counteract this trend, however, travelers are more likely to be influenced by price in the initial travel recovery period.

Tourism Ministry Invites Entries For National Tourism Awards 2018-19



The Ministry of Tourism, Government of India has invited applications from individuals and organizations for excellence in the field of tourism.

National Tourism Awards are presented in various segments of the travel and tourism industry such as State Governments / Union Territories, classified hotels, heritage hotels, approved travel agents, tour operators, and tourist

transport operators, individuals, and other private organizations in recognition of their performance in their respective fields and also to encourage healthy competition with an aim to promote tourism.

Applications have to be made in proper forms, wherever specified. Unless otherwise mentioned, the entries for the award should have been published or the activities

were undertaken during the period April 2018 to March 2019.

The last date for receipt of entries in the respective divisions is 10th August 2021 (1600 Hrs.) and entries should be sent as hard copies and strictly in the formats where specified.

The details and guidelines for National Tourism Awards for the year 2018-19 are given on the website of the Ministry of Tourism: www.tourism.gov.in

Appointments



Ashok Sriram will be leading revenue operations for three properties managed by NOMA – the Surat Marriott hotel, Courtyard by Marriott, Surat and Courtyard by Marriott, Vadodara. He will be responsible for forecasting and strategizing revenue targets by focussing on total hotel revenue management, developing distribution strategies and managing the hotels' market positioning. Prior to joining NOMA Hotels, Sriram has worked with ITC Hotels, Starwood Hotels, InterContinental Hotels Groups, Aitken Spence Hotels, and Marriott International and has over 7 years of Revenue Management leadership experience under property-based, cluster, and as well as in remote setups.

Ashok Sriram

Cluster Director of Revenue Strategy, NOMA Hotels



Neil will be responsible for overseeing the entire hotel operations. He has over 15 years of work experience; primarily with Marriott, IHG, and Starwood; and since 2018 with Auro Hotels (India) at Surat. Starting as a hotel operations trainee, Neil worked his way through the rooms division hierarchy with stints at the Four Points Sheraton, Pune; Holiday Inn, Dubai; Le Meridien, Mahabaleshwar; and Le Meridien, Kochi, before joining Auro Hotels (India) at the Courtyard by Marriott, Surat as Rooms Division Manager. He was later promoted as Director of Rooms at the Surat Marriott Hotel, where he played a vital role in the pre-opening activities; and, during the COVID-19 period.

Neil James

General Manager, Courtyard by Marriott, Vadodara



Ashutosh has more than 25 years of experience in the hospitality industry. Prior to taking up the new role he was associated with Pride Group of Hotels' as 'Director of Sales'. He will be responsible for business development, contract management and client servicing for Lords Hotels and Resorts.

Ashutosh Vaidya

General Manager – Sales, Corporate Office, Mumbai Lords Hotels and Resorts



Joshi will be leading the Sales and Marketing team at the Hotel and will be instrumental in accelerating the Hotel's revenue growth prospects. She has over 19 years of experience in the hospitality industry. She moves to Hyatt Regency Pune from Taj Santacruz, in the same capacity. Joshi started her hospitality journey with the Taj Group of Hotels, Hyderabad as Sales Executive soon after she completed her Post Graduate Diploma in Management, specializing in Marketing & Finance from Symbiosis Institute of Management Studies, Pune in 2002.

Shilpa Joshi

Director of Sales & Marketing, Hyatt Regency Pune Hotel & Residences



Dhotre will be responsible for the operational success, lead hotels hiring, finance, budgets, and overall management of the property. Dhotre has been elevated as the General Manager at ibis Pune Viman Nagar who also has been a part of the Accor family for a decade now. Pranjali has over 12 years of overall hospitality experience and has successfully handled multiple assignments.

Pranjali Dhotre

General Manager, Ibis Viman Nagar Pune

Appointments



Anil Chavan

General Manager, Novotel Imagica Khopoli

In his new role, Chavan will be responsible for enhancing the overall guest experience at the 287 rooms Novotel Imagica Khopoli, and for revenue growth and will be overseeing the management of the operations team. Formerly, he was associated with Park Regis, Goa and was also the General Manager of Royal Tulip Mumbai (Louvre Hotels Group). Chavan has almost two decades of experience in the hospitality industry, having worked in operations as well as sales & marketing with a range of brands across India and Dubai. He started his career as a Sales executive with Le Royal Meridien, Mumbai. In addition to this, he has worked with well-known Hotels and service apartment brands like Marriott, Le Meridien, Intercontinental, Habtoor Grand Jumeirah Beach Resort & Spa Dubai etc.



Amit Kumar

General Manager, Sheraton Grand Chennai Resort & Spa

Kumar will be responsible for strengthening the hotel operations and spearheading the team. He has an experience of 17 years in the hospitality industry, which includes a decade spent with Marriott International Hotels. Prior to this move, he served in the same capacity at Courtyard by Marriott Chennai. He has also worked with Global Brands like Hyatt, Carlson, Starwood and now Marriott International. He was awarded RVP F&B Leader of the Year for South Asia in 2014 and under his leadership, Marriott Chennai received "Best Iconic Hotel" from Times Award, "Company with Great Managers Award powered by The Economic Times" award and many more accolades.



Sohaib Kidwai

General Manager, Hyatt Place Vadodara

Kidwai began his career with Hyatt in 2008 with Grand Hyatt Mumbai as Sales Manager. He subsequently moved to Park Hyatt Chennai for the pre-opening team in 2012 and was Director of Sales in 2013. He then moved to Hyatt Pune as Director of Sales & Marketing in 2015. Kidwai then joined Hyatt Regency Chennai as Director of Sales & Marketing managing a team of 23 Sales, Events, Marketing & Revenue Management colleagues. He was then elevated to Director of Operations in 2019 managing Front Office, Housekeeping, Security, Spa and overlooking Sales & Marketing Operations.



Esha Ghosh

Director of Events, Hyatt Regency Pune Hotel & Residences

Ghosh will be overseeing key sectors including business development, brand building, contract management, key account management, crisis management and client servicing. Ghosh has an experience of over 11 years in Hospitality and Healthcare sales and has completed her Bachelor's in International Hospitality Management from Queen Margaret University, U.K. at International Institute of Hotel Management, along with a Diploma in International Hospitality Administration from International Institute Of Hotel Management, Kolkata. She has worked with renowned hospitality brands like The Oberoi Group, ITC Group, Fairmont Hotels as well as renowned Hospital, Columbia Asia.



Shiv Bose

General Manager, DoubleTree by Hilton Goa – Panaji

Bose will be responsible for spearheading operations at the hotel and leading the team to newer heights of success. He brings rich experience from his previously served designations. In the past he has been associated with leading hospitality companies like Marriott Hotels and Resorts, Starwood Hotels and Resorts and Oberoi Hotels.



Devidyuti Ghosh will be responsible for the overall functioning of the 171 rooms, recruitment, and training. Previously, Devidyuti was a part of the Asia Pacific team responsible for integration of Legacy Starwood Hotels. Prior to this, she was associated with JW Marriott Kolkata and Mumbai. She has won accolades like 'Hotelier India's award for best Director of Rooms in Luxury Hotels for 2019', 'Conde Nast Traveller Readers Travel Awards 2019 for Best Spa In an Indian Hotel - 1st Runner Up', the 'MD's Club award from Taj Hotels, Resorts & Palaces for exceptional performance in 2012-2013.

Devidyuti Ghosh

Director of Rooms, The Westin Goa



Tanvir Shaikh will be spearheading Front office operations of Courtyard by Marriott Surat. Prior to joining Courtyard by Marriott Surat, he has worked with brands like Ginger, Aloft, Le Meridien, Radisson Blu. He was recently recognised by Marriott International– Asia Pacific for his contributions in strengthening Courtyard by Marriott Surat's Guest service experience.

Tanvir Shaikh

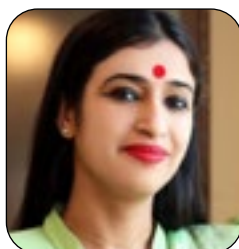
Front Office Manager, Courtyard by Marriott Surat



Aparna Banerjee Paul will be responsible for the overall marketing activities at these properties including devising appropriate marketing strategies towards maximizing hotel revenues. Prior to her appointment, Aparna was heading the Marketing and Communications at The Oberoi Grand, Kolkata. She has a career span of around 10 years in the Hospitality industry.

Aparna Banerjee Paul

MarCom Manager, Renaissance Mumbai & Lakeside Chalet, Mumbai – Marriott Executive Apartments



Natasha Mehta will lead a critical function of Special Projects that will help the company further elevate the brand experience. Mehta has worked with The Oberoi Hotels and Resorts at renowned hotels like The Oberoi New Delhi, The Oberoi Udaivilas, and The Trident Hyderabad. Prior to joining The Leela, she was the General Manager at The Oberoi Mumbai. Mehta is a graduate from The Army Institute of Hotel Management and Catering Technology, Bangalore.

Natasha Mehta

VP - Special Projects and Brand Experience, The Leela Palaces, Hotels and Resorts as



Alok Kaul will spearhead operations of the soon-to-be property. Kaul started his career in 1996 with Le Méridien New Delhi followed by the front at The Hotel Oberoi Towers Mumbai now famous as The Trident. This was followed by his working with many topnotch hotels, starting with the famous seven starred hotel, Burj Al Arab, Dubai in 1999. He was later promoted to the post of manager within the hotel and then got awarded with Dubai Quality Award. Kaul graduated from IHM Mumbai.

Alok Kaul

General Manager, Radisson Resort & Spa, Lonavala



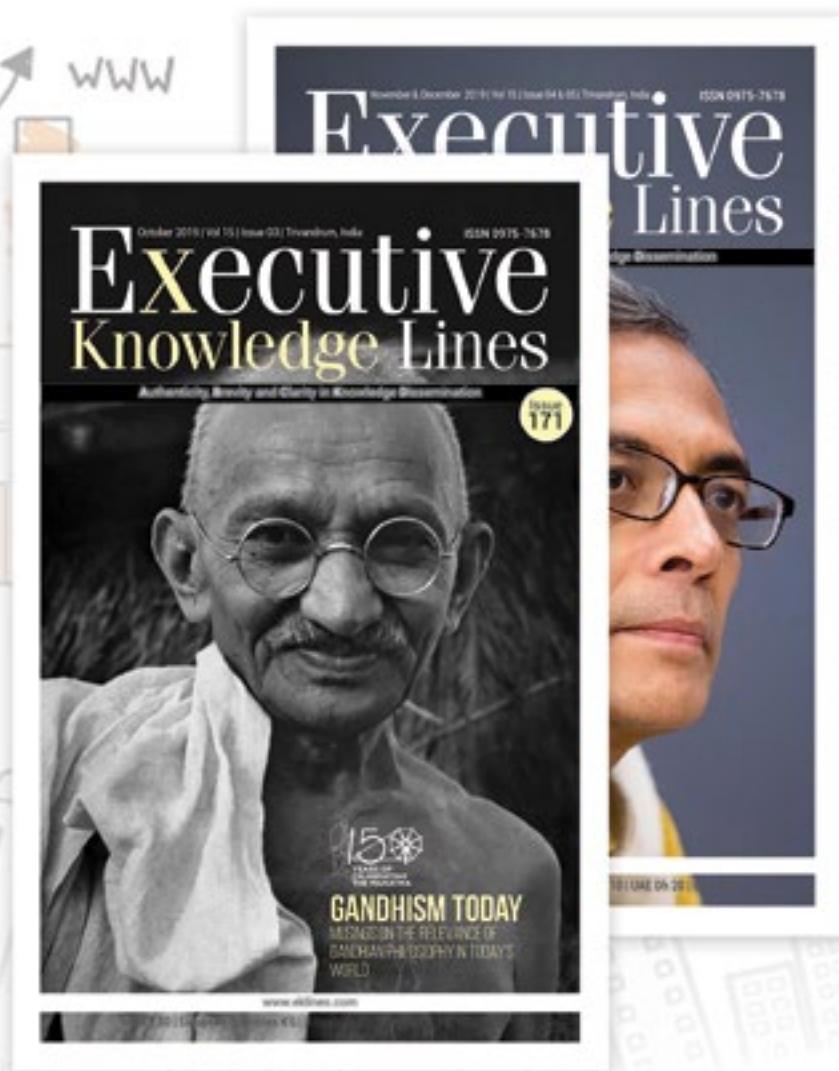
At Signum Hotels, Sonia Sharma will lead the company's Human Resources, Learning & Development initiatives. Sonia has worked across Hyatt Hotels, Conrad Bengaluru and Ibis Gurgaon in the past. In her last assignment, she contributed her expertise as a HR Manager at Oblu Select at Sangeli, Maldives. She brings forth a proven track record of successfully managing Human Resource efforts and leading teams to work towards company goals.

Sonia Sharma

Associate Director - Talent & Culture, Signum Hotels as Associate Director - Talent & Culture



Knowledge is power.
Information is Liberating.



SUBSCRIBE TO INDIA'S BEST SELLING KNOWLEDGE MAGAZINE TODAY

Executive Knowledge Lines

SEARCH METRO MEDIA APP & DOWNLOAD



Subscribe Now



For Subscription, Please visit www.eklines.com



SIJI NAIR
Managing Editor



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

Let Our Tourism Sector Wake up at the Earliest

We are not in a position to say how long it will take for the pandemic to dissipate and eventually wane. At present, the general policy of developed countries is to live with Covid. The main reason for this big change is vaccination. Many European countries have developed rules for receiving foreign tourists and for their citizens to travel. The most important of the rules developed by those countries is to allow those who have been vaccinated with vaccines approved by the World Health Organization to travel.

As the world slowly opens its doors, many countries see it as an opportunity and are ready to welcome tourists. At the forefront is Dubai. The Dubai Government focuses on the Meetings Incentives Conferences and Exhibitions (MICE) segment, which is one of the most important areas in tourism. In MICE segment itself Dubai places more emphasis on meetings. They are already holding various events to become the meeting capital of the world. Vaccine recipients and those with a Covid negative certificate can wear masks and attend events in closed spaces up to 1,500 people. Outside, the number has been raised to 2,500.

As the world yearns to travel, so must our country. There is no point in waiting for the epidemic to subside. With the gates of Europe about to open, we can expect our tourism sector to wake up accordingly. As per estimates in 2020, international tourism has declined by 80 percent. Many countries have tried to fill that gap with domestic tourists. We can also think of special events to attract tourists from within and outside the country. To ensure safety in that area, those working in it can be given vaccination on priority. Tourism is one of the areas most severely debilitated by the pandemic. Let the post-Covid growth get impetus from there.



PULSE OF HOSPITALITY NEWS



HRA Today
OFFICIAL PUBLICATION OF HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)

SEARCH METRO MEDIA APP & DOWNLOAD



Subscribe Now



To believe in fearless minds
and tireless feet,
to brave the raging seas every day
and walk side by side
with hearts that beat in time
with the waves.

HUMAN *by* NATURE

