

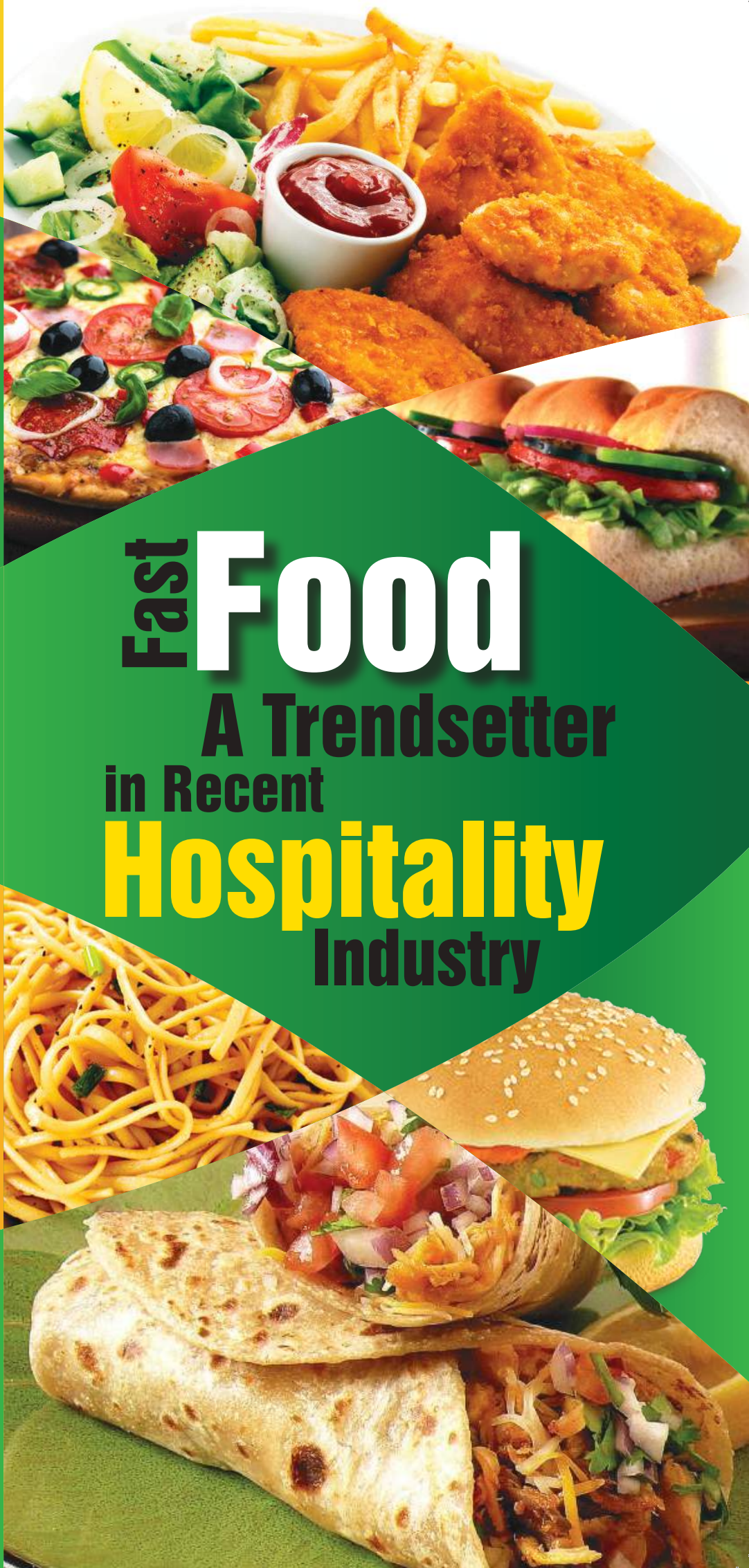


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OFFICIAL PUBLICATION OF HOTEL &
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**MARCH
2015**



Fast Food A Trendsetter in Recent Hospitality Industry



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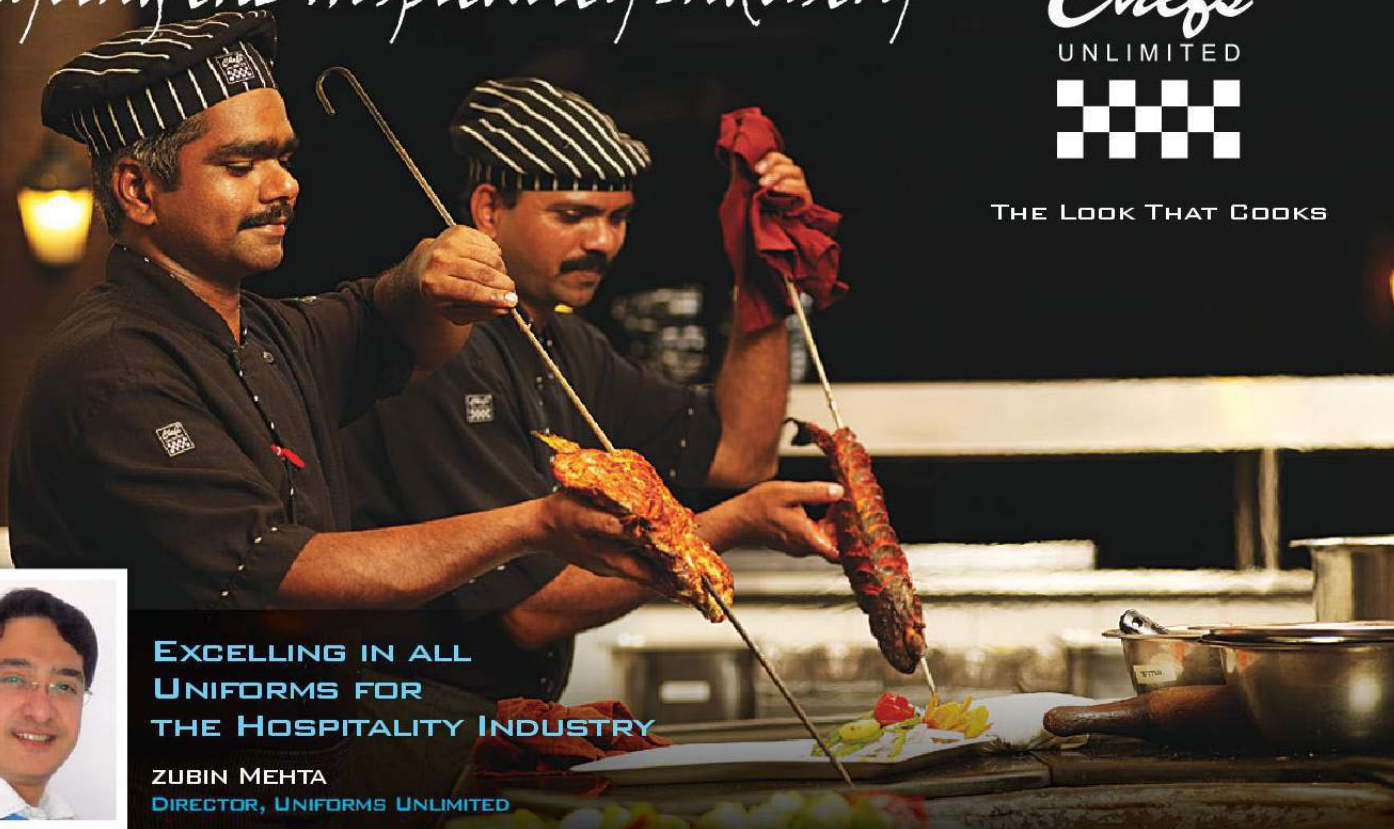
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"An eye for detail and flexibility to customize every need, for her, it's not only a profession but a form of art... a form of expression"

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President's Note

Dear Members and Colleagues:

It's been an interesting first quarter of the year.

We have celebrated Holi, Sankranti, New Year and many such festivals.

At the same time the Union Budget has once again treated us with a cloak of invisibility. The hospitality sector was not even good enough to find mention in the Union Budget 2015. To make matters worse while we have been complaining about service tax amounting to double taxation our pleas have fallen on deaf ears and instead it is now increased!

Maharashtra has become a state of bans. The latest to join is ban on beef. At the time of going to the press we have been informed that mere possession of beef amounts to a crime greater than many lesser crimes like drug possession or eve teasing! The proposal to have roof top restaurants is still languishing. Nightlife 24x7 is still to see the light of day (or night as it may be in this case). Entertainment taxes on playing of live music continue to deprive simple musicians of jobs and the city of its wonderful musical culture.

So now we have a state that regulates age of drinking, what we can eat, if we can listen to music while having a drink, can people dance while drinking, not eating under the sheltering sky and by what time we can eat by! All this to qualify as good honourable citizens of the state. For sure we remain active in the eyes of the state Government even if ignored completely by the central government.

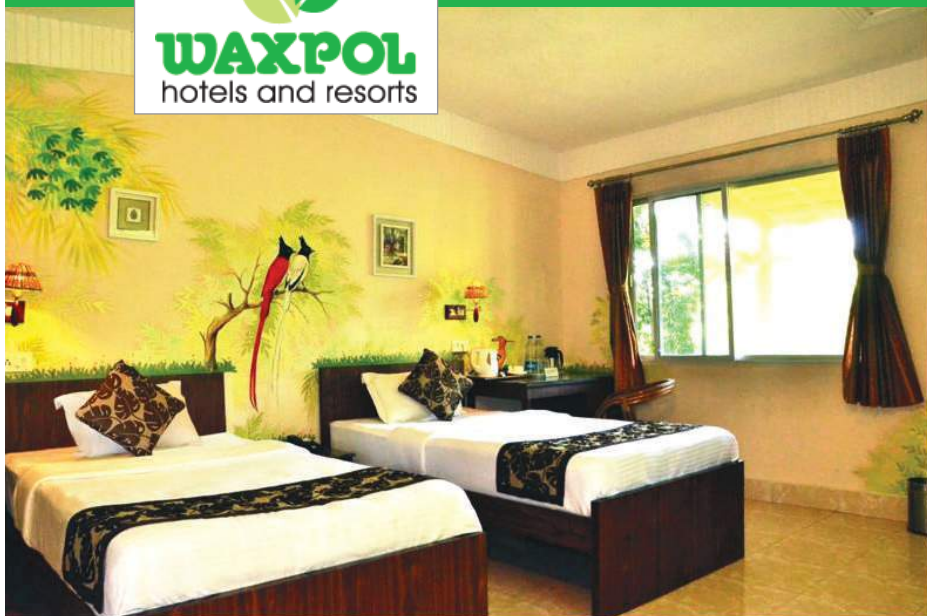
In this issue apart we also take a journey to Vadodara and analyse the trend of fast food restaurants.

The Association also conducted a Seminar on Taxes with the eminent tax attorney Shri Anil Harish in Mumbai. We will be also conducting seminars on VAT and Service Tax in Goa end of this month and encourage our members to take advantage of the same.

As always we look forward to your comments, feedback and inputs to keep our industry publication relevant, robust and interesting. ■

With warm regards,
Bharat Malkani
President HRAWI

THE RIVERWOOD FOREST RETREATS PENCH



Address: Khasra No.2/1&2/2, Mundiyaareeth Village, Khawasa Tehsil: Kurai, District Seoni, Madhya Pradesh – 480881.

The Riverwood Forest Retreats - Pench, a unit of The Waxpol Industries Limited at Pench National Park in Madhya Pradesh. The Resort is located on the edge of the National Park which features 16 earthy cottage style air-conditioned suites, intricate art work on the walls by local artisans, shaded private gardens with sit-outs, mini fridge, tea-coffee maker, indoor bath and outdoor showers, and huge windows overlooking the garden, forest or the river bed. The Riverwood Forest Retreat at Pench offers tremendous opportunities to catch the glimpse of the Royal Bengal Tiger along with a host of other wonders of local fauna and floraas. The Resort's "heart-stopping beautiful landscape" truly describes the Rudyard Kipling's classic-The Jungle Book. Meals at the resorts are served in the all-day restaurant where the shaded deck overlooks the beautiful forest and river –Amba-bai, a watering-hole for wild animals and birds.



Pravin Masalewale, the largest procurer, processor and marketer of spices in Maharashtra, was founded in 1962 by an entrepreneurial couple Shri. Hukmichand Chordia and Sou. Kamalbai Chordia. A home based business then, Pravin Masalewale, has grown today to include three state of the art manufacturing facilities, offering over 50 ground spices, spice blends, instant mixes, ready pickles and chutneys under different brand names like Suhana, Pravin and Ambari. Their ranges of products cater to the varied tastes and requirements of eighty million plus customers across the world. Raw spices are procured after a stringent selection process of reputed suppliers from all over India and abroad. The spices are processed in unique customized plants designed specifically for the company. The R&D lab works closely with the procurement, production and marketing teams to assure the flow of quality products.



Address: 44, Hadapsar Industrial Estate, Pune – 411013



Address: A-207, Crystal Plaza, Opp. Infinity Mall, Link Road, Andheri (W), Mumbai – 400053



Mathur Hospitality (Consulting & Management) has been almost 30 years into business & offers a diverse range of services to a wide variety of organizations in the Hotel and Hospitality Industry. The services umbrella include Feasibility study, Facility Designing, Interior Designing & Architecture, Hotel Management. They are primarily Consultants, who help to co-ordinate to see that projects get wings and get completed in the time without compromising quality. The company is capable to implement "A TURNKEY SERVICE" right from Concept Planning to Final Commissioning of the completed facilities. They are well equipped to undertake any part of the Planning, Designing, Implementation and Control of Facilities, in accordance to the client's Specifications.



Royale Assagao resort can be found in one of the most exotic and relaxing locales of North Goa. This resort designed by one of Goa's premier architects consists of a gated complex of 105 luxury rooms & villas set in lush greenery with beautiful unspoiled views. The resort is made up of 2 and 3 bedroom villas and 1 and 2 bedroom deluxe rooms, each designed with the use of visually striking low rise, low density architecture to blend in with the incredible natural beauty of Goa. The resort boasts 2 swimming pools, one with a swim-up pool bar, coffee shop, bar and restaurant, Conference hall with banquet setup. Their aim is to offer excellent high end accommodation and impeccable service at affordable prices and to ensure ones stay is a comfortable and relaxing experience.



Address: Behind martin fitness center, Assagao, Bardez, North-Goa.

HRAWI

Direct Tax Seminar on finance budget-2015-16 on 3rd March at Ambassador Hotel-Mumbai



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Hrawi Initiates 'Save Water' Campaign For This Holi

Wants To Put Holi On The Map Of Tourism Festivals Of The World

The Hotel and Restaurant Association of Western India (HRAWI), in the anticipation of the tragic waste of the most precious resource – water during Holi had called for a 'Save Water' campaign across all hotels in the western region. The association has circulated a notice across all its member hotels appealing, for not partaking in wastage of water and instead promote celebrating the festival with colours. Holi also known as 'The Festival of Colours' was celebrated this month all across the country.

"Water is a scarce resource and we are very fortunate to have just enough. However, over the last few years we've been realizing the deficit every time the BMC announces a cut in water supply due to shortage in rainfall. We as an industry realize that and share the responsibility by doing our bit in conserving the resource," says Mr. Bharat Malkani, President, HRAWI. "To accomplish this, we have requested all our member hotels to promote the festival with colours and music," he adds. Also, the hospitality industry has expressed its gusto on promoting this festival to the world to put it on the tourism map of festivals of the world.

"Indian customs, traditions and festivals are as unique as its landscapes and cultures. Among the many festivals we celebrate in the country, Holi happens to be the one that is celebrated by everyone irrespective of religion, gender or wealth. This festival is endemic to our nation. Foreign tourists are very fascinated with this cultural festival of ours and we should take this opportunity forward by promoting it as a grand tourism festival of India," says Mr. Malkani. "The La Tomatina or popularly known as the Tomato festival in Spain has become so popular that its now nothing short of iconic for tourism in the country. Oktoberfest in Germany is another similar example of a country celebrating a festival at such a grand level. If we too promote Holi to the world then I see it to emerge as the next La Tomatina of India," concludes Mr. Malkani. ■



Bharat Malkani
President, HRAWI



The Budget 2015-16 lacks of concrete direction for hospitality industry

The Indian hospitality industry third largest contributor in the service industry, after retail and insurance has emerged as one of the key industries driving growth of the services sector in India. It has evolved into an industry that is sensitive to the needs and desires of people. The industry for a long time has been suffering from a number of issues, such as incompatible debt funding structure, never ending licensing and tax issues which discourage entrepreneurs to invest in the sector. The Hospitality industry, which had high expectations from this year's budget 2015-16, was looking at the government's budget as a total solution for all their grievances. But the industry is disappointed due to lack of any concrete direction in government's initiative and intention to encourage the sector.

The hotel and restaurant industry is especially disappointed by the Finance Minister's proposal to increase the present rate of service tax from 12.36% to a consolidated rate of 14%.

Mr. Bharat Malkani, President, Hotel and Restaurant Association (Western India) Stated, "After raising extremely high hopes and optimism the Ministry has failed to match up to the expectations. In the budget 2015-16, the Government has proposed the increase in Service Tax (ST). According to us, ST is an irrational inclusion in the ever increasing tax list and additional burden on the industry. The move only shows that the Government is traveling in the wrong direction. This is directly going to impact the customers.

"We had expected that this 'Pro-Tourism' Ministry would concentrate on some critical areas keeping in mind the hospitality point of view. But this is major disappointment. Unless the Indian Government recognizes the pain that this industry is experiencing and takes rapid effective measures to counter such problems, we see a further erosion of the sustainability of Indian Hospitality Industry", he concludes.

There is, however, some sort of optimism with the government announcing the extension of e-visa facility to 150 countries and the intention to develop heritage sites in India as a major step forward in encouraging travel and tourism within the country. The emphasis on infrastructure development has also been welcomed by the industry. The industry is optimistic over the budget's emphasis on

delivering a clean and safe India which will go a long way to boost the image of the country as a favourable tourist destination. However, some level of skepticism lies within the industry towards the implementation of these announcements. The reduction of corporate tax which may eventually boost MICE business within the country is yet to be seen. The budget has also given online travel agency a reason to be happy by pushing for cashless economy, by aiding digital coverage and debit, credit card penetration in the country. ■

HRAWI Organizes A 'Direct Taxes' Seminar For The Benefit Of Hoteliers & Restaurateurs

Finance Bill 2015 Deconstructed For The Hospitality Industry

As part of the initiatives taken for the benefit and awareness of hoteliers and restaurateurs, the Hotel and Restaurant Association of Western India

(HRAWI) had organized a special seminar to understand and avail of the implications of the proposed Taxes in the Union Budget 2015/16 on various activities of hotels and restaurants. The seminar was organized for the hoteliers at The Ambassador hotel, Mumbai. The session was addressed by Mr. Anil Harish, an eminent speaker, who has had varied experience and who specializes in the Tax matters.



“The Union Budget remains the most important financial tool through which the Government can communicate its fiscal and economic policies to the public. Its importance cannot be overstated. It is very important for everyone in our industry to be abreast of changes and developments taking place from time to time. For this, the association has and will continue to organize such seminars in the interest of our members,” says Mr. Bharat Malkani, President, HRAWI.

During the seminar Mr. Harish highlighted several laws and policies that will affect the industry for the financial year. This included the launch of the e-Biz portal which integrates 14 regulatory permissions at one source, the increase in the Service Tax to the extent of 14%, provisioning for Swachh Bharat Cess of an additional 2% on taxable services among others. ■

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PATWA Awarded Goa Tourism for Best Wedding and Honeymoon Destination

The Pacific Area Travel Writers Association (PATWA) a professional organisation of travel writers

which was founded in 1998, at the Pacific Area Travel Association (PATA) Conference in Colombo, Sri Lanka to support PATA's primary objectives of being a catalyst for responsibly developing the travel and tourism industry in the Asia Pacific region. PATWA works with both the public and private sectors to support sustainable growth and improve the quality of travel and tourism. PATWA adheres to the fundamental principles of the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations (UN), and the World Tourism Organization (UNWTO).

PATWA has recently awarded Goa Tourism as the 'Best Wedding and Honeymoon Destination' during the recently concluded ITB Berlin. Dr Taleb Rifai, Secretary General, United Nations World Travel Organisation (UNWTO), presented the award in the presence of Sagar Ahluwalia, Secretary General, PATWA.

Mr. Dilip Parulekar, Minister for Tourism and Woman & Child welfare, Government of Goa, said, "I am delighted on receiving this award, which is not only very prestigious, but also helps in recognition of the state as a leading destination for high-end wedding celebrations and a perfect destination for honeymoon." He added that participation in ITB Berlin has been a successful exercise and expressed optimism that this will lead to increased inflow of tourists from Europe in general and Germany in particular, especially after the introduction of the e-visa facility.

Mr. Nilesh Cabral, Chairman, Goa Tourism Development Corporation (GTDC), said, "This development comes after National Geographic rated Goa as the Sixth Best Night Life Destination in the World," and added that participation in events like ITB can enable Goa to communicate this development to travel agents around the world, which would further improve tourist inflow in Goa.

Mr. Ameya Abhyankar IAS, Director - Tourism,



Government of Goa, said, "The PATWA award received by Goa Tourism at the ITB Berlin 2015 is prestigious and endorses all our efforts in promoting Goa as a Wedding and Honeymoon destination. We are working towards new tourism ventures to attract quality tourists and present attractive packages that will make celebrations and events in Goa lucrative and irresistible."

The Goa Tourism stall at the event received good response from travel agents around the world. The stall was designed with focus on culture, cuisine, Adventure Tourism, Ecotourism, and special events. Some of the other Indian states that participated in the event include Kerala tourism, Telangana tourism, Karnataka tourism, Andhra tourism, Madhya Pradesh tourism, Rajasthan tourism, Tamil Nadu tourism etc. ■

The Renaissance Mumbai Convention Centre Hotel launches 'Meeting Service' application

The Renaissance Mumbai Convention Centre Hotel is one of the largest convention centres in the city. It is located in close proximity to both domestic and international airport and also the important business hubs of Mumbai; it is situated on the banks of Powai lake and amidst 15 acres of lush greenery. This ideal location and the 230, 000sq.ft of indoor and outdoor convention spaces including the largest ballroom in the city, makes it a perfect place for all types of events – from large conventions in any one of our 17 meeting rooms to intimate celebrations at any of the outdoor locations offering magnificent views of the Powai lake and the city skyline. The convention centre is complemented with state-of-the art conference facilities including WiFi and a fully equipped business





centre. Recently the hotel introduced the 'Meeting Services App' which is designed for guests to host easy and hassle free events at the hotel such as conferences, meetings, weddings, exhibitions, etc. The app aims to provide a new mode of communication and easy accessibility with different departments of the hotel related to the event, it supports all devices like Android, iOS, Windows, etc. The app was launched at the Shipping Corporation of India agent's dinner held recently at the hotel, it is easy to download and friendly to operate.

Mr. Nasir Shaik, Director of Operations, Renaissance Mumbai Convention Centre Hotel said, "With the number of events held at the hotel, we realized the need to make meetings more hassle free and thus our events team ideated and designed this unique and interesting application where all relevant departments are on the same platform and in turn helps us to monitor and manage events even better. Our corporate guests have already experienced the app and are extremely satisfied with the Mobile Service App."

Renaissance Mumbai Convention Centre Hotel, one of the largest convention centres in the city of Mumbai has taken its Meetings, Incentives, Conferences and Exhibitions (MICE) service and facilities a notch higher by introducing this 'Meeting Services App'. The minutest of details required for the event can be posted on that app used by the meeting planner. Requests will be taken care by the Renaissance Mumbai team within few minutes of posting. The departments which will be a part of this app are Events planning, Events operation, Engineering, Culinary, Security (Loss Prevention) and Style (Housekeeping). ■

ONYX Hospitality plans to open 10 hotels in India by 2022

Thailand-based Onyx Hospitality Group offers a wide portfolio of hospitality brands, including the



luxury Saffron portfolio, the market-leading Amari brand of hotels and resorts, Shama serviced apartments and the all-new select service OZO. The group has announced to launch in India over 10 hotels by the year 2022. Among the same, Amari Residences at GIFT City in Ahmedabad, Gujarat is slated to be unveiled by 2018. The properties will be owned by hospitality asset management firm-Kingsbridge India and would be managed by Onyx. The Amari Residences GIFT City in Ahmedabad, an upper upscale hotel will comprise 120 serviced apartments, restaurant, pool and fitness centre. OZO, a full service mid-scale hotel brand by Onyx Hospitality will also debut in the Indian market under this pipeline.

"We are also in the process of identifying prominent locations in markets such as Mumbai, Chennai, Bengaluru, Pune, Jaipur, Kochi, Hyderabad and Goa for establishing Amari Residences and OZO -a full service mid-scale hotel brand," said Peter Henley, President and Chief Executive Officer, ONYX Hospitality Group. He elaborated saying that acquisition of existing properties would be a major focus in key metro cities where land cost is high.

Onyx Hospitality already has two sales offices in India and will soon be opening three more. It also looks forward to tie up with the online travel agents and attract clientele thereby portraying the look and feel of Thai Hospitality. ■



Svenska Hotel Mumbai recently appointed Kushal Sharma as General Manager



Svenska Design Hotels, a chain of luxury boutique hotels from Sweden. Member of the WORLDHOTELS Deluxe Collection, the highest category of 5-star deluxe hotels, Svenska is a part of a network of nearly 500 properties across 300 destinations and 70 countries worldwide. Each of the hotels has passed a rigorous selection process and meets WORLDHOTEL's stringent quality standards, with over 1,000 quality criteria that are anonymously tested on an annual basis for continued eligibility under the Deluxe Collection.

Svenska Hotel Mumbai is located in the heart of Lokhandwala Complex amidst Mumbai's largest, commercial and entertainment district of Andheri West, Versova, Oshiwara, Malad and Juhu. The hotel is at a walking distance from the Ambani Hospital, leading Bollywood studios, shopping malls, multiplexes, bars, restaurants and coffee shops. It is located 5km from Andheri Railway Station and 8km from Chhatrapati Shivaji Airport.

Svenska Hotel Mumbai has recently appointed Mr. Kushal Sharma as the General Manager. Mr. Sharma a management graduate from Oriental School Of Hotel Management has over 13 years of experiences in the hospitality industry, he started his career as part of the pre-opening team of JW Marriott Hotel in Mumbai, after which he also worked with the Renaissance in Kuala Lumpur and Marriott in the Philippines and Malaysia. Upon returning to India he joined Marriott Goa, he then worked at Zuri Whitefield in Bangalore, Radisson Blu in Agra and Crowne Plaza in New Delhi. Mr. Sharma will be responsible for the systematic overall working of the Svenska Mumbai through his huge experience and expertise. ■

MHRIL opens Wildlife Resort in Kanha-Madhya Pradesh



Mahindra Holidays & Resorts India (MHRIL), the vacation ownership company, and leading player in

the leisure hospitality industry,

opened a wildlife resort at Kanha in Madhya Pradesh. The resort is a short drive away from the Kanha National Park which, with its lush Sal and bamboo forests, grassy meadows and ravines, evokes the timeless tales of Rudyard Kipling's much loved 'Jungle Book'.

Club Mahindra Kanha is a green field project and is spread across 15 acres of land. The resort has 50 rooms which includes 32 Studio rooms and 18 one bedroom apartments. It also has a Spa, an Activity Centre, a Fun Zone, a Swimming Pool and a dedicated Kids' Area. The opening of Club Mahindra Kanha is in line with company's last announcement of adding 500 rooms with an investment of Rs. 500 crores over the period of two years.

The addition of Club Mahindra Kanha, brings MHRIL's total portfolio to 42 resorts, including international destinations such as Thailand, Malaysia, Dubai and Austria. Speaking at a press briefing in Mumbai, Kavinder Singh, MD & CEO, MHRIL said, "Club Mahindra Kanha is our fifth wildlife resort and the first in the state of Madhya Pradesh. The Madhya Pradesh government is observing 2015 as 'Tourism Year' and we are excited to partner them in this drive. Our new resort, located on the outskirts of Kanha National Park, is a wildlife lover's delight and we aim to provide our members with diverse and differentiated experiences while they vacation with us."

Club Mahindra Fundays and Svastha Spa- MHRIL has 178,000 vacation ownership members and operates 42 resorts across India and abroad. ■

Fortune Park Hotels now in Dahej-Gujarat



Fortune, a member of ITC's hotel group, was set up in 1995 to cater to the mid-market to upscale segment in

business and leisure destinations. Today, it is a professionally managed Hotel Management Company with 71 signed properties, 5632 rooms spread across 55 cities in India, out of which 46 hotels are operational at present. It has emerged as one of the fastest growing 'first-class, full-service business hotel' chains in India.

Fortune Park Hotels Ltd opened their 45th hotel, 'Fortune Park Dahej' in Gujarat. Dahej is an all-weather direct berthing multi cargo port situated on the South West coast



of Gujarat, in the Gulf of Cambay, at the junction of Guljaria and Ban Creek. It is a natural deep water port about 45 km from Bharuch, which is the nearest to this small town in terms of retail activity and entertainment options. Dahej SEZ is divided into two parts, Part-I (East) & Part-II (West) which are joined by 45 m wide dedicated corridor.

Commenting on the launch, Suresh Kumar, Managing Director, Fortune Park Hotels Ltd., said, "We are extremely happy to announce our 45th property, Fortune Park Dahej. With the launch of this hotel, Fortune Hotels has increased its footprints in the state of Gujarat and would be shortly increasing the presence further with the launch of a new hotel in Rajkot by next month. The opening of these hotels is in line with our strategy of expanding our presence in key markets in accordance to the market demand."

Fortune Park Dahej is a contemporary, full service business hotel conveniently located in the Special Economic Zone-1. The 60 room hotel has been tastefully designed with an imposing façade and offers an excellent range of guest facilities including comfortable accommodation, a selection of quality meeting and dining options, elegant banquet space, well equipped gymnasium along with efficient service. Needless to say, the hotel is fully geared to cater to the needs of the modern day business traveller. Fortune Park Dahej have been done in a smart and contemporary décor and come equipped with a complete range of modern amenities. Amenities include 24 hour room service, Satellite LCD TV, Hi-speed Wi-Fi internet connectivity, Working desk, Direct dial STD/ ISD, Electronic safe, Mini bar, Tea/coffee maker, Iron and ironing board on request, Hair dryer and Daily newspaper. ■

Carlson Rezidor Group opens Radisson Goa-Candolim

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies.

It has an expanding portfolio of more than 1,350 hotels in operation and under development, a global footprint covering over 105 countries and territories, and a powerful set of global brands like Quorvus Collection, Radisson Blu, Radisson, Radisson Red, Park Plaza, Park Inn by Radisson and Country Inns & Suites By Carlson.

The hotel group has collaborated with Goa-based Alcon Victor Group to upgrade their existing three-star property

into five- star under the brand Radisson Goa- Candolim in North Goa. Situated only three kilometers from the famous Calangute beach and in proximity to National Highway 17, the Radisson makes it easy to explore the numerous attractions surrounding Candolim, North Goa, area highlights including the historic Fort Aguada, the ancient churches of Old Goa and excellent shopping in Panjim.

Chief Executive Officer, Carlson Rezidor Hotels (South Asia), Raj Rana stated, "This is our fifth hotel in Goa, a popular destination for leisure travellers from around the world and India. We are honoured and excited to partner with Alcon Victor group for our second hotel with them, opening of Radisson Goa, Candolim strengthens the group's pole position as the number one international hotel operator in India with a network of over 110 hotels in operation and under development.

"With the tourism sector facing a slow down on the international front, we have to concentrate on domestic arrivals," said, Victor Albuquerque - Chairman, MD of Alcon Victor Group. The proposed international airport at Mopa in North Goa will benefit the entire hospitality industry in Goa, including the newly opened facility at Candolim, Albuquerque added.

The Radisson Goa Candolim features 78 spacious hotel rooms, each offering contemporary style accented with subtle Mediterranean influences. All rooms are generously outfitted with convenient amenities like complimentary Wi-Fi, LCD satellite televisions, bottled mineral water and lovely balconies, many of which overlook the pool. It Boasts of refined accommodation, a relaxing spa, exquisite on-site dining and a convenient location just 500 meters from Candolim Beach, the Radisson Goa Candolim is an unbeatable hotel choice for vacationers as it has everything one need to enjoy an unforgettable stay in one of the region's top leisure destinations. ■



Fast Food

A Trendsetter in Recent Hospitality Industry

Popular formats of fast food business in India have the common features.

Most of the fast food outlets in India started as standalone establishment and have moved on to having more branches through self investment or franchising process.



Food Courts

Another concept of fast food that is becoming popular is that of Food Courts. It is like putting together a number of outlets serving different cuisines under one roof. Here also one has to purchase coupons and collect the food from one of the several counters. Each one of these counters serves specific variety of food and may be owned by different individuals or caterers. Food Courts are normally located on much bigger premises and may provide seating facility in addition to the stand and eat arrangement. Typically one entrepreneur owns or takes on lease the entire premises and promotes the place under one name. He then lets out individual counters to different independent operators to offer different menu. Internal competition is avoided by not allowing more than one counter to offer similar food.

Market Overview

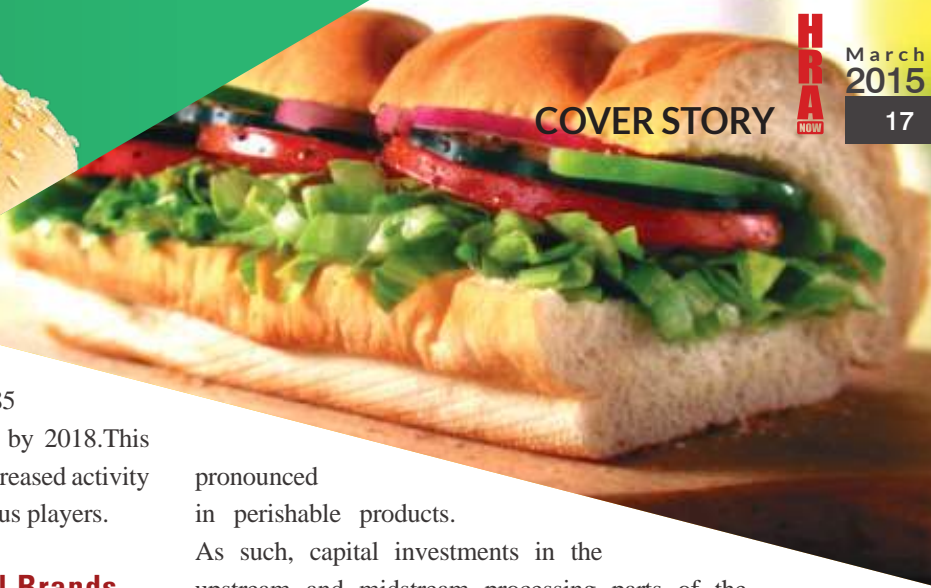
Fast food or Quick services Restaurants (QSR) have remained a key segment of the Indian Food Services market and have grown over the years with their focus on affordable and competitive pricing clubbed with the growing need of the consumer for convenience, increased appetite and craving for international food. A number of international QSR chains have flocked into India over the past few years with specific cuisines and products offering, fuelling the market's growth.

The entry of a number of players in the QSR space has pushed the chain market and the size it is projected to grow at a CAGR



Once an introvert, home-driven consumer, the indulgent Indian is today waking up to a nascent yet formidable "Eating Out" culture, making food services one of the most promising business sectors in India. Fast food or the Quick Service Restaurants are the new trend in the restaurant business. The fast food industry in India has evolved with the changing lifestyles of the young Indian population. The sheer variety of gastronomic preferences across the regions, has brought about different modules across the country. Eating out in India has evolved from an occasion-driven activity to an everyday activity. With the rising number of nuclear families, exposure to global trends, the increasing number of employed women and an increase in the number of dual-income households, eating out is strongly supported. Coupled with these factors, international chains entering India offered a wide variety of options to individuals.

Multinationals launching value for money offerings also helped fuel growth. Companies are enhancing their reach to medium- and small-sized cities to drive sales. Many of the traditional dishes have been adapted to suit the emerging fast food outlets. The basic adaptation is to decrease the processing and serving time.



of 25%
to reach INR 16,785
crore (USD 3,230 million) by 2018. This
segment is expected to witness increased activity
via market expansion and entry by various players.

Expansion of Indian & International Brands

At the city level, a large share of the QSR market rests in metros and mini metros due to high consumption, heightened consumer awareness and exposure in key cities such as Delhi, Mumbai, and Bangalore. Slowly, QSR have established their foothold in the major cities and are now expanding into smaller cities with smaller formats.

Established international brands offer various specialties like burgers, pizzas, sandwiches, etc. The likes of Taco Bell have introduced cuisine option like nachos and falafel to the Indian platter. Interestingly, another cluster consists of several entrants who are mostly confined to specific regions (e.g Jumbo King, Fast Trax, etc) and lay focus on providing customized Indian or international cuisines to suit the Indian consumer. A noteworthy aspect is the focus of Indian players on multiple cuisines, which contrasts the international players focusing on a single cuisine or product category. In terms of menu, Indian QSR like Haldiram's, Bikanervala, etc. have a skew towards vegetarian food in contrast to which international players like McDonalds, Domino's Pizza, KFC, Subway, etc. Offer a mix of both vegetarian and non-vegetarian offerings. Within the past year alone, for example, McDonald's and Subway have expanded their all-vegetarian presence in the country. Subway announced a plan to add 700 India units within five years. Yum! Brands leveraged its strong presence in India by introducing its global tagline "So Good" there and, at the end of 2011, the company created a separate India division to support its expansion in the market. Even doughnut concepts are jumping in, with Dunkin' Donuts and Krispy Kreme both making their India debut recently.

Emergence of efficient supply chain

Because of the rapid growth, there has also been an emergence of Indian food processors and supply chain partners, it is believed that there is significant potential for commissaries to establish themselves as a link between QSRs and food producers and processors. An efficient supply chain is helping to provide standard product quality to customers across stores, but supply fragmentation in India is significant, creating quality issues at the back-end. Limited modern storage and transportation infrastructure compound the problem, which is even more

pronounced
in perishable products.

As such, capital investments in the upstream and midstream processing parts of the supply chain are critical, especially since food production, processing and preparation on a large scale are just beginning in India. Relationships between QSRs and their channel partners have worked well in categories such as cheese, poultry and frozen foods in India, and there is room for such partnerships to expand in other key categories of commodities and processed foods. QSR players prefer to have multiple supplier options to diversify the risk and help in price negotiations. In segments such as poultry, cheese and French fries, there are only a few processors currently, but Indian QSRs may look at either developing small players as vendor partners or even consider backward integration into the business.

Emerging Opportunities Through International Slowdown

"QSRs have proven very successful in the U.S., with some of the leading brands having a greater than 50-year pedigree. Many of the lessons learned by these companies — such as how to weather economic downturns, manage input costs, and maintain brand relevance — will be very relevant to the emerging opportunities in India. With markets in the US and Europe offering only slow growth, and China respectably penetrated by the big international chains, India offers the next big opportunity as it is the fastest-growing market. Foreign brands have grabbed 63% share of the India QSR market since McDonald's opened its first Indian outlet in 1996. Within the foreign segment, Domino's Pizza dominates with a 20% share, followed by Subway (12%), McDonald's (11%), Kentucky Fried Chicken (9%) and Pizza Hut (8%). Yet those figures only count the organized market, over 80% of the foodservice sector is unorganized. So international companies have only taken a big share of a small pie. With so much territory left to conquer, fast-food chains are expanding fast. McDonald's business in west and south India, plans to spend Rs3bn (US\$50m) to add 75-100 new restaurants within two years to McDonald's current 240-outlet network. Domino's Pizza and Dunkin Donuts in India, will invest Rs2.5bn this fiscal year to add 125 Domino's stores and 18 Dunkin Donuts outlets. KFC, Pizza Hut and Taco Bell, also plans to increase its total restaurants in India to 1,000 by 2015, from about 600 currently.



Local players such as Faaso's, Jumbo King and Kaati Zone are also growing quickly. Faaso's, which began offering its Indian wraps a decade ago and now has 53 outlets, says it will grow to compete with global franchises. Jumbo king, which sells 'vadapav' a fried potato dumpling in a bun, a common roadside treat, aims to grow its 43 outlets to 200 by 2015.

Much of the predicted growth will come from new stores, especially in smaller cities. Over the next three years, it says new store additions will grow 16%-18% a year. Nearly half of those outlets will be in smaller cities, which currently account for 25% of total stores. Having already established their presence and strong branding in big cities, large international players are now pursuing the lower rentals, limited competition and higher growth that smaller cities offer.

Budget products combined with tailor made taste

Fast-food companies face a menu of challenges. For one thing, their costs are rising. India's commercial real estate price growth is among the world's fastest, while high inflation is pushing up input costs like fuel for home deliveries, and food (onion prices rose an eye-watering 245% in the past year). But as India's economic slowdown dampens consumer sentiment, companies have kept their prices low to woo budget-conscious customers: Faaso's has not raised prices in a year, preferring to lose gross margins instead.

While new stores will grow the overall industry, same-store sales growth will decline considerably. In response to this, companies are focusing on value and better cost management. Yum! Brands, for example, is increasing the synergies between its three brands, by sharing key resources such as warehouse and distribution capabilities.

To compete better, Indian players like Jumbo king have adopted international models such as centralized kitchens and supply chains. Global models, and menus, have been tailored to local tastes. Domino's was quick to style several options for Indian preferences, while McDonald's serves neither beef nor pork in India, and developed an eggless mayonnaise for vegetarian customers and spicier options for Indian palates.

Road Ahead

The concept of QSR has gained increased prominence in India, with the entry of Indian and international brands into the space encouraging affordable eating and enabling customers even within smaller pockets to indulge. The market is quite competitive in nature where players operate via core menu offerings and keep introducing variations in Indian and international foods.

Rapid change in food consumption habits in India has spurred domestic and foreign QSR chains to implement aggressive expansion plans. To sustain growth while focusing on quality and profits, Indian market QSRs will have to build collaborative and dedicated supply chains from the ground up — connecting local business partners, high quality vendors, commissaries, and state-wide or nationwide supply chain solution providers. A younger population, higher rate of urbanization, larger disposable incomes, higher protein consumption, increased participation of women in the workforce, and exposure to Western lifestyles are leading to the experimentation with and adoption of, new dietary habits and more occasions to eat out for all levels of Indian society. At present, 50 percent of Indian consumers are eating out regularly, this shift is epitomized by the growing presence of QSR concepts, among them many global QSR players.

The Fast Food or the Quick Service Restaurants (QSR) will be a double-digit growth story in India in the medium to long term, as food consumption habits in India are changing fast. QSRs are also growing increasingly palatable because the bigger restaurants are becoming more and more exorbitant. Perhaps the biggest challenge of all is the intensifying competition, as local and international players all vie for real estate and customers, while new players mull an entry. The hope is that the appetite of India's consumers is big enough to sustain them all. It may take some time for the local enterprise to mature to the level of international players in the field but they are surely increasing at a fast pace.

Fast food or the Quick Service Restaurant is one of the most exciting and a trendsetting sector in the Indian consumer market which is showing a scope to hyper accelerated growth in the coming years. ■





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Hotel Express Towers

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HOSPITALITY AT ITS BEST @ EXPRESS GROUP OF HOTELS

Hotel Express Towers of Vadodara is Gujarat's first Four Star Hotel. The hotel is uniquely located in the posh commercial areas most preferred business hub of Vadodara, ALKAPURI area on the R.C. Dutt Road. The hotel is approximately 5-minute drive from the railway station and around 15-minute drive from airport. Created with an artistic and expressive blend of form and elegance, it combines contemporary architecture and charm with state of the art amenities and facilities, offering guests an oasis of tranquility amidst the bustling city. The hotel has every business and lifestyle amenity possible, combined with the best of conference facilities. Express hotel offers 65 various categories of well equipped and latest techno-savvy rooms, choice of two res-

taurants, four conference halls, In house laundry, Wine Shop, Travel Counter, cake shop, Safe deposit lockers clubbed with unmatched and personalized service to make guest stay comfortable and a memorable one.

"As we always say, Hospitality at its best @ Express Group of hotels !!!, as mentioned by General Manager, Sanjay Zalate, Hotel Express Towers."

It is a destination where every stay is memorable. Other facilities at the hotel include round the clock room service, car parking, front desk, in-house laundry service, travel desk, currency exchange counter, Internet access and doctor on call. The rooms are equipped with facilities such as centrally air-conditioned, satellite television, FREE Wi-Fi Internet access, minibar, electronic safe, a private bath

with basic toiletries.

The hotel has been bestowed with Certificate of Excellence 2014 by Trip Advisor. Express Group of Hotels has stepped in to the 5th Decade of Hospitality. Express Group of Hotels is a growing group with other properties Hotel Express Residency, Vadodara & Hotel Express Residency, Jamnagar.

Places of tourist interest near to the hotel are Maharaja Sayajirao University, Vadodara Dairy, Maqbara Hazira, Bhadra Palace, Dakshinamurthy Temple, Laxmi Vilas Palace, Sardar Patel Planetarium, Sursagar Lake and Sayajibaug.

Rooms

At Express Towers, every room is an experience in itself. Large, spacious and with landscape windows that bathe every

room with generous amounts of light, the rooms create a haven of serenity. All the 65 tastefully designed rooms and suites are thoughtfully planned with best service and amenities for the guest comfort taken in mind. A diverse range of accommodation options are available to guests with majestically appointed guestrooms and each room is a masterpiece with exquisite design patterns and innovative color combination.

The décor of the rooms are in perfect harmony with furnishings which makes each room aesthetically superb in terms of ambience. To further accentuate the comfort factor, the hotel provides a range of modern in-room amenities.

Standard Rooms

Every room is an experience in itself. Large, spacious and with landscape windows that bathe every room with

receive a range of complimentary services like Wi-Fi and/or cabled Internet connection in the room and in the lounge, color Television with satellite channels and 24 hours room service.

Studio Suite

This luxurious suite is unique and the largest in its class, including a large living area which can also be used as a study. It also offers immense flexibility which can be easily rearranged upon request. The suite guests enjoy benefits like electronic safe, LCD Television, Wi-Fi internet connections, air conditioning and heating (centrally controlled) amongst others common facilities.

Suite

These elegantly designed suites include a large bedroom with a good-sized walk-in wardrobe, an exquisite marble bathroom and a relaxation area. In suites guest receives benefits like electronic safe, LCD TV, Wi-Fi internet connections, air conditioning and heating (centrally controlled) amongst others common facilities.

Food & Dining

The restaurants at Hotel Express Towers are truly a gourmet's delight. The mood is

set with an ambience that is truly refined, yet inviting. Comfortably laid out seating, muted lighting, attentive staff and an eclectic and appetizing menu that caters to different palates all this adds spice to the offering of the restaurants. Making them an ideal place for individuals, families and even corporate's to unwind and bite into a truly sumptuous serving.

Mandap

Mandap is hotel's authentic Gujarati Thali Restaurant, Winner of "The Best Gujarati Restaurant", Times Food Award. Mandap since 1974 is popular for serving homespun and authentic Gujarati Cuisine maintaining the wholesome and nutritious value. The Restaurant's legend is the ambience accompanied with warm and cozy atmosphere and friendly service.

24 Carats

24 Carats the Gourmet Lounge of the hotel, is an upscale fine dine restaurant that strives to offer an elegant experience of the highest level, '24 Carats' has kept up to the changing trends in food since the last three decades serving world cuisine & fusion food. At '24 Carats', the new market inspired signature dishes is harmoniously blended with the classics across the world. From Indian classical



generous amounts of light, the rooms create a haven of serenity.

Deluxe Rooms

Offering ample space to move about, this highly functional room category is available at affordable rates. All rooms are arranged in a way to provide basic business support.

Executive Deluxe

Executive Rooms are spacious and comfortable and come with a large, luxuriously finished bathroom having both separate bath and shower. Guests accommodated in Executive Rooms





to Thai delicacies, from Chinese exotics to Italian delights, from Lebanese gourmets to Oriental treat, the restaurant serves around the world delicious food on platter to the guests. Apart from the breakfast, lunch and dinner, '24 Carats' also serves lavish Sunday brunch perfect for sinful indulgence. The Chef's recommendations include Thai coconut cream soup, Greek salad, Stuffed Mushrooms, Shammi Kabab, Kakori Kabab, Murgh Hazarvi, Jhinga Tandoori, Pastas, Teppanyaki Noodles Murgh Peshmina, Prawns in red berry sauce, Penne in paprika cream sauce, Dimsums, Hyderabad Kheema, Paneer Birbal, Dal Makhani and Dum Pukht Biryani to name a few. The restaurant serves Buffet & Ala-Carte menu.

MUFFINS-The Cake Shop

Muffins the cake shop at the hotel has a rich and varied list of baked items that can offers guest ready-to-eat feast or all the basic baked products that can help one easily conjure up a great feast in their own kitchen. Breakfast buns, rolls, pizza bases, vol-au-vent cases, footlong, hot dog and burger buns, ladi pavs, basic sponge cakes. The list goes on and on.

Meeting & Events

Express Hotels in Vadodara boasts of

Oaks Room

Centrally Air conditioned to seat
200 – 250 people.

Bliss Room

Air Conditioned Hall to seat
40 – 50 people.

Cedar Room

Air Conditioned to seat
40 – 60 people.

Board Room-

Air Conditioned to seat
20 people.

sophisticated Board Rooms and Meeting Halls and they are much preferred by the corporate and business czars. The hotel has an exclusive banquet and conference division staffed by highly professional

event management executives who are ready to assist guests with their expertise in successful staging of conference, seminars, product launches and even wedding receptions and other intimate occasions. The hotel has invested heavily on modern acoustic systems and state-of-the-art audio-visual equipments, which are so vital for success of any event. They have specially designed 'jade lawn' which greets one to dine under the starry sky and fun-filled environment. The smell of earth and the ambience of fresh greens would intoxicate any nature lover. The lawn can accommodate 500 people with facilities for tents and floral decorations.

Hotel Express Towers has three well-equipped conference rooms and a board room equipped with latest audiovisual equipments. The conference halls are of different sizes with a capacity to accommodate 20 to 250 guests. Video conferencing facilities with an exclusive network are also an added facility.

Hotel Express Towers Vadodara marked the foray of the Group into the Hospitality industry. It offers world-class accommodation with crisp and sleek design and customized comforts. In concise terms, Hotel Express Towers is the perfect destination for corporate clientele as well as vacationers, its high rise structure and modern design makes it a landmark in Vadodara. ■

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Anjoy

Family Restaurant

Serves The Best Pure Vegetarian
Multi-Cuisine Delicacies in Vadodara



Anjoy is a Multi-cuisine Pure Vegetarian Restaurant situated at Corner Point, Jetalpur Road, Alkapuri-Vadodara. It has a diverse menu and has created a niche for lifestyle, full service and casual dining. Its diverse menu consisting of Indian, Chinese, Italian, Mexican, Sizzlers, and Mocktails which presents tempting choice for food lovers across all segments. Besides the array of multi-cuisine food that is being served, Anjoy restaurant is also known for its casual and cool ambience, which captures the spirit of its customers. Anjoy boasts of biggest party hall which can accommodate 500 guest and serves in budget array of pure vegetarian delicacies. They also serve outdoor catering for parties and celebrations for 70 to 500 guests, best of vegetarian food delivered at doorstep.

Anjoy is the best Pure Vegetarian Family Restaurant of Vadodara for the people who loves quality food, nice environment and polite services. ■



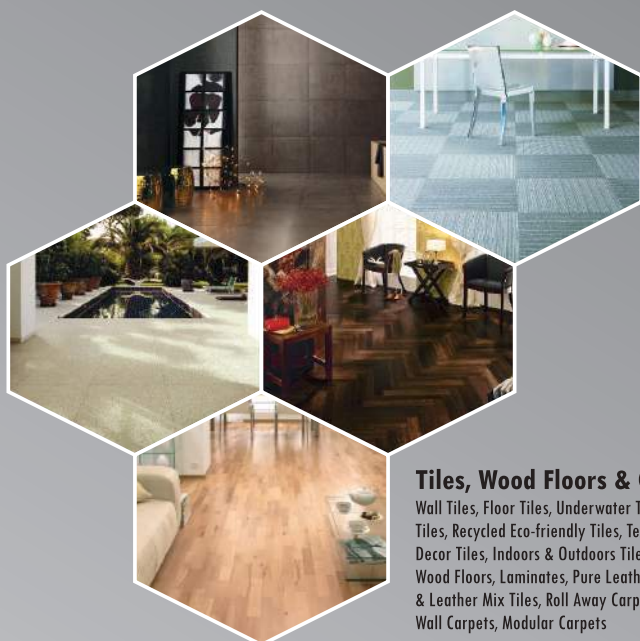
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Vadodara

an important industrial, cultural and educational hub of western India

Vadodara the administrative headquarters of Vadodara District is the third largest city in the Indian State of Gujarat. Also one of the top ten fastest developing cities of India located on the banks of the Vishwamitri river named after the great saint Rishi Vishwamitra. The city has changed its name several times. First it was named 'Chandravati', then 'Viravati', the English Travelers and Merchants referred it as Brodera! The Name 'Baroda' was then changed to 'Vadodara' in 1974. The city is on the major rail and road arteries joining Mumbai with Delhi and Mumbai with Ahmedabad because of which Vadodara is also known as the Golden Quadrilateral. National Highway No. 8 passes through the city. All superfast and express trains halt at Vadodara Railway Station. Vadodara also has an airport which is very well connected with the other major airports of India. The golden period of Vadodara started with the enigmatic rule of Maharaja Sayajirao III, it was an era of great progress and constructive achievements in all fields, therefore, the city is also referred to as Sayaji Nagari. Maharaja Sayajirao III, who ruled from 1875 to 1939, contributed overwhelmingly to revive and reform the place with initiatives such as establishing compulsory primary education, a library system,

a university, model textile, tile factories, the great museums, art and architecture. He and his followers fulfilled his desire and dream making it an educational, industrial and commercial center. Today Vadodara has become one of India's foremost industrial centers.

The official language of Gujarat is Gujarati, but Hindi, Marathi and English are also widely used in Vadodara, which makes it one of India's cosmopolitan city. Navratri and Dussehra are the two main festivals in Vadodara which are celebrated with great fanfare and community spirit. The high point is the performance of Gujarati dance forms like the Dandiya Ras and Garba. Entire communities and residential localities vie with each other to put up their best show for the festival.

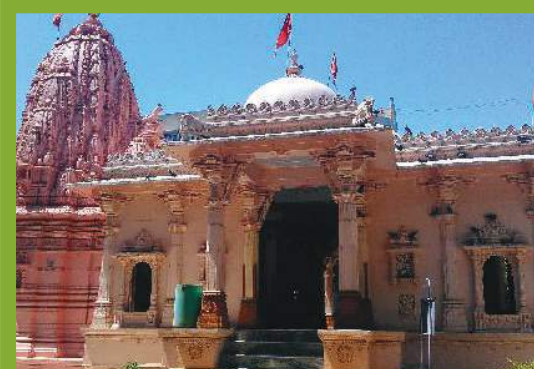
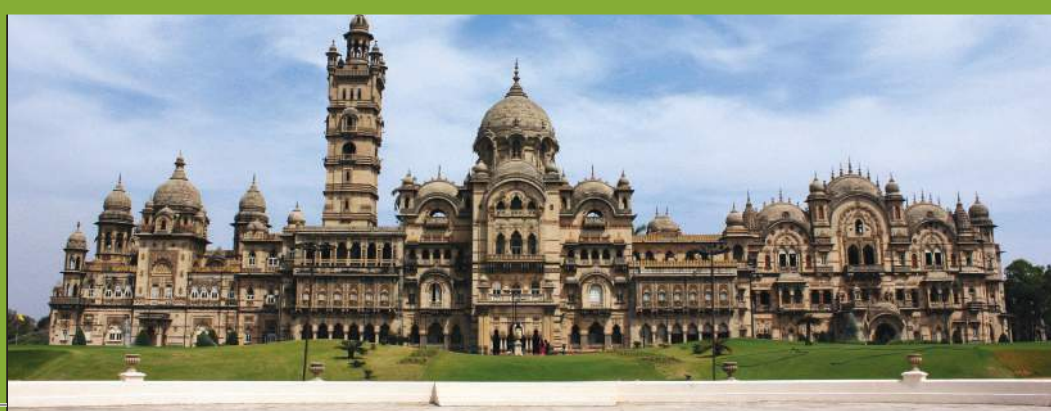
Laxmi Vilas Palace

Laxmi Vilas Palace, was built by Maharaja Sayajirao Gaekwad III in 1890 with Major Charles Mant as the chief architect, designed in Indo-Saracenic style the building work started in 1878 and was completed in 1890. It has been the residence of the royal family. The palace contains a collection of old armour as well as bronze and marble sculptures. The Darbar Hall in Laxmi Vilas Palace was the court room of the

Gaekwads. Here musicians performed and entertained the royal family. The beautiful jharokhas, the magnificent chandeliers and the intricate work on the glass windows enhance the beauty of the hall. Even today classical music concerts are held here.

Baroda Museum And Picture Gallery

The Baroda Museum and Picture Gallery located at Sayajibaug was founded by Maharaja Sayajirao Gaekwad III. The foundation stone of the museum building was laid in 1887 and the building was completed in 1894. Created for the welfare and education his subjects, his foresight and taste were responsible for the museum's unique and varied collection. He procured the priceless items himself or specially entrusted the work to various scholars and art connoisseurs. Thanks to his dedication





the Baroda museum today possesses some very rare exhibits and enjoys an international reputation for being one of the best museums. The construction of the picture gallery building started in 1908 and was completed in 1914, but the gallery could be opened only in 1921 as the World War delayed the transport of the collection of European paintings to India. The museum and the picture gallery are two separate two-storied buildings built in the Indo-Saracenic style of architecture. They were designed by two English architects, R.F. Chisholm – the then Consulting State Architect – and Major R.N. Ment. The

general outline of the museum building is in conformity with the traditional local Maratha architecture of wooden framework filled with brick walls. But the ground floor has the pure European style, including a cornice decorated with a plaster copy of a Parthenon frieze. The south porch rising on a vast flight of steps is decorated with early and later Mughal forms. The pure gallery building is somewhat smaller and designed in a simple European brick style, but it has Indian columns and open pavilions on the roof. The two buildings are connected by a covered bridge passage. The total floor area of both the buildings is about 40,000 sq. ft.

Tambekarwada

Tambekar Wada is a three-storeyed building which is a typical Maratha Mansion, originally the former residence of the State Diwan or Minister, Bhau Tambekar, who owned the responsibility of the administration of the state, is located at Tambekar no Khancho, Raopura Area, Vadodara. Inside the Wada, there are some of the most beautiful 19th Century murals. The Building is almost 140 years old. The walls, doors and ceilings on the first and second floors of this old fashion building are adorned with the best specimens of mural paintings dating back to 17th and 18th centuries. Other wall paintings

dating back to the first half of the 19th century represent epic scenes depicting the life of the people. The paintings are in poly-chrome and are of Maratha style of paintings of 19th century A.D. There are Paintings of Lord Krishna in childhood breaking Pot, Lord Krishna doing Raas with Gopi's, Lord Ganesha in childhood etc. Also it has British-Maratha Fight Paintings. According to Archaeological Survey of India (ASI), paintings in Tambekar Wada are made during Year 1874. There are 300 Paintings in Wada from 1st to 3rd floor. The Paintings are not only painted on wall, but also painted on door frames. The Wada has beautiful design of Jali's and wood carving.

Surya Narayan Temple

Surya Narayan Temple is the oldest temple of the city, which is located in the Surya Narayan Baug. Temple was constructed during the reign of Shri Govindrao Gaekwad before 200 years. This temple was erected by Raoji Aapaji Deewan, from which Raopura Area's Name was derived. This is a temple for Hindu's and Vaishnav community. The temple is made up of Yellow Stones. In the compound of temple is Black Elephant which is made up of Stone. Also there is beautiful garden surrounding the Temple which makes it more beautiful. The temple is built in a way that whenever Sun rises, its rays

enter the Temple. This temple is situated just opposite to Kharivav, General Post Office.

Sursagar Lake

Sursagar Lake, formerly known as Chandan Talao, lies in the middle of the city of Vadodara. Rebuilt with stone banks and masonry in the 18th century, this lake remains full of water throughout the year. A concrete wall rings the lake that is often used by people to sit and enjoy the evenings. Vadodara Mahanagar Seva Sadan (VMSS) also constructed a 120 ft tall statue of Lord Shiva (Sarveshwar Mahadev) in standing posture which was installed in Year 2002, in the middle of this lake. There are several underground gates that have been constructed to empty the lake in case it shows signs of overflowing. Water from these gates gushes to Vishwamitri river, which flows through the City. The lake is now being used for boating purposes, and looks extremely beautiful particularly on moonlit nights. The Statue of Sarveshwar Mahadev is also decorated with lights on Shivratri, Maha-Shivratri, Ganesh Utsav and other festivals.

Sayajibaug

Sayaji Baug is situated on river Vishwamitri and was built by Sayajirao III in 1879. Sprawling over 113 acres, the large public park originally called Kamati Baug and now called Sayaji Baug was Maharaja's gift to the City of Baroda. The park includes 2 museums, a zoo, a planetarium, a flower clock, and an operational toy train

Raopura Clock Tower

Raopura Tower also known as Maharani Chimnabai tower is located in Vadodara City which has a clock fitted on top and has design of Chhatris above the clock. The Tower is designed in Indo-Saracenic style and was erected in Year 1896 from funds contributed by the citizens of Baroda in memory of Maharani Chimnabai (1864-1885), the first wife

of the Maharaja Sayajirao Gaekwad III. Chimnabai Tower used to be the Central Place of the Old Fort. Also in earlier days, Trams were used as transportation service which was available in Raopura Area. This clock tower provides an opportunity to see the timings from all the four directions.

Ajwa-Nimeta Garden

Situated 23 Kms from Vadodara, Ajwa is an ideal place for weekend picnics. Sardar Sarovar Lake, a major source of water supply for Vadodara, is situated here. The Municipal Corporation has prepared a beautiful garden know as Nimeta garden, which resembles with the famous Vrundavan Garden of Mysore. Illuminated musical fountains built here are a major attraction.

Nazarbaug Palace

Situated in the old walled city near the Mandvi Clock Tower, it is the oldest palace built in old classic style by Malhar Rao Gaekwad in the late 19th century. Nazarbaug Palace is located near Mandvi Gate, Vadodara. It was a Royal Palace of Gaekwad which was built in Year 1721 considered as the oldest Palace in Baroda and had three storeys. The



Palace was used on several occasions by the Gaekwads. Earlier it housed Royal Family heirlooms. The Palace Ground also had Shish Mahal, a Palace of Glass. The Palace had Solid Gold and Silver Guns, each weighing over 100kgs.

The Palace was Home to Jewels of the Gaekwad Family. The Palace had a classic look, so in Gujarati language

people described its look as 'Nazar na laage' meaning saving from bad Omen in English, from which it was named Nazar. The Palace also had beautiful garden from which its name included baug. So it was named as together as Nazarbaug Palace.

Maqbara -Hazira

Built around 1586 the Mausoleum known as Hazira contains the Graves of Qutb-Ud-Din Muhammad Khan who was the Tutor of Salim, Son & Successor of Akbar, & also that of his Son Naurang Khan who held Important Offices in Gujarat under Akbar. Qutb-Ud-Din was Uncle of Mirza Aziz Koka, Foster Brother of Akbar & Governor of Gujarat thrice in between 1573 A.D. to 1583 A.D. He was Killed in 1583 by Muzaffar III in the Last Sultan of Gujarat. Built on High



Octagonal Platform with Smaller Gates on the Cardinal Directions & Five Arches on Each Side. It is in the Style of Mughal Tombs at Delhi. The Real Grave is in An Underground Chamber & the False Grave in the Tomb Chamber. The Quranic Texts in Arabic are Craved, inside Tomb Chamber, on Lintels, Archives & also above Jali work on Eastern Side Walls.

The Extant Parapet Wall on the Roof Terrace is Embellished with Merlon Design in Brick Red Color Evident from the Traces. The Lower Portion of Cylindrical Dome Surrounding the Tomb was Covered with Thick Plaster of Brick Red Color. The Mausoleum has a Double Dome & seems to have been a Garden Tomb & Vav or Step Well to its West across the Modern road was perhaps used for supplying water to the Garden.

rooms. The Italian styled building has ornate brick rooms with frame arch balconies and a wooden staircase leading to the first floor. Maharaja Khanderao Gaekwad's brother Malharrao Gaekwad, who ruled Baroda from 1870 to 1875, destroyed a portion of this palace. Later Maharaja Sayajirao Gaekwad III rebuilt and expanded it with Robert Chisholm. The palace is the current home of the Indian Air Force that lies beyond military grounds, as a training school.

former Baroda State. It has its origins in the Baroda College of Science established in 1881. The full-blown lotus growing out of the lake symbolizes the emergence of mind and its triumph over matter. The flame rising from the centre of the lotus is the flame of human knowledge, spreading light and learning for the coming generations. The motto inscribed below defines the purpose and existence of life, which is love of beauty, goodness and intellectual curiosity.



Makarpura Palace

Makarpura Palace was a Royal Palace of Gaekwads in Vadodara built by Maharaja Khanderao Gaekwad in Year 1870, designed in the Italian style. It was supposed to be the Summer Palace built as a Hunting Resort. Maharaja Khanderao Gaekwad spent a lot of time hunting in a huge deer park near Dhaniavi area in Makarpura which was popularly known as Shikarkhana. The three-storeyed palaces' main feature was its Japanese styled 130-acre garden, which was designed by architect of Royal Botanical gardens, Kew, William Goldring, with a swimming pool and lake with swans. The garden had Italian styled ivory fountains which were activated to welcome the king. The Palaces has more than 100



Maharaja Sayajirao University

Established in 1949, MSU is one of India's outstanding universities. With roughly 25000 students on its rolls, many of its departments are internationally renowned. The campus has many architecturally interesting buildings. The university has its origins in the Baroda College established in 1881 by Baroda State. The main building which houses the faculty of Arts was designed by Robert Fellowes Chisholm (1840–1915) in Indo-Saracenic architecture style, in a fusion of Indian and Byzantine arches and domes in brick and polychrome stone. The main dome on the convocation hall was modeled after the great dome of the Gol Gumbaz in Bijapur. Pratap Singh Gaekwad of Baroda (1908–1968) (the last Maharaja of the erstwhile Baroda State) founded the university in 1949 on the wishes of his grandfather, Maharaja Sayajirao Gaekwad III (1863–1939), and settled the "Sir Sayajirao Diamond Jubilee and Memorial Trust" which exists to date, catering to the education and other needs of the people of the

Maharaja Fatesinh Museum

The building was constructed as a school for the Maharaja's children. Today a large number of works of art belonging to the Maratha Royal family are displayed in the museum. The museum contains works of art collected by Maharaja Sir Sayajirao Gaekwad III during his numerous trips out of India. The major works of art in this museum are the paintings by European and Indian artists including a collection of the paintings of Raja Ravi Varma, who was specially commissioned by the then Maharaja of Baroda. The collection includes portraits of the Royal family in addition to the paintings based on Hindu mythology for which Raja Ravi Varma was famous. There is a collection of sculptures in marble and bronze. These include copies of great masters in bronze commissioned by the Maharaja and also originals by renowned artists. One of the artists commissioned by the Maharaja was an Italian artist Fellicci whose works adorn not only the Museum but also the Lakshmi Vilas Palace. Some of Fellicci's works can be seen on the Sayaji Baug. The museum has an oriental gallery which houses Japanese and Chinese sculptures and other works collected by the Maharaja on his visits to these countries. The museum has the royal collection of art treasures and works of old masters like Raphael, Titian and Murillo as well as modern western and Indian paintings, Graeco-Roman exhibits and a large collection of contemporary Indian art.

Lehripura Gate

Lehripura Gate, built in 1558, served as the western gateway to the old city. A towering structure with beautiful arches, the Lehripura Gate now serves as a busy market place famous for traditional Gujarati and Marwari artifacts. The Gate has 3 arches with Images of Lord Ganesha and Goddess Durga on it. The central Arch has a chhatri and zarokha above where earlier Shehnai artistes played in the Gaekwad reign.

Mandvi Gate

Mandvi Gate, often termed as the North gate of the Royal Enclosure, is one of the major landmarks in Vadodara dating back to the Mughal period. Mandvi derives from the Sanskrit word mandapa meaning a pillared hall. Mandvi is at the centre of the walled city where the roads leading to the 4 gates crosses. Built by Sultan Muzaffar (1511-26 AD), this square-shaped pavilion features three bold arched openings on each of its four sides. Marked by a market place in today's time, this gate separates the two intermingled streets into four that meet in the center. It is believed that it was used for collecting toll from merchants and traders. It was also used to make announcements for the city. Under the orders of Damaji Rao II, this gate was renovated by Governor Malharao Maloji in 1736 AD. Later during 1856 AD, Ganpatrao Gaekwad added more storeys. Now it is a four-storied concrete structure with a clock fitted on the top. On special occasions like festivals and cultural events, the gate is illuminated with colorful lights.

Pratap Vilas Palace

This Palace is also known as Lalbaug Palace and was built in 1914 A.D. designed in Renaissance architecture. The entrance is adorned by exquisite carvings and the palace is noted for its architectural grandeur highlighted with columns and arches. Carvings

of creepers, flowers, leaves, birds and animals on the columns make the palace lively. It has columns and arches drawn from South India, Central India, North India and Islamic tradition. The palace now houses the Railway Staff College. This is the main training ground of Indian Railways. In fact, a mini railway model can be seen placed inside the palace.



Kirti Mandir

The Kirti Mandir in Vadodara is actually a cluster of temples dedicated to Lord Shiva. The temples were constructed by His Highness Maharaj Sayajirao Gaekwad III in 1936, on the occasion of the Diamond Jubilee celebrations. Also known as the Temple of Fame, it is situated near the picturesque Vishwamitra Bridge of the city, in the memory of deceased members of the royal Gaekwad family. The marble treated interiors of the Kirti Mandir is wonderfully decorated with intricately carved murals. The characteristic 'sikhara' of this statuesque monument represents the sun, the moon and the earth in bronze with the undivided map of India.

Khanderao Market

Khanderao Market is a grandiose building in Baroda that was constructed by Maharaja Sayajirao Gaekwad III in 1906, named after Khande Rao Gaekwad, Maharaja of Baroda (1856-1870). It was presented by him as a gift to the Municipality to mark the Silver

Jubilee of his administration. The offices of the Vadodara Municipal Corporation are located in this building. The fresh vegetable & flower market in the market also adds charm to the old city and tradition of Baroda.

Eme Temple

EME Temple, often referred as the Dakshinamurti Temple, was built by the Electrical and Mechanical Engineering



(EME) Corps. Featuring an unusually modern geodesic architecture, this temple is dedicated to Dakshinamurti, a form of Shiva as supreme teacher. It is run by Indian Army Authorities, and incorporates holy symbols of all religions in one place as they do not have separate places of worship for different faiths. Depicting army architecture, the aluminium building of this temple is ringed by a garden featuring a rich collection of 106 ancient statues from the 6th to the 16th centuries. The five main religions in India are represented by different symbols in the structure and design of EME Temple. The EME temple houses an idol of Lord Dakshinamurthi. The idol faces the south and is believed to impart his teachings

to the world, facing that direction. The whole place is surrounded by acres of lush green peaceful environment drives a true holistic experience. Unique in concept and design, the EME Temple is a geodesic structure covered with aluminium sheets. Run entirely by the army authorities, this temple is a major attraction for both tourist and devotees.

Aurobindo Ashram

Aurobindo Ashram is located at Dandia Bazar in the city of Vadodara. It was the first ever ashram to become so popular in south areas of Gujarat. Relics of Sri Aurobindo are present here. It is open to all for meditation. It houses a library, study room and sales emporium. Here you can find all books by and on Sri Aurobindo. Aurobindo Ashram served as the residence of Aurobindo Ghose

a yogi, and was named Sri Aurobindo. The bungalow was then visited by famous people like Lokmanya Tilak, Bipin Chandra Pal, Sister Nivedita and Sakharan Ganesh Dueskar. Frequent visitors included wife Mrinalini Devi, sister Sarojini Devi and younger brother Barindar Kumar Ghose.

Sayaji Sarovar

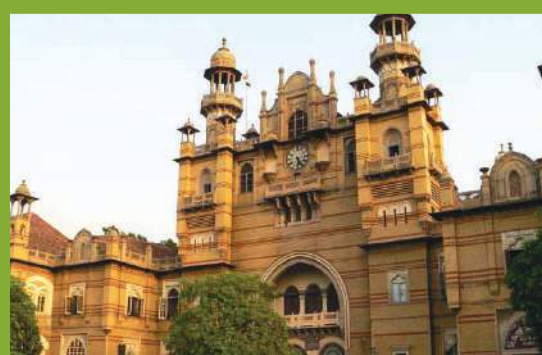
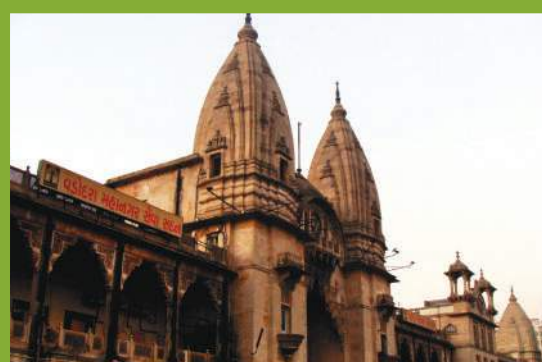
Sayaji Sarovar is an earthen dam that was built in early 20th century by the then ruler of Vadodara, Maharaja Sayajirao Gaekwad III. Its main aim was to provide water to the residents of Vadodara. Although the population of Baroda at that time was 100,000 it was the ruler's vision to build the reservoir 3 times larger. This reservoir has the ability to attend to the water requirements of about 300,000 people residing in the eastern parts of the city. Its construction was started in 1885 & completed in 1890. On 8 January 1885, the Construction work of the Sayaji Sarovar at Ajwa began, which later supplied drinking water to Vadodara. The opening ceremony was performed by Lady Watson, wife of Resident Watson. The dam is about 5 km long. It can store water to the height of 211 feet above the sea level. The floor

a catchment area of something close to 195 square kilometers.

Nyaya Mandir

The "Nyaya Mandir", means Temple of Justice, is a piece of Byzantine architecture in India. Once Maharaja Sayajirao Gaekwad III asked Robert Chisholm to build a vegetable market in the center of the city, but when Chisholm was done in 1896, he changed his mind and turned it into a Town Hall and later a Court. The Building was inaugurated on 30th November 1896 by Viceroy Lord Elgin on its completion. The building is spread over 4 acres and has a huge central hall with a statue of Chimanabai. This court was called Chimanabai Nyaya Mandir in Old time. Its facade has Italian marble tiles. This was the supreme court pre-independence. Baroda's last ruler Pratapsinhrao Gaekwad gave his final speech before acceding to Indian union, from the balcony of Building. Today it is home to the District Court of Vadodara city in the state of Gujarat.

The city of Vadodara is a great memorial to its late ruler, Sayajirao Gaekwad III (1875-1939 AD). It was the dream of this able administrator to make the city an era of great progress and constructive achievements in all fields. Maharaja Sayajirao was one of the foremost administrators and reformers of his times. He initiated a series of bold socio-economic reforms. It was he who visualised a general scheme of development in all branches of knowledge at different stages and now occupies a unique position on the educational, cultural and industrial map of India. Vadodara is also called the 'Sanskari Nagari', that is, a 'cultured city'. The city has enriched the nation by grooming mighty men like Maharshi Aurobindo Ghosh, Acharya Vinoba Bhave, Dada Bhai Naoroji and Doctor Ambedkar. Vadodara has a rich and a varied historical background which houses several institutions of national and regional importance. ■



during his stay in Baroda (1894 - 1906) as private secretary to Maharaja Sayajirao Gaekwad III, Maharaja of Baroda. During this period, Aurobindo Ghose was also the Professor of English and vice-principal of Baroda College now MSU. In the following years, he gained glory as a social and political thinker, a freedom fighter, a philosopher and

of the reservoir is at around 196 feet. It is connected to the Vishwamitri river which flows through the city of Baroda, so that excess water in event of floods is dispatched to this river. The reservoir has 64 gates. The engineer of the dam was Jagannath Sadashiva Hate, also known as Shri Jagannath Sadashivji. When the reservoir is full, it is supposed to have



“An eye for detail and flexibility to customize every need, for her, it’s not only a profession but a form of art... a form of expression”

Jehan-Ara Poonawala, Principal Architect, J.J. Poonawala

Jehan-Ara Poonawala has very swiftly made her way to the residences, offices and sites of a number of hoteliers, industrialists, corporate and renowned personalities of the country. Her trademark is contemporary art fused with an elegant touch of tradition birthing one of kind dynamic interior designs and modern creativity. The company has bagged contracts with a wide range of projects like hotels, office spaces, retail shops, art galleries, private residences, residential complexes, restaurants and banquet halls. The numerous prestigious projects which have been meticulously executed since the past 15 years, have won wide recognition in the industry.

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The company’s recent pinned star is the 1100 sq. meters restaurant complex BELVEDERE which comprises of a Bistro, Deli & Bar at the Pearlsun Hotels & Resorts

(Tanzania), part of Motisun Group, which owns & operates hotels & resorts in Tanzania, Zanzibar, Mozambique, and Lusaka. Mr. Subhash Patel, a top industrialist of East Africa and the owner of the Motisun Group, owns Belvedere. Mughis Khan, a well-known persona in the Indian & Tanzanian hotel industry circles, heads the hospitality division of Motisun. He conceptualised Belvedere that has become a landmark in Dar Es Salaam and is getting rave reviews in social circles & social media. The design is a confluence of travel oriented artefacts and local décor keeping in mind the world-traveller. The glamorous water body wrapped around local sandstone clad pillars backed by a large island bar is a forerunner to a raised lounge zone. Cozy romantic corners interspaced with large wine racks demarcate this area. The unusual art and clock artefacts in the deli are offset by a large blackboard wall with food quotes. Overall it is a trendy upscale eatery whose décor and food only complement each other. ■



Q&A

Q. How did you forge a career in the industry and what was it that first drew you to working in this sector?

A. Architecture is a tough playing field, and especially for a woman, but the final creation is generally worth the ride. Starting my own firm was very organic and natural for me for two reasons. One, because I started getting projects through amazing relationships I have cultivated over the years; and two, because I love the collaborative creative process. Hospitality design requires a blend of artists, architects, BOH, kitchen, HVAC consultants, interior designers, the hotels ops team and so many more—the creative collaboration really gets me excited about what we do. All of our projects are very different. We are not style driven, so to share in the process of design is very powerful and exhilarating.

Q. Which hospitality project are you most proud of to date?

A. I am proud of all my projects, especially since we are very selective about what we choose to take on but my favourite would have to be The Shalimar Hotel Mumbai. They have allowed me total design freedom to create a boutique property where we have multiple theme suites and rooms, different in size but full of character. This was my first foray into hospitality and the owners have truly been an inspiration.

Q. How does your project BELVEDERE stand out in Tanzania?

A. Since the project was going to be the largest stand alone restaurant set up in Tanzania, the design had to speak for itself. So besides creating a unique design, we have tried to make

the project multi-task so that it can be used for all kinds of eventualities from sports events to New Years Eve dances. PDRs double as buffet areas and the lounge can take on a new layout as demanded.

Q. What are the elements that you feel are critical to effective hospitality design?

A. Very simple: Who is your guest? It is very important to understand who the client is trying to capture as the guest. Understanding that is the starting point, then the creative process begins.

Q. Have you got any new hospitality projects in the pipeline that you'd like to share?

A. East Africa – some very exciting projects, new creations, new horizons... ■



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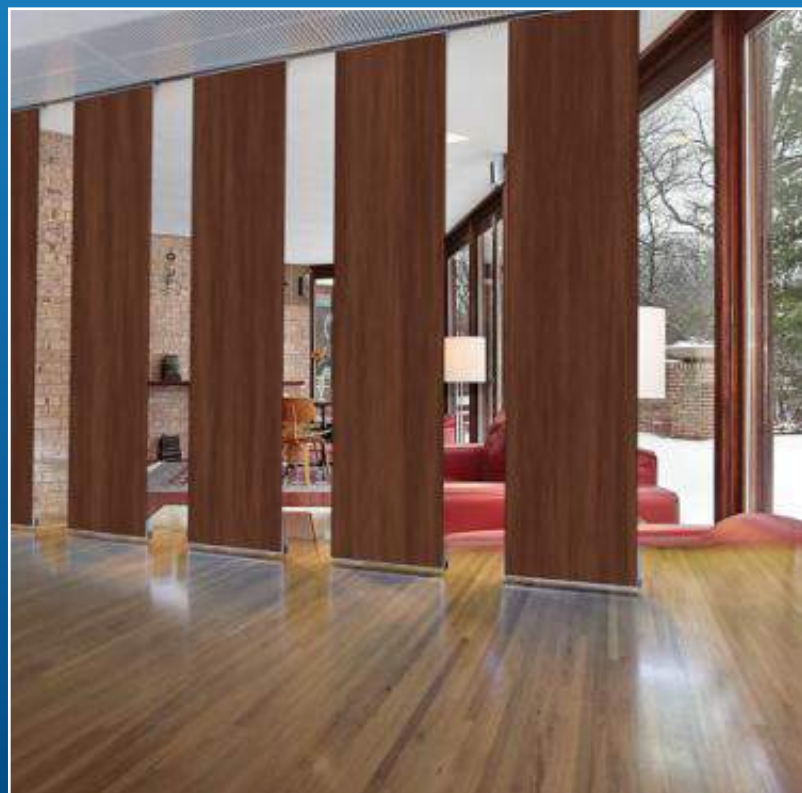
to stringent quality benchmarks. A dedicated customer care and logistic network backed by SAP and a strong IT support has backed them to supply products and services in time with proper after sales support. OZONE's manufacturing facility is a combination of modern CNC and robotic machines along with automatic finishing lines, which allow offering high quality with consistent finish in stainless steel products. They have invested heavily in energy-efficient and pollution control measures as a part of social responsibility. At Ozone, stress is also laid on following the international HR Standards. Child Labor is strictly prohibited in all divisions of the company. The company also takes special care in waste disposal and thereby adheres to environmental friendly techniques in Production.

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