

# HRA Today



APRIL-MAY 2023  
Vol: 03 Issue 11  
Pages 48 ₹20

OFFICIAL PUBLICATION OF HOTEL & RESTAURANT ASSOCIATION (WESTERN INDIA)

A MONTHLY ON HOSPITALITY TRADE  
By Metro Media



**BOOSTING TOURISM IN INDIA:  
STRATEGIES AND INITIATIVES**





भारत 2023 INDIA

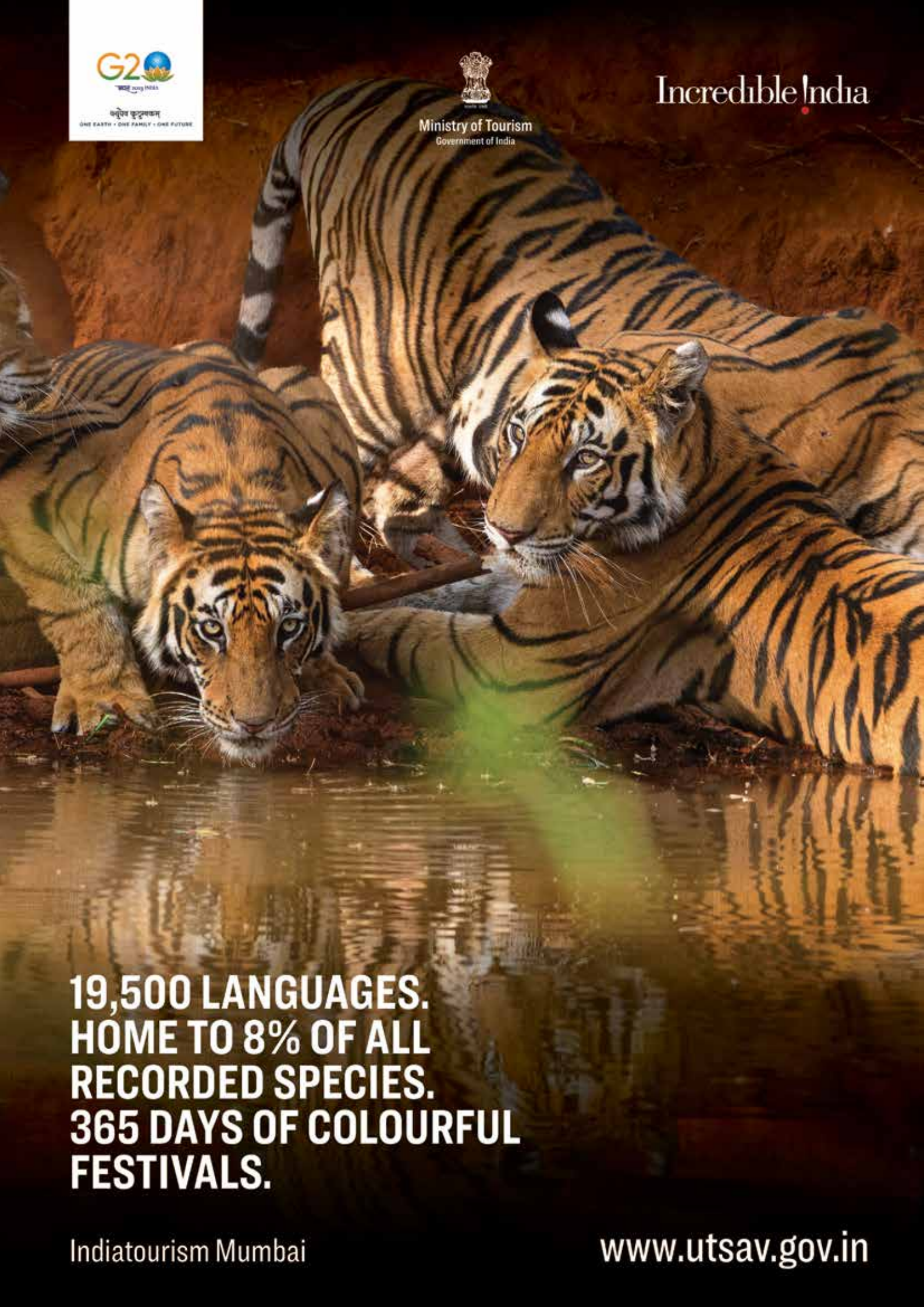
कसुवेव कुटुमकम्

ONE EARTH • ONE FAMILY • ONE FUTURE



Ministry of Tourism  
Government of India

Incredible India



**19,500 LANGUAGES.  
HOME TO 8% OF ALL  
RECORDED SPECIES.  
365 DAYS OF COLOURFUL  
FESTIVALS.**

Indiatourism Mumbai

[www.utsav.gov.in](http://www.utsav.gov.in)



[www.metromartdaily.com](http://www.metromartdaily.com)



**METRO** *mart*

MERA 44, Eanthivila Lane,  
Murinjapalam, Medical College (PO)  
Trivandrum, Kerala 695011 India

[www.eklines.com](http://www.eklines.com)



**READ &  
SUBSCRIBE**

**Executive**  
**Knowledge Lines**

Knowledge Updates Every Month

PUNE | BANGALORE | KOCHI | KOLKATA

[www.metro Magazines.com](http://www.metro Magazines.com)

[www.metroexpedition.com](http://www.metroexpedition.com)



**metro** TRAVEL MAGAZINE  
**Expedition**

email: [metromart.tvm@gmail.com](mailto:metromart.tvm@gmail.com)  
M: +91- 9947733339/ 9995139933

# HRA Today

## HOSPITALITY MAGAZINE

### PRINTER, EDITOR & PUBLISHER

Siji Nair\*  
sijicn@gmail.com

### SECRETARY GENERAL

Kunal Gujral

### EXECUTIVE EDITOR

Prasad M.

### ASSOCIATE EDITOR

N. Vijayagopalan

### MANAGER-MARKETING

Sreekanth K.S.

### ASST MANAGER-MARKETING

Sibu Nair

### DESIGN

Naveen A

### 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 44+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.

APRIL-MAY 2023

# Contents



- 06 Boosting Tourism in India: Strategies and Initiatives
- 10 India Luxury Hotel Market Growth, Trends and Forecasts (2023 - 2028)
- 14 Food and Beverage Industry Getting Revolutionised by Artificial Intelligence
- 18 Indian hotel industry set for sustained demand momentum in FY2024: ICRA
- 24 News
- 38 Appointment
- 40 Products



## President's Message

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

I am proud to report that a delegation of HRAWI recently participated in the Mumbai roadshow organized by the Ministry of Tourism. The event provided an excellent opportunity for us to discuss the scope of tourism and investment opportunities. Hon'ble Minister – Shri G. Kishan Reddy sought our suggestions to make the upcoming first Global Tourism Investors' Summit (GTIS) a success. As the voice of the hospitality industry in the Western region, HRAWI will play a vital role in supporting the initiative by acting as a bridge between the Government, investors and the tourism industry to create a conducive environment for investments in the sector. We also highlighted some of the challenges faced by the industry and assured the Minister that the Association would submit representations to address these issues.

The HRAWI is also actively spreading awareness on online hotel booking frauds to protect customers as well as hospitality brands. The Association has identified cyber-criminal activities that list fake hotels websites on popular search engines that appear to be authentic and dupe unsuspecting customers into making payments for room bookings. Members have voiced concern about their brand reputation being tarnished by social media influencers

creating fake videos or posting fake reviews in a bid to attract more views and followers. We have approached the Police Commissioner for resolution and informed the law enforcement authorities about the challenges faced by hotels and restaurants. We have also ensured that the concern is made public so that even our customers are aware about this new fraud and we are committed to taking all necessary steps to address this growing concern.

Your Association's special task force of academic think tanks has made significant progress, with several meetings held with hospitality institutions and industry experts. The aim of the task force is to provide recommendations and guidance on academic curriculum and industry training to bridge the gap between academia and industry requirements. The task force has been created with the vision to try and bridge the shortfall in talent, manpower and declining enrolment of students in hospitality courses.

Finally, I want to address the issue of hoteliers fighting legal battles with Oyo to recover their money. Members are requested to report fresh and continuing cases of breach of agreement and non-payment of dues by Oyo. We remain committed to working towards the growth and development of the hospitality industry and we will continue to engage with stakeholders, address industry challenges and provide support to our members.

Best wishes,

**Mr. Pradeep Shetty**  
President - HRAWI





# BOOSTING TOURISM IN INDIA: STRATEGIES AND INITIATIVES

Prime Minister Shri Narendra Modi recently addressed a post-budget webinar on “Developing Tourism in Mission Mode,” organized by the Ministry of Tourism. The webinar aimed to generate ideas for the effective implementation of tourism initiatives announced in the Union Budget-2023. The Prime Minister emphasized that tourism is an integral part of India’s social and cultural civilization and highlighted various aspects of tourism that can be promoted, such as coastal tourism, wildlife tourism, adventure tourism, cultural tourism, and spiritual tourism.

The Union Budget-2023 prioritizes the holistic development of tourist destinations with the aim of developing at least 50 such destinations that can be promoted globally. The Prime Minister cited the example of the Kashi Vishwanath Temple corrido, which saw a significant increase in tourist footfall after its reconstruction. He emphasized that improved infrastructure, cleanliness, and technological advancements, including digital connectivity and modernized tourist apps, will help boost tourism further.

The Prime Minister also identified destination weddings as an emerging sector with the potential to increase tourism. He highlighted the economic benefits experienced by Qatar after hosting the FIFA World Cup 2022. Furthermore, the webinar included breakout sessions focusing on various topics, including tourism development,

“

*The Prime Minister emphasized that tourism is an integral part of India’s social and cultural civilization and highlighted various aspects of tourism that can be promoted, such as coastal tourism, wildlife tourism, adventure tourism, cultural tourism, and spiritual tourism.* ”





collaboration, public-private participation, innovation, grassroots impact, and cultural heritage.

In the concluding session, Minister of Tourism Shri G. Kishan Reddy expressed gratitude to the Prime Minister and all participants for their valuable suggestions and ideas. He stressed the importance of close collaboration between the government, state governments, private stakeholders, and civil society in promoting the tourism industry, which has the potential to generate substantial employment with minimal capital investment.

Secretary Tourism Shri Arvind Singh highlighted the new vision for tourism development in the budget, which emphasizes mission mode promotion, state participation, convergence of government programs, and

“

*Secretary Tourism Shri Arvind Singh highlighted the new vision for tourism development in the budget, which emphasizes mission mode promotion, state participation, convergence of government programs, and public-private partnerships*

”



public-private partnerships. He mentioned proposals to develop tourism infrastructure and amenities in border villages and the establishment of Unity Malls for the promotion and sale of local products. The shift towards a destination-centric approach for tourism planning and development was also emphasized.

Secretary Culture Shri Govind Mohan discussed the Ministry of Culture's objectives in preserving, disseminating, and promoting Indian culture. He mentioned plans to develop cultural spaces where tourists

can experience various aspects of Indian culture, including music, dance performances, book readings, painting competitions, and quizzing competitions. He emphasized the importance of technology in enhancing the appeal of monuments, suggesting the use of AI, VR, and other digital techniques.

The webinar generated several suggestions and ideas, including the need for careful destination planning, destination management involving government agencies, private partners, and local communities, institutionalized frameworks

for public-private partnerships, and the implementation of a national digital tourism mission. Other suggestions included promoting ease of doing business in the hospitality sector, visitor management systems, skilling programs for tour guides, and specific schemes for tourism-centric development at heritage sites.

Overall, the post-budget webinar provided valuable insights and recommendations for the development and promotion of tourism in India, with a focus on collaboration, innovation, and the use of technology.







# INDIA LUXURY HOTEL MARKET

**GROWTH, TRENDS AND FORECASTS (2023 - 2028)**

---

**T**he global Luxury Hotels market research report covers the analysis and insights in relation to the size and growth rate of the market by various segments for the 2019-2028 period, with 2019-2021 as the historical data, 2022 as the base year and 2023-2028 as the forecast period. The report provides a detailed overview of the market size, growth rate and distribution of the market by various segments (mainly covering product type, technology, applications and geography) for the entire study period.

---





*The India Luxury Hotel Market is segmented by service type and comprises Business Hotels, Airport Hotels, Suite Hotels, Resorts & Spas, and others. The luxury hotel industry has been experiencing a resurgence in the post-Covid era, as an increasing number of travellers seek high-end travel and stay experiences.*

## India Luxury Hotel Market Analysis

The India Luxury Hotel Market is projected to register a CAGR of less than 7% during the forecast period of 2023-28. COVID-19 badly impacted the market, and the global pandemic had impacted the proper functioning of various industries in India. It affected the Indian luxury hotel market badly, causing several disruptions such as halved occupancies and others. The report study analyzed the revenue impact of the COVID-19 pandemic on the sales revenue of market leaders, market followers, and market disrupters in the report and its analysis.

The Luxury Hotel industry in India is a flourishing sector. An increasing number of international sports events, trade fairs, and exhibitions are expected to contribute to the inflows of international tourists and domestic tourist movements. The rise in the travel and tourism industry and changing patterns in the standard of living have led to

progressive growth in the luxury hotel market trends. Major factors such as rising purchasing power parity of domestic travelers, developing airline industry, increasing foreign tourist arrival, and relaxed visa restrictions drive the India Hotel Market over the forecast period. Moreover, the GST council's rate cut from 28% to 18% for luxury hotels is expected to drive the Indian luxury hotels market over the forecast period.

Leading hotel companies are leveraging advanced technologies such as artificial intelligence, machine learning, IoT and near-field communication, mobile payment, and data analytics to increase online reservations, improve the return on advertising spend, better understand guest preferences and build stronger customer relationships. These technologies are expected to create lucrative opportunities for the market over the forecast period.



## India Luxury Hotel Industry Segmentation

A luxury hotel is a hotel that provides a luxurious accommodation experience to the guest. Luxury hotels typically accommodate high-paying guests, and the services and dining are expected to be high quality. A complete background analysis of the India Luxury Hotel Market, which includes an assessment of the emerging trends by segments and regional markets, significant

changes in market dynamics, and a market overview, is covered in the report. The India Luxury Hotel Market is segmented by service type (Business Hotel, Airport Hotel, Suite Hotel, Resort & Spa, and others). The report offers market size and forecasts for the India Luxury Hotel Market in value (USD Million) for all the above segments.

## India Luxury Hotel Market Trends

### Increasing Expenses by Domestic Travelers is fueling Luxurious Hotel Industry

Indian travelers are splurging like never before, and spending is not limited to overseas travel. Domestic luxury and branded hotels are registering an increase in the share of revenue coming from domestic leisure travelers. These travelers are not just staying at top-end hotels for holidays but also spending significant money

within the hotel during their stay. Domestic leisure travel is the fastest-growing category for the Luxury Hotels chain. The overall leisure segment (domestic and international put together) is growing at 10-11 percent, but the rate of domestic leisure travel is even higher.







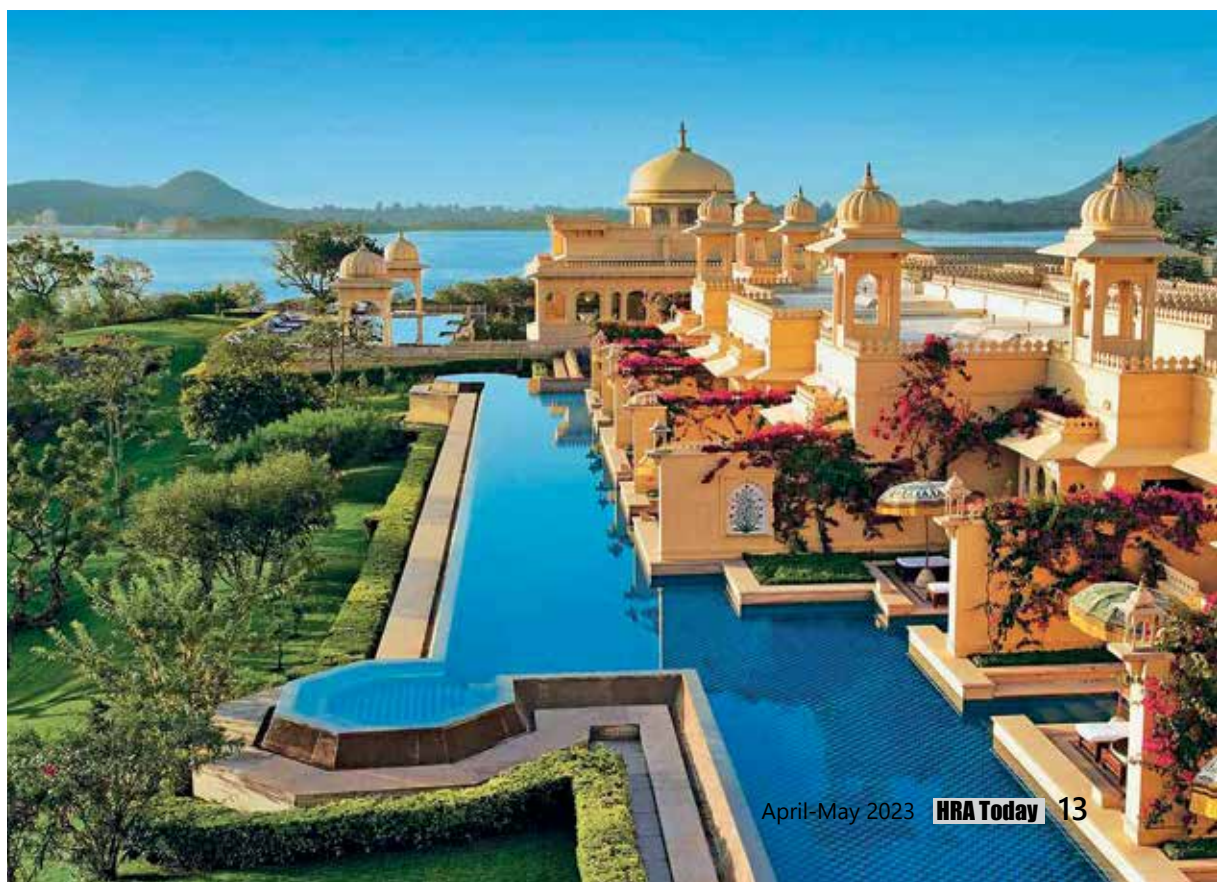
## Heritage Theme is Expected to Witness Strong Growth

The Heritage Theme is expected to hold the highest market share over the forecast period. There are many Heritage theme hotels present in India. For instance, The Leela Palace, an Indian Heritage hotel in Rajasthan, has been on a continuous journey to delight the guests by providing unparalleled luxury in captivating environs nestled in the lap of nature and wrapped in the graciousness of Indian hospitality. These hotels have a historical infrastructure, and they try to put in their best efforts to give a glimpse of their region through regional art and traditional cuisine. On the other hand, contemporary luxurious hotels offer high-end IOT infrastructure offering the relax in living.

The report covers major international players operating in

the India Luxury Hotel Market. In terms of market share, few of the major players currently dominate the market. However, with technological advancements and product innovations, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping into new markets. The leading brands are opening exclusive stores for special products. The companies are also promoting, differentiating, and selling limited editions to increase their visibility and brand awareness in the market. Significant players operating in the India Luxury Hotel Market include ITC Hotels, Oberoi Hotels, The Leela, The Indian Hotels Company Limited, and The Park Hotels.

(Courtesy : Mordor Intelligence)







# FOOD AND BEVERAGE INDUSTRY GETTING REVOLUTIONALISED BY ARTIFICIAL INTELLIGENCE

The proliferation of advanced technologies has been revolutionising businesses across industries, the most exciting being the advancements in artificial intelligence (AI). One of the industries which have always been at the forefront in deriving maximum benefits from AI is the F&B industry by using it to enhance its operations, manage inventory, improve food safety and more.

The thoughtful application of AI in various stages of the food supply chain has been demonstrating its significant impact by registering

an overall increase in efficiency, transforming the methods by which food is produced, manufactured, processed, delivered, and consumed. With the population in India being ever on the increase, businesses are under immense pressure to forecast food demands and deliver safe food products. AI is now seen to create significant shifts in the way the industry deals with its customers and partners, though its full potential still remains unexploited as observed by experts.

Far beyond being the machinery and technology used to carry out





“ *With the population in India being ever on the increase, businesses are under immense pressure to forecast food demands and deliver safe food products. AI is now seen to create significant shifts in the way the industry deals with its customers and partners, though its full potential still remains unexploited as observed by experts.* ”

complex tasks that previously required human thought to complete, AI goes further enabling new approaches to data analysis that simply are not possible to do manually. AI has the ability to consider an inordinate number of data values, parameters, what-if scenarios and other contributing factors to produce accurate and timely recommendations for almost every aspect of the food supply chain. This provides a competitive advantage which would be impossible to replicate without the application of AI technologies.

From robotics to machine learning, AI in the food industry comprises a number of technologies.

AI technologies are being used to bring new depths of precision to farming. So, this might be analysis of past harvests in terms





of both quantity and quality, in combination with weather forecasts to inform which fields need watering and when, or when to use fertiliser perhaps. In the aquaculture sector, there is a business that is using AI technology to ensure accurate doses of feed are administered in shrimp farming, avoiding over and under-feeding. This serves to lower the feed conversion ratio and shortens the shrimp production cycle, doubling production without huge intensification.

The application of AI technologies can structure a more effective pricing strategy. AI applications

can quickly and effectively analyse all contributing variables, such as seasonality, competitor pricing, promotions, customer demand, etc., building up a clear picture of pricing history and trends, to inform recommendations regarding which products should be sold at which price to maximise revenues.

The unpredictability of food supply chains has had a massive impact on food and beverage manufacturing over the past few years. This is another area where AI can hold the key to unlocking new, better ways of working. For example, AI tools can predict sea vessel arrival

times, helping manufacturers to more accurately forecast when their raw ingredients will be arriving. The manufacturers can secure a more accurate picture of when ingredients will arrive. Technology can also factor in considerations such as how long deliveries will take to unload at the factory, instilling an even greater level of accuracy when it comes to scheduling production to optimise operations and maximise productivity. The level of detail that AI brings makes a huge difference, helping businesses to plan for all eventualities and delivering the actionable insight needed to stay one step ahead of the competition.





“ AI applications can quickly and effectively analyse all contributing variables, such as seasonality, competitor pricing, promotions, customer demand, etc., ”

The area of sustainability is another aspect where AI has a positive impact on food and beverage manufacturing. Businesses are able to use the insight generated by AI applications to minimise energy and water usage, ensuring the most energy-efficient production, alongside waste reduction at all potential touch points in the manufacturing process. Machine learning-based specification matching and stock allocation enable manufacturers to ask if they can optimise the use of existing stock and still meet customer specifications.

Innovative businesses are

taking quality information, in combination with ingredient shelf-life data, using AI to determine dynamic best before dates. AI answers the question relating to the feasibility of extending the shelf life safely considering the quality at hand, which ultimately prolongs the sellable life of a product, reducing waste and increasing revenue. AI technologies can facilitate smart shelves in supermarkets, by adjusting prices based on remaining shelf life and point of sales history, reducing waste and increasing profitability further still.

The ability to maximise yield is another important area where AI can make a world of difference. Internet of Things (IoT) devices in combination with machine learning have the ability to optimise machine settings to maximise yield. Manufacturers, for example, can ask how to maximise yield considering the quality of ingredients and the process conditions. Taking into account an almost inordinate number of process parameters, it is possible for manufacturers to use AI to maximise the output of processes at every step of the way.

To work, AI needs data. AI is all about making the most of the huge amounts of data generated by the food and beverage sector, and using AI technologies to analyse this data and gain a better understanding of the many and complex variables at play within the industry. As long as there is data, it is possible to use AI technologies to recognise data trends and patterns, applying this learning and insight back to the business.

*(With inputs from cxotoday, fandb news, various other websites)*





## INDIAN HOTEL INDUSTRY SET FOR SUSTAINED DEMAND MOMENTUM IN FY2024: ICRA

**I**CRA expects the Indian hotel industry to report a 13-15 per cent revenue growth in FY2024, notwithstanding the potential impact on demand with further Covid waves, if any.

The demand recovery has been strong in the last one year, and ICRA anticipates it to continue in FY2024 as well. Sustenance of domestic leisure travel, higher bookings from meetings, incentives, conferences, and exhibitions (MICE), and business travel, along with an increase in foreign tourist arrivals (FTAs),

would support revenues.

The industry is also likely to benefit from specific events like the G20 summit and the ICC World Cup 2023. ICRA estimates pan-India premium hotel occupancy at ~70-72 per cent in FY2024, after recovering to 68-70 per cent in FY2023. Pan-India premium hotel average room rates (ARRs) are expected to be at ~Rs 6,000-6,200 in FY2024. While the occupancy is expected to be at decadal highs, the RevPAR is expected to remain at a 20-25 per cent discount to the FY2008 peak.



The demand in leisure destinations has been strong since Q3 FY2022, while markets like Chennai and Hyderabad have benefitted in FY2023 from MICE (including weddings) and pick-up in business travel. However, FTAs are yet to reach pre-pandemic levels. Gateway cities like Mumbai and Delhi reported occupancy of over 75 per cent in FY2023. Pune and Bengaluru, which are business travel markets with a large part of the demand from the service sectors, have also picked up in the last few months, although they still lag behind other markets.

The ARR has also inched up sharply across markets, consequent to the demand improvement. However, despite this, the ARR remains lower than the FY2008 peak. The sharp rise in ARR of premium hotels also resulted in the spillover of demand to mid-scale hotels.

The healthy demand uptick resulted in a pick-up in new supply announcements and the commencement of deferred projects over the last 6-9 months. However, the hotel supply pipeline is expected to grow only at a three-year CAGR of 3.5-4 per cent,

adding approximately 15,500 rooms to the pan-India premium inventory of ~94,800 rooms across 12 key cities in India. This will facilitate an upcycle, as demand improves over the medium term while supply will lag demand. The current inventory growth is significantly lower than the growth of approximately 18 per cent witnessed during FY2009-2013, after the global financial crisis.



## FSSAI - FOOD SAFETY SUPERVISOR TRAINING IN ADVANCE CATERING IN COLLABORATION WITH HRAWI IS BEING CONDUCTED

**W**e would like to inform you that the FSSAI - Food Safety Supervisor Training in Advance Catering in collaboration with HRAWI is being conducted, 3rd April, 2023 at Ramsukh Resorts & Spa, Mahabaleshwar.

Inaugural for aforesaid training was done by Mr. Sunil Nambiar, the General Manager, Mr. Balasaheb Aiwale, Finance Head, Mr. Praveen Andrews, FSSAI Trainer, Chef. Khem Bum, Chef. Babalu Prasad and Mr. Hemanshu Chauhan, Assistant Secretary General, HRAWI.

The same is attended by 38 participants.

Till date HRAWI has successfully trained and certified 2537 hospitality professionals across India's Western region in FoSTaC and FSSAI's Management Training Program.





## FSSAI TRAINING HELD IN THE DUKES RETREAT

**W**e would like to inform you that the FSSAI - Food Safety Supervisor Training in Advance Catering in collaboration with HRAWI is being conducted today, 27th April, 2023 at The Dukes Retreat, Khandala.

Inaugural for aforesaid training was done by Mr. Stephen Dsouza - The Cluster General Manager, Mr. Rakeshwar Guleria - The General Manager.

The training has been conducted by Ms. Divya Bhaskaran and was

attended by 38 participants.

Till date HRAWI has successfully trained and certified 2575 hospitality professionals across India's Western region in FoSTaC and FSSAI's Management Training Program.







**HOTEL AND  
RESTAURANT  
ASSOCIATION  
(WESTERN INDIA)**

President of Honour : Dr. Ajit B. Kerkar  
Member of Honour : Vivek Nair  
President : Pradeep Shetty  
Sr. Vice President : Nirav Gandhi  
Vice President : Chetan Mehta  
Hon. Secretary : Jimmy P. Shaw  
Jt. Hon. Secretary : Dilip Kothari  
Hon. Treasurer : Paramjit S. Ghai  
Secretary General : Kunal Gujral

Ref No: - 25/ 17/ 2023-24

06<sup>th</sup> May, 2023

To,  
Shri. Vivek Phansalkar (IPS)  
Police Commissioner of Mumbai,  
The Commissioner of Police, Thane  
Off. No.: - 022-25344499. Mob. 9773199678.

**SUBJECT: CYBER FRAUD IN GOOGLE MAPS LISTINGS OF HOTELS ACROSS THE NATION**

Respected Shri. Phansalkar,

Greetings in the 73<sup>rd</sup> year of the Hotel & Restaurant Association Western India!

The Hotel and Restaurant Association (Western India) is a 72-year-old Association of Restaurants & Hotels of prominent brands such as Taj, Leela, ITC, Sarovar, Fern, RHG, IHG, Marriott, Hyatt, Accor who are members of our Association. Our Association with more than 1400 members across Western India covers Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Goa and the Union Territory of Dadra and Nagar Haveli and Daman and Diu, is the voice of the Hospitality Industry. We have more than 950 members in the State Maharashtra and 510 members in the City of Mumbai.

Our Association is a part of the national body of FHRAI, which was originally founded in Mumbai in 1950, by the late Mr. J.R.D. Tata and represents a cross-section of the Hotel and Restaurant Industry, in the entire Western Region, including Maharashtra, and is the voice of the Industry.

We would hereby like to apprise your good-self of the complaints received from our Hotel Members in Mumbai, pertaining to the ongoing FRAUD being perpetrated in their Google Map Accounts. Hoteliers across India are facing the threat of pictures with telephone number of the fraudster embedded in the image being posted on every Hotel's Google Map listing and innocent customers call that number and make reservations and are duped into depositing booking amount advance, resulting in fraud and unexpected financial loss to the guests and hotels.

The fraudster is posting his own Mobile Numbers in the images of the hotels and uploads them on google. The entire amount of money deposited by innocent guests for Reservations is transferred to the fraudster's account. Payment for Reservation is not deposited with the respective Hotel's Bank Account, and instead gets credited in the account of the fraudster.



**HOTEL AND  
RESTAURANT  
ASSOCIATION  
(WESTERN INDIA)**

President of Honour : Dr. Ajit B. Kerkar  
Member of Honour : Vivek Nair  
President : Pradeep Shetty  
Sr. Vice President : Nirav Gandhi  
Vice President : Chetan Mehta  
Hon. Secretary : Jimmy P. Shaw  
Jt. Hon. Secretary : Dilip Kothari  
Hon. Treasurer : Paramjit S. Ghai  
Secretary General : Kunal Gujral

Ref No: - 25/ 18/ 2023-24

06<sup>th</sup> May, 2023

To,  
Shri. Lakhmi Gautam IPS,  
Joint CP (Crime)  
C P Office Mumbai Police Head Quarter-3,  
Police Colony, Dhobi Talao, Lohar Chawl, Fort,  
Mumbai, Maharashtra 400001

**SUBJECT: CYBER FRAUD IN GOOGLE MAPS LISTINGS OF HOTELS ACROSS THE NATION**

Respected Shri. Lakhmi Gautam,

Greetings in the 73<sup>rd</sup> year of the Hotel & Restaurant Association Western India!

The Hotel and Restaurant Association (Western India) is a 72-year-old Association of Restaurants & Hotels of prominent brands such as Taj, Leela, ITC, Sarovar, Fern, RHG, IHG, Marriott, Hyatt, Accor who are members of our Association. Our Association with more than 1400 members across Western India covers Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh, Goa and the Union Territory of Dadra and Nagar Haveli and Daman and Diu, is the voice of the Hospitality Industry. We have more than 950 members in the State of Maharashtra and 510 members in the City of Mumbai.

Our Association is a part of the national body of FHRAI, which was originally founded in Mumbai in 1950, by the late Mr. J.R.D. Tata and represents a cross-section of the Hotel and Restaurant Industry, in the entire Western Region, including Maharashtra, and is the voice of the Industry.

We would hereby like to apprise your good-self of the complaints received from our Hotelier Members in Mumbai, pertaining to the ongoing FRAUD being penetrated in their Google Map Accounts. Hoteliers across India are facing the threat of pictures with telephone number of the fraudster embedded in the image being posted on every Hotel's Google Map listing and innocent customers call that number and make reservations and are dupped into depositing booking amount advance, resulting in fraud and unexpected financial loss to the guests and hotels.

The fraudster is posting his own Mobile Numbers in the images of the hotels and uploads them on google. The entire amount of money deposited by innocent guests for Reservations is transferred to the fraudster's account. Payment for Reservation is not deposited with the respective Hotel's Bank Account, and instead gets credited in the account of the fraudster.



## FSSAI defines extenders, binders for meat & meat products through new norms



The FSSAI has defined extenders and binders for meat and meat product regulations through the Food Safety and Standards (Food Products Standards and Food Additives) First Amendment Regulations, 2023. According to the FSSAI, 'Extenders' are non-meat substances with substantial protein content and are added to meat products to reduce formulation costs and provide certain functional properties

related to product bind, texture and flavour. A common functional property of most extenders is water holding.

Similarly, 'Binders' are non-meat ingredients with an ability to hold and entrap fat and water to produce stable meat emulsion. Binders are primarily used to improve the water holding capacity of the product and also to improve the fat holding and emulsion stability. The extenders and binders are used for comminuted or restructured meat products.

Comminuted meat products means boneless meat which has been subjected to particle size reduction by cutting or grinding or dicing or chopping or milling or marinated, or both and with or without additives

and Restructured meat products means meat or meat products that have been ground, flaked, or chopped and formed into steak or chop or any other shape with a texture that is closer to that of an intact steak than that of ground meat.

According to FSSAI, extenders or binders are allowed up to a level of 3.5% in the finished products. And meat products containing more than 3.5% binders or extenders or more than 2.0% isolated soy proteins, must be labelled as "Imitation". The notification added, "Final product moisture content shall not exceed four times the protein content plus 10% (4P+10%). However, combination of added water and fat shall not exceed 40%". The FBOs were asked to comply with the amended provisions by August 1, 2023.

## APCA starts intake for degree in tourism studies, specialisation in pastry



The Academy of Pastry & Culinary Arts (APCA), an esteemed group of professional culinary pastry school with pan-Asia presence starts their flagship Bachelor's Degree In Tourism

Studies, Specialisation in Pastry & Culinary Arts that will be offered by IGNOU and will be imparted entirely at the Bengaluru campus with practical exposure to pastry & culinary arts.

The programme includes practical training in pastry and culinary arts at beginner to advanced levels, as well as in hotel management and entrepreneurial management. Students post their intermediate can apply for this course. High school graduates interested in a career in the bakery, culinary, or food and beverage industries can consider this curriculum.

The intake of the new session will commence from August 7, 2023. Highly experienced & decorated chefs will be conducting the classes that primarily focus on hands-on training, earlier the teaching facilities for the culinary programme were only available in Bengaluru centres of APCA. The study regime starts with basic topics such as food science and nutrition, personality development, French course, components of F&B services, pastry and culinary arts fundamental and goes on to master internal cuisines like financial and managerial accounting.

## Bringing the ultimate luxury hospitality experience to Ahmedabad



**I**TC Hotels announced the inauguration of its premium luxury hotel – the ITC Narmada, in India’s first UNESCO World Heritage City of Ahmedabad. Chief Minister of Gujarat Bhupendra Patel inaugurated the iconic property situated at the heart of the city. ITC Narmada is Gujarat’s first LEED Platinum certified hotel and is ITC Hotel’s 15th Luxury Collection Hotel in India. ITC Narmada is ITC Hotels 12th property in the state of Gujarat.

Conveniently located in the business district of the city, this 291 keys, 19-storey, 70 metre grand structure is an architectural marvel towering over Ahmedabad’s skyline with its fine indigenous grandeur and contemporary design. The hotel celebrates the spirit of Gujarat and the unique fervour of its people through its premium offerings; rooms that offer luxury of space, five signature culinary brands, convention spaces and Kaya Kalp

– The Spa.

The sprawling property symbolises the traditions of the region through culinary marvels that include the globally-acclaimed Peshawri, an award-winning brand that curates an indulgent culinary experience with its offerings from North-West Frontier cuisine through some handpicked recipes.

ITC Narmada will also house Royal Vega offering a melange of flavours from the vegetarian cuisine of India. Inspired by the Adalaj ni Vav- the world’s renowned stepwell – is the Adalaj Pavilion, the all-day dining and a la carte restaurant offering a range of Indian and international cuisines. ITC Narmada will also house Yi Jing, ITC’s signature Chinese cuisine brand, and Fabelle, the luxury chocolate boutique that offers an immersive and participative experience.

## IHCL debuts in Indore, Madhya Pradesh



**I**ndian Hotels Company (IHCL), India’s largest hospitality company, has announced the signing of its first hotel in Indore, Madhya Pradesh under the Vivanta brand. The Greenfield project is slated to open in 2026.

Suma Venkatesh, Executive

Vice President - Real Estate & Development, IHCL said, “This signing is in line with IHCL’s vision of expanding its presence to key markets in the country. Indore is the leading commercial hub in the state of Madhya Pradesh. We are delighted to partner with Evitamin Business Consulting Pvt Ltd for a Vivanta hotel in the city.”

The 115-key hotel is strategically situated a short driving distance from the airport and industrial areas with presence of large automotive, pharmaceutical and textile companies. Other facilities at the hotel will include an all-day diner, a bar, swimming pool, fitness centre and a spa. It will also offer over 550 sq. mt. of banqueting space including

meetings rooms.

Rajendra Daga, Promoter, Evitamin Business Consulting Pvt Ltd, said, “We are delighted to bring the Vivanta brand to Indore in partnership with IHCL. We look forward to delivering a world class hospitality experience to the guests visiting the city.”

Indore is the largest city in the state of Madhya Pradesh as well as its financial capital. It is also one of the education hubs in the country and a gateway to Ujjain, a major pilgrim destination.

With the addition of this hotel, IHCL will have eight hotels across Taj, Vivanta and Ginger brands in the state of Madhya Pradesh including one under development.



## India's hospitality industry recovered from the pandemic slump : Report



India's hospitality industry not only recovered from the pandemic slump but also stayed on the growth path this fiscal year, as per a new report by credit ratings agency CareEdge titled, 'Back on Hospitable Grounds, Hotels Set to Grow in FY24 Despite Uncertainties'. Demand outlook for the industry is positive, indicating a promising future, said the report.

The sector's RevPAR, or revenue per available room, which is estimated to reach ₹4,000 to ₹4,100 per room by the end of FY23, reflects marginal growth over FY19 levels, aided by strong recovery in occupancy and average

rates. RevPAR is a metric to gauge a hotel's performance.

This recovery was mainly driven by the average daily room rate (ARR), with weddings and domestic leisure travel being significant contributors to the ARR jump in FY23. Despite the possibility of inflation putting pressure on growth rate in FY24, ARR has already surpassed the pre-pandemic level indexed at 105-107, it said.

Domestic hotel players are now in a favourable position to resume pending projects and undertake new ones, given the improved revenues and enhanced accruals cushioned by realignment of the

cost structure by the players. This, in turn, will boost supply.

With demand at pre-pandemic levels, FY23 is expected to end on a promising note. It had earlier predicted hotel occupancy in FY23 would be between 67% and 69%. Festivals, the wedding season, and a likely pick-up in foreign inbound travel and MICE (Meetings, Incentives, Conferences and Exhibitions) activity have supported demand in FY23.

However, soaring international airfares and longer waiting times for travel approvals/visa amid rising inflation have limited outbound travel from India, thus enhancing domestic demand in the current fiscal year.

Leveraging the country's G20 presidency, the ICC Cricket World Cup, and the resumption of foreign inbound travel, along with robust domestic leisure travel, the sector's ARR should continue to inch higher in FY24, boosting RevPAR. The report estimates that RevPAR should grow 3-5% over FY23 levels.

## ibis launches its 22nd hotel - in Thane



ibis has launched its 22 hotel in Thane, Maharashtra. The hotel is located on Pokhran Road at the Thane district and is a 50-minute

drive from Terminal 2 of Mumbai International Airport. The hotel is centrally located, near key business districts such as Hiranandani, Ghodbunder Road, Wagle Estate, Kolshet and Airoli, making it the ideal location for business and leisure travellers alike.

It is equipped with 186 well-designed rooms across eight floors, offering a view of the Thane skyline. The rooms have been designed to ensure comfort, featuring a couch that can be used as a third bed, a lounge chair or a

mini-workstation, also including a safety deposit box, tea and coffee amenities, a minibar and a smart pod bathroom.

The interiors of the hotel are designed by renowned French interior designer Isabelle Miaja. InterGlobe Hotels is also introducing an initiative to promote and support emerging artists in the country, and ibis Thane will be the first ibis hotel in India to feature the specially curated art.

## Hotel Association of India welcomes the positive move by Tourism Ministry to address the request for 'Industry status'



**H**otel Association of India, the apex body of Indian hospitality sector is very enthused by the statement of honorable minister for tourism G Kishan Reddy about giving industry status to tourism sector placed before the upper house of the parliament yesterday- It echoes and vindicates what the body has been advocating for a long time.

“According ‘industry’ status to

the tourism sector would make it more competitive and also lead to more sub-sectors of tourism having access to benefits including power tariff and other , taxes at industrial rates against the earlier requirement of payment at much higher commercial rates. This will also help to reduce costs of hospitality projects which are capital intensive and also encourage further investment, the Minister has stated that

The Ministry of tourism has been advising the State governments and union territory administrations to grant Industry status to tourism in their respective states/union territories through correspondence at various interactions/meetings held with States/Union territories at the highest level, the Minister has stated.”

Appreciating Mr. Reddy’s support and statement, M.P. Bezbaruah, Secretary General, HAI, said, “Hospitality and tourism sector is one of the largest contributors to employment and GDP globally. Hotels generate jobs in every skill category and also employ women and specially abled persons in large numbers. This sector can help drive the government’s agenda of inclusive growth like no other.”

## FHRAI appoints Sudesh Poddar as President



**T**he Federation of Hotel & Restaurant Associations of India (FHRAI), India’s apex body and voice of the hospitality industry, held its 66th annual general meeting, in New Delhi. During the AGM, the members of the FHRAI elected the new executive committee; a twenty-

four member team comprising of six representatives each from East, North, South and West of India, to manage the affairs of the apex industry body.

The AGM was followed by the first meeting of the new executive committee of the federation which has elected Sudesh Poddar as the new president of FHRAI. He has previously served in the position of treasurer in the Federation.

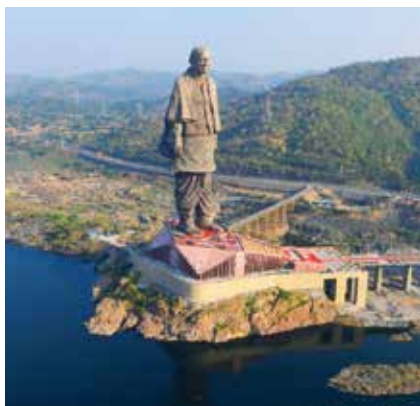
Poddar is a veteran of the industry and has been in the hospitality business since 1977. He owns multiple restaurants in Kolkata including the iconic 70-year-old Chinese restaurant - Songhai and a 4-star hotel in Assam under the banner - Satya Hotels Pvt. Ltd.

The executive committee also elected the new ‘office bearers’ of FHRAI, who supervise the advocacy and routine affairs at the federation on behalf of the executive committee.

Surendra Kumar Jaiswal, K. Nagaraju and Pradeep Shetty, were elected as the vice presidents from Hotel & Restaurant Association of Northern India (HRANI), The South India Hotels & Restaurants Association (SIHRA) and Hotel & Restaurant Association of Western India (HRAWI), respectively. DVS Somaraju has been elected as treasurer and T.S. Walia as the secretary, while Gurbaxish Singh Kohli and Amarvir Singh will serve as secretaries of the federation.



## Reliance planning hotels, resorts, lodging facility near Statue of Unity



Reliance's new company, Reliance SOU, is planning to develop hotels and resorts near the Statue of Unity in Gujarat's Kevadia, as per a report by Business Standard according to the details available with the registrar of companies, Reliance's

new firm will foray into the hospitality industry, engaging in hotels, resorts, and service apartments that will provide short-term lodging facilities. The company also plans to develop lodging facilities on houseboats, according to the report.

Situated along the banks of the Narmada River in Kevadia, the Statue of Unity is a remarkable structure. The monument overlooks the vast surroundings and the wide-stretching Sardar Sarovar Dam. The statue has attracted around 10 million people since it was built four years ago. Significantly, Tata Group's Indian Hotels Company already has a partnership with Sardar Sarovar

Narmada Nigam (SSNNL) and plans to launch its two properties, namely Vivanta and Ginger, the report added. In a stock exchange filing, Reliance said that it had incorporated a wholly-owned subsidiary called Reliance SOU (RSOUL) with the intention of developing commercial properties. However, it did not elaborate on whether it would manage those properties directly, the report said.

Reliance is India's biggest retailer, and it is expanding into new domains fast. In recent times, Reliance has put a special emphasis on spreading its portfolio to consumer-facing segments.

## Chrome Hospitality Announces Expansion - Growing With A Financial Cap of INR 50 Cr



Mumbai based Chrome Hospitality, India's leading casual dining restaurant chain embarks on increasing its footprint across India with a financial cap of Rs. 50 Cr in the next financial year 2023-24. With a YoY growth rate of 3X (Since FY-21), Chrome Hospitality is a brand to watch out for.

The brand is also looking at announcing five new brands and will also add eight new outlets of its marquee brands across India. Targeting a mix of metro and non-metro cities, Chrome

Hospitality aims to bridge the 'experiential scaling' gap in the hospitality sector and will launch its more outlets in Mumbai, and will expand its footprints in Goa, Jaipur, Delhi and Hyderabad in the upcoming financial year.

Ever since its inception in 2019, Chrome Hospitality has established a strong foothold in Mumbai's all day fine-dining space. The brand scaled exponentially in 2022 and went on to develop 1,00,000 sq ft of hospitality space in India and launched five new restaurants in Mumbai under the Chrome Hospitality umbrella. Being a frontrunner in the space, the group boasts of managing some of the most unique F&B outlets in the city including Demy, Donna Deli, Shy, EVE, Blah & Kyma.

By betting big on the creator economy, Chrome Asia Hospitality

became the first hospitality brand to partner with 'influencers' and help them set up their own F&B establishments. After launching some of the most sought-after dining destinations in Mumbai, Chrome has reported a profitable journey so far, showing valuable growth to 3X. Growing strength to strength, Chrome Hospitality also plans to focus and lay emphasis on establishing new benchmarks in the hospitality space. In the next five years, the brand is committed to also establishing new standards for fair practices; the group will look at supporting local farmers by purchasing and promoting homegrown produce. The team is also working on launching a fair-trade purchase model, which will be a win-win for vendors, customers, and small entrepreneurs by developing Grade-A backend systems and skills-based payments.

## FHRAI submits suggestions to MCA on competition in digital markets



In a letter to Manoj Govil, secretary, ministry of corporate affairs, the Federation of Hotel & Restaurant Associations of India (FHRAI) has submitted its suggestions after being invited to make a presentation before the Committee on Digital Competition Law on March 24 regarding the competition in digital markets and the need for Digital Competition Law in India.

While the Competition Commission of India (CCI) has come out with hefty penalties and strictures against big tech companies like Google and digital marketplace players in the travel

and tourism space, the Federation felt that the existing laws are “not sufficient to actually lead to effective regulation, prompt market correction, and improved consumer welfare.”

FHRAI has raised the issue of abuse of dominant position in the digital market causing great damage to hotels and restaurants and also to the customers as they capture the entire market indulging in anti-competitive practices like cartelisation, predatory pricing, exorbitant commissions, non-transparent booking, deep discounting, etc.

The hotel federation has recommended an ex-ante regulation to check the menace and make it a level playing ground. “There is a need for marketplace platforms to adopt self-regulation to ensure transparency concerning search ranking; collection, use and sharing of data; user review and rating mechanisms; revisions in contract terms; and discount policy. “Ex ante” regulations will aid in identifying market issues in advance and shaping stakeholder behavior and responses through

regulatory intervention,” the FHRAI says.

The Federation also proposed two different models of new ex ante regulations which are widely followed in some matured markets. Under the first model companies need to self-assess whether they meet the qualitative and, if any, quantitative criteria laid down in the law, the cabinet order or the guidelines. If they meet such criteria, they must notify the competent authority and provide all relevant information. This is the model proposed in the EU and is also the model adopted under the Japanese Act on Improving Transparency and Fairness.

Under the second model, the competent authority must designate the firms subject to the ex-ante regulations, and address a decision to them or include them on a list of firms to which the new rules will apply. This model is adopted in Germany, and proposed in France, Italy, the UK, and in four of the bills presented in the US, FHRAI said in its presentation.

## Marriott to expand India portfolio to 250 hotels by 2025



Marriott International is reportedly planning to increase its portfolio in India to 250 hotels by 2025. The company is looking to open more than 100 properties across at least ten new cities in the country, CNBC-TV18

reported. It currently has 140 operational hotels in the country. In an interview with CNBC-TV18, Marriott International president and CEO Anthony Capuano said: “We are in 40 cities today, that should be 50 cities or more by 2025 and maybe what is exciting to me is that results in us creating 10,000 new jobs across India.” “I had the good fortune to spend a bit of time with India’s tourism minister and one of the things we talked about is the importance,

as an industry and certainly from Marriott’s perspective, to continue to tell the story globally of what a rich and diverse set of experiences the country offers.”

Marriott proposes to focus on continued strong growth this year. The company has 30 brands and over 8,000 properties across 139 countries. Its luxury hotel portfolio includes brands such as W Hotel, The Ritz-Carlton, The Luxury Collection, St. Regis, JW Marriott, Bulgari and Edition.



## Pride Hotels Group announces the grand launch of the Pride Hotel Bhopal



Pride Hotels Group has added another landmark in Central India with the launch of “Pride Hotel Bhopal”. Located in the heart of the city, the hotel is easily accessible to prominent tourist & leisure destinations, marketplaces, and commercial establishments. Well-connected through rail, road, and air to all major cities, the hotel gives you the best of the city of Bhopal.

Pride Hotel Bhopal encompasses 75 well-appointed rooms which are all fully air-conditioned and

equipped with tea/ coffee makers, wardrobes, ergonomic work tables, Wi-Fi connectivity, LED TVs, and safety lockers. The facilities at the hotel include 24-hour room service, a travel desk, a multi-cuisine restaurant, 3 banquet halls, a board room, a rooftop banquet, and an approx 20,000 sq ft green lawns. It is reported to be an ideal venue to celebrate larger-than-life fantastic functions in banquet halls, wedding lawns, and rooftops to create reminiscent heartfelt memories. The hotel also boasts swimming pool, health club, and fitness center. Guests can enjoy a magnificent culinary journey that spans diverse gastronomic experiences and sumptuous cuisines at Casablanca- All day fine dining restaurant offering the best of world cuisine and Café Pride- Open Air Poolside café offering casual dining with bakery & café menu and a board room. The 3 state-of-the-art banquets with a capacity to

accommodate guests ranging from 50 to 400 are designed to host private parties, small gatherings, and social events, Sky Deck- rooftop banquet. The banquets are well-equipped with all audio-visual facilities to conduct corporate meetings, special alliances, and training and development programs. Pride Hotels Group has a presence in around 56 great locations with 5,390 rooms, 109 restaurants, 152 banquets, lawns, and conference halls. The group operates and manages a chain of hotels under the brand name “Pride Plaza Hotel” an Indian Luxury Collection, “Pride Hotel” which are conveniently centrally located business hotels, “Pride Resort” at mesmerizing destinations, Mid-Market segment hotels for every business “Pride Biznetel” and a fresh concept of Premium luxury serviced apartment stays “Pride Suites”.

## Royal Orchid Hotels launches five new properties in affordable luxury segment



Royal Orchid & Regenta Hotels has launched new hotels in five cities across the country to serve customers in the affordable luxury segment. The hotel chain launched its Regenta brand

in Vadodara, Jhansi, Mohali, Greater Noida, and Mahadevpura-Bengaluru.

The five properties will showcase the Regenta brand across two categories: Regenta Place and Regenta Inn.

The Vadodara property offers 81 rooms with five types of accommodations, including executive rooms, club rooms, junior suites, orchid suites, and royal suites. In Jhansi, the hotel has 33 rooms, which range from executive to suites, and can

accommodate both business and leisure travellers. Similarly, the property in Mohali will have 36 rooms. In Greater Noida, the hotel will cater to corporate events and have 39 rooms in total. The fifth hotel is in Bengaluru and offers 49 rooms.

With the debut of their new properties, Royal Orchid Hotels is planning to increase its presence in Tier 2 and Tier 3 markets. The Regenta brand will now have 287 rooms spread across six Indian cities.

## G20 presidency gives a big boost to India's travel, hospitality sector; hotels see demand for 3 lakh rooms



India's G20 presidency, which has completed 100 meetings, is boosting the domestic travel and hospitality industry, with hotels seeing increased bookings and a substantial surge in hotel room pricing. Reports indicate the G20 summit has opened great business avenues and opportunities in the long run. The hospitality industry is on the way to recovery and has started to meet the pre-Covid levels. This is the biggest boost to India's hospitality sector since the lifting of pandemic restrictions in 2021, according to industry players.

The Hotel Association of India (HAI) expects a demand for over 3 lakh hotel rooms for G20 meetings during India's presidency. HAI expects the indirect requirement during G20 meetings to be of 1,50,000 to 2,00,000 rooms per night and it also expects a rise in international arrivals in FY23, which would open multiple windows of opportunity for the industry.

The market perceives G20 as a big event that will not only boost India's hospitality industry but also the country.

## Xero Degrees, India's popular cafe chain, eyes 100 new outlets and funding as it approaches 5th anniversary



Xero Degrees, the venture of Kashish Aneja and Shivam Kakkar, is set for a rapid expansion as it approaches its fifth anniversary, with plans to open 100 outlets across India by June 2023.

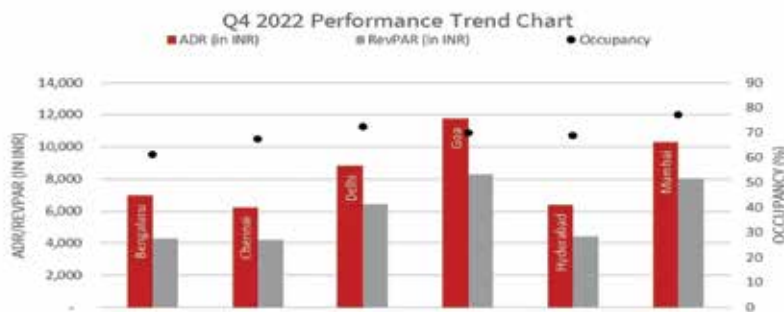
Xero Degrees, the popular cafe chain known for its Instagram-worthy and affordable offerings,

has made a name for itself with its creative and innovative dishes like Fries in a Jar, Pizza in a Jar, and Waffle in a Jar. Since opening its first outlet in Connaught Place, New Delhi, the brand has expanded rapidly, and now, on the verge of its fifth anniversary, is planning to have 100 outlets across India by the end of June 2023. With its recent flagship

outlet opening in Koramangala, Bengaluru, the company has five more openings in the pipeline. As part of their expansion strategy, Xero Degrees is also seeking a Venture Capitalist who can assist them in executing their plans more effectively. According to company sources, the next 5 years are going to be crucial for the brand, and they propose to invest not less than 100 crore to support their expansion plans. The idea is to open company-owned outlets and facilitate a more controlled way of working. They are slowly shifting their focus on the south and southeast regions of India this year, and will soon be planning a major expansion in the south. Xero Degrees is not only expanding domestically, but also has international expansion plans, with a focus on targeting countries such as Canada, Australia, and the Middle East.



## The hospitality sector witnessed 60.9% YoY RevPAR growth in Q4 2022



The hospitality sector continued to witness strong Year-on-Year (Y-o-Y) growth in performance in Q4 2022 (Oct-Dec), primarily driven by corporate travel, weddings, winter vacations and festivities. The year ended with a 90 percent Y-o-Y growth in RevPAR for the calendar year 2022 over 2021. The performance in Q4 2021 was strong as well on the back of weddings and domestic leisure travel, however corporate travel was only a fraction of what has been witnessed in Q4 2022. As a result, RevPAR growth of 60.9 percent Y-o-Y from Q4 2022 over Q4 2021 seems significant. Furthermore, the sector witnessed a RevPAR growth of 30.1 percent Q-o-Q between Q4 2022 and Q3 2022. This is due to higher levels of corporate travel in Q4 2022 compared to Q3 2022.

The hotel room demand across both business and leisure destinations remained strong during the quarter primarily driven by Meetings, Incentives, Conferences and Exhibitions (MICE), weddings and other business-related travel. Despite the year-end holidays, most business cities performed well with occupancy levels circa 65 percent and witnessed a strong growth in the Average Daily Occupancy (ADR) levels. The momentum of Q4 2022 is expected to continue in Q1 2023 remaining busy on the back of weddings, and recommencement of business travel post the year-end holidays. Business travel is expected to grow during Q1 2023 on the back of domestic corporate travel related to critical decisions prior to closure of the financial year.

A total of 81 comprising 6,663 keys were signed in Q4 2022. Additionally, there were 25 hotels signed that were conversions of other hotels. The conversions constituted 27 percent of the inventory signed in Q4 2022. All six key markets witnessed strong growth in RevPAR levels in Q4 2022 compared to Q4 2021, due to a comparable low corporate travel base of last year. Bengaluru emerged as the RevPAR growth leader in Q4 2022 with 110.6 percent growth over Q4 2021, followed by Mumbai and Delhi with a YOY growth of 105.3 percent and 94.3 percent respectively.

Hotel room-night demand growth remained strong in Q4 2022 across major business and leisure destinations. Given the looming global headwinds, inbound travel may witness a slowdown. However, domestic economic fundamentals remain strong and is expected to keep the domestic business environment stable. Additionally, a significant increase in hotel investment and related activities was witnessed towards the later part of last year. This momentum is expected to continue in 2023.

## IGBC Gold Certification for three Lemon Tree Hotels

Three existing hotels of the Lemon Tree Hotels group have received the Gold Certification by the Indian Green Building Council (IGBC). With the addition of Lemon Tree Premier, Ulsoor Lake, Bengaluru; Lemon Tree Hotel, Electronics City, Bengaluru and Lemon Tree Hotel, Gachibowli, the total count of IGBC Gold certified hotels has gone up to 11, comprising 28% of the company's

owned hotels.

LTHL's target is to have 100 percent green owned hotels by 2026, by adopting an integrated approach while designing its hotels and considering the life cycle impact of resources used. All the owned hotels have been built to IGBC's Gold specifications since 2012 and two hotels received the certification as early as 2015.

The parameters under which the Indian Green Building Council, a part of the Confederation of Indian Industry (CII), rates the buildings to certify them are Sustainable Architecture and Design, Site Selection and Planning, Water Conservation, Energy Efficiency, Building Materials and Resources, Indoor Environmental Quality, Innovation and Development.

## Ramada Encore by Wyndham launches in Indore



**W**yndham Hotels & Resorts has announced the opening of Ramada Encore by Wyndham in Indore. The hotel provides great connectivity and accessibility for guests arriving by car, train or air. The hotel will have easy access from the Ring Road and the main

commercial area of Vijay Nagar.

The hotel has a modern design and features 100 contemporary rooms, a lobby lounge, an all-day dining restaurant and bar, meetings and event spaces, a business centre, refreshing wellness areas and an

outdoor rooftop swimming pool.

Indore is the most populous and largest city in the central Indian state of Madhya Pradesh and is situated approximately 190 km west of the state capital of Bhopal. In the last two decades, it has become a major education hub in central India and is home to campuses of both the Indian Institute of Technology and the Indian Institute of Management. Indore is also a commercial centre for goods and services and has several industrial areas surrounding the city. These include Gems and Jewellery Park, Apparel Park, Pharma Cluster and many others.

## FSSAI notifies additional absorbency for olive oil under food additives norms



**T**he FSSAI has notified additional requirement of absorbency for olive oil under the regulation 2.2.1 through Food Safety and Standards (Food Products Standards and Food Additives) Second Amendment Regulations, 2023. These requirements will be additional to the quality characteristics prescribed by the FSSAI and shall come into force on September 1, 2023.

According to the notification, the 'Absorbency in ultra-violet at 270 nm for Extra virgin olive

oil should be = 0.22 with delta K value at = 0.01, for Virgin olive oil it was set at = 0.25 & = 0.01, for Ordinary virgin olive oil = 0.30\* (after passage of the sample through activated alumina, absorbency at 270 nm shall be equal to or less than 0.11) & = 0.01, for Refined olive oil = 1.10 & = 0.16, for Olive oil = 0.90 & = 0.15, for Refined olive-pomace oil = 2.00 & = 0.20 and for Olive-pomace oil, the absorbency in ultra-violet at 270nm was set at = 1.70 and the delta K value was set at = 0.18.

Also, the food authority has added provisions for moringa oil which is obtained from moringa seeds. The parameters include refractive index at 40°C with limit of 1.4520 – 1.4680, saponification value at 167-192, iodine value at 65-70, and unsaponifiable matter not more than 1.5 per cent by mass 5 with acid value not more than 6.0.

Further, the amendment regulations prescribe standards for Solvent Extracted Crude Vegetable Oils (not for direct human consumption).

The regulations define 'solvent extracted crude vegetable oils' as vegetable oils extracted using food grade hexane from sources mentioned in standards of respective edible oils under sub-regulation 2.2.1 of the Food Safety and Standards (Food Products Standards and Food Additives) Regulations.



## Food packaging equipment segment on growth mode



Food packaging equipment is a crucial component of the global food industry. Food packaging is compelled to effectively deliver it to consumers. In the food packaging industry, food packaging equipment performs various tasks such as wrapping, sealing, scripting, and stuffing. Food product packaging guarantees durability across the distribution chain.

According to research from Future Market Insights Inc., the increased urbanisation and the number of individuals preferring

on-the-go meals bolsters the requirement for food packaging equipment. Heightened consumer consciousness of hygienic food products may compel the food packaging industry growth. Overall, the world food packaging equipment outlook appears to be optimistic over the forthcoming years.

Organisations are striving to achieve these conceivable consequences. Customers' increasing advent of new, appealing, and easy-to-carry packaging, as well as automakers'

competition to supply efficient packaging to customers, are cruising overall growth. The global food packaging equipment market is predicted to expand during the coming decade owing to increasing disposable income and the growth of the online market.

According to the research, enterprises must also overcome a variety of obstacles to adopting market growth. Such as, plastic foils and wrappers, metal, cardboard, and other packing material are heavy composite materials that are unable to be easily degraded. This induces soil contamination and a variety of other environmental concerns. Governments around the world are launching a variety of initiatives to address packaging waste and recycling issues. The administration has also constrained the use of recycled materials for packaging, citing the risk of dangerous compounds leaching into food products.

## NRAI organises Cloud Kitchen and Food Delivery Summit



National Restaurant Association of India (NRAI), the leading association for the restaurant industry hosted the 'Cloud Kitchen and Food Delivery Summit', presented by DotPe on April 19, 2023.

An initiative by NRAI Pune Chapter, this one-day summit was held in Mayfield Estate, Pune, and brought together industry leaders, restaurant players, and food aggregators operating in the Cloud Kitchen and Food Delivery Space.

The summit was organised by NRAI to gain a sense of the market, discuss the scope of progress in the industry, explore opportunities enabling the growth of businesses at all levels, and determine solutions to enhance the overall market segment with the help of aggregators. In addition to having industry players, the event also witnessed

the presence of members from the distribution and ordering channels, kitchen infrastructure providers, and venture capitalists actively investing in this domain. There were Panel Discussions with topics which will help facilitate growth through extensive information sharing amongst all the leading players from the Cloud Kitchen and Food Delivery space. This summit will also had an exhibit which served as an opportunity for partners to display their products and also reinforce their brand image among potential stakeholders and target audiences.

## Hotel Association of India lauds the efforts of the government particularly the the ministry of tourism



सत्यमेव जयते

# पर्यटन मंत्रालय MINISTRY OF TOURISM

India took the G-20 presidency baton from Indonesia in December 2022. During the presidency year, India will host more than 200 meetings in over 59 destinations in the country. The presidency comes at a time when the world is recovering from its worst crisis in recent times-the covid pandemic. As the economy rebounds after a slowdown of over two years, the G-20 will not only contribute to a faster revival but also affords India an excellent opportunity to showcase its vibrancy, resilience, infrastructure development and its rich cultural heritage and tourism attractions.

The theme of India's G20 Presidency - "VasudhaivaKutumbakam" or "One Earth · One Family · One Future" - is drawn from the ancient Sanskrit text of the Maha Upanishad. Essentially, the theme affirms the value of

all life -- human, animal, plant, and microorganisms -- and their interconnectedness on the planet Earth and in the wider universe. The logo and the theme together convey a powerful message, which is of striving for just and equitable growth for all in the world, in a sustainable, holistic, responsible, and inclusive manner. They represent a uniquely Indian approach to the G20 presidency, of living in harmony with the surrounding ecosystem.

The presidency is also a unique platform for hotels to send a strong and reassuring message that after the pandemic they are ready and equipped with unmatched excellence in services, to host global travelers with additional protocols of safety and hygiene in place. Traditional Indian hospitality which follows the age-old doctrine of "Atithi Devo Bhava" equating guests

to God goes beyond service at a cost. It is about warmth, personalization and about reverence and respect for all.

According to MP Bezbaruah, secretary-general, Hotel Association of India, "G20 Presidency is undoubtedly a huge honour that has come at a very opportune time for India tourism and hospitality. It will further strengthen India's position on the global tourism map. It can only augur well for the Indian hospitality and will augment hotel revenues and receipts. Its cascading effect should see India emerge as a preferred leisure and MICE destination. The Ministry of Tourism has creditably created tourism related side events to promote different tourism themes and to showcase the richness and variety of Indian tourist destinations --focusing on local cuisine, culture and craft."



## Pride Hotels Group announces the grand launch of the Pride Hotel Bhopal



ICRA estimates that the top five players in the domestic quick-service restaurant (QSR) industry are likely to add 2,300 stores between FY2023-FY2025 with an estimated capex at around INR 5,800 crore (excluding refurbishment) for this period, twice that of the levels seen during the pre-Covid era. Given the favourable demand outlook, the domestic QSR industry is looking at aggressive store capex over the medium term. Majority of the capex is expected to be funded through internal accruals and cash on the books, having raised money through the pre-IPO /IPO route in the last two fiscals to support the planned capex in the near to medium term.

Commenting further, Suprio Banerjee, Vice President & Sector Head – Corporate Ratings, ICRA Limited, said: “The capex spree in the QSR industry is likely to be driven by favourable demographics, steady urbanisation in India, growing per-capita GDP and significant headroom available in terms of QSR penetration, compared to a developed economy like the US.

Increasing formalisation of the sector is expected to improve the penetration levels considerably. Also, higher technological absorption amidst the changing consumer behaviour post Covid, wherein delivery as a medium is much more accepted, shall support the increasing penetration. The CAPEX over FY2023-FY2025 is estimated at around ~Rs. 1,800 crore to Rs. 2,000 crore (excluding refurbishment) per annum, which would be around ~2.5 times that of the levels seen in FY2020 (pre-Covid).”

The domestic QSR industry witnessed a sharp recovery in ADS and revenues during FY2023, supported by demand drivers like changing food consumption habits, favourable demographics, improving purchasing power, steady urbanisation, and new store additions. Also, other factors like better value proposition from QSR players with enhanced product and service offerings, wide adoption of user-friendly and convenient delivery applications, and tech-enabled delivery networks also fuelled growth.

With the waning effect of

the pandemic and increased vaccination coverage, the industry witnessed a strong growth momentum with notable recovery seen in the ADS levels to ~Rs. 85,789 in FY2022 compared to ~Rs. 67,479 in FY2021. The ADS further rose to ~Rs. 97,696 in 9M FY2023 compared to ~Rs. 85,355 in 9M FY2022.

On the back of a robust industry revenue expansion of ~30-35% in YoY terms estimated for FY2023, ICRA projects growth to moderate somewhat while remaining strong at 20-25% in FY2024 on account of the demand uptick and increasing penetration driven by a rapid expansion of stores. However, downside risks to the estimates remain from the emergence of any further Covid waves or any material weakening in purchasing power due to a high inflationary interest-rate regime. Over the long term, revenue growth shall be supported by factors like rising QSR penetration levels, a shift from the unorganised to the organised segment with a preference for branded QSR players, given the hygiene and convenience factors (delivery over dine-in), etc.

Despite a healthy recovery in the operational metrics, viz. ADS and sales per store in FY2023, the gross margins were impacted due to inflation and competition. Gross margins have been sequentially contracting for the sample analysed from Q1 FY2022 till Q3 FY2023, reflecting the partial ability of QSR players to fully pass on the rise in raw material costs, given the stiff competition from both the organised and the unorganised segment.

## Google, MMT and OYO indulged in anti-competitive practices



make my trip goibibo

OYO

**G**ovt in Parliament The Competition Commission of India (CCI) has found companies such as Google, MakeMyTrip and OYO indulging in anti-competitive practices in contravention of the Competition Act, 2002, the Union government told Parliament.

“Inquiries against Amazon, Flipkart, Zomato, Swiggy, BookMyShow, Apple, WhatsApp, Facebook (Meta)... are also being conducted for alleged

contravention of the provisions of the (Competition) Act,” Union finance and corporate affairs minister Nirmala Sitharaman told the Rajya Sabha in a written reply.

She was replying to a question by Janata Dal (United) leader Anil Hegde, who sought to know whether the government is aware of the fact that anti competitive practices are indulged by big tech companies in the country. Anti competitive practices — including mergers, cartels, collusions, price-fixing and predatory pricing — are used by businesses to lessen competition within markets and establish monopolies of dominant firms. Such malpractices are heavily regulated and punishable by law in cases where it substantially affects the market.

The Competition Act, 2002 aims to protect the interests of

customers from anti competitive behaviour, encourage and maintain market competition, defend consumer rights, and ensure the freedom of trade of other market players. Notably, Google was fined \$161.9 million by the CCI last year for anti competitive practices related to android mobile devices in “multiple markets”.

“The Parliamentary Standing Committee on Finance examined the subject ‘Anti-Competitive Practices by Big Tech Companies’ and presented its report to Lok Sabha and Rajya Sabha on December 22, 2022,” Mrs. Sitharaman said in her reply. “On the recommendation of the Parliamentary Standing Committee on Finance, the Government of India has constituted a Committee on Digital Competition Law (CDCL).”

## Chalet Hotels to acquire 100% stakes of Sonmil Industries for Rs. 74.64 crore



**C**halet Hotels said its board has approved the share purchase agreements for acquisition of equity shares of Sonmil Industries Private Limited and The Dukes Retreat Private Limited. As per the approval from the Board, Chalet Hotels will acquire 100 percent

equity shares of Sonmil Industries for Rs 74.64 crore. This acquisition is likely to be completed by March 31, 2023.

Besides, the company will acquire 82.28 percent of equity shares of the Dukes Retreat for Rs 81.75 crore. Remaining, 17.72 percent of the equity shares of The Dukes Retreat Private Limited will continue to be held by Sonmil Industries Private Limited, which is also being acquired. This acquisition is likely to be completed by March 31, 2023.

Chalet Hotels is a part of the K Raheja Corp Group and is an owner, developer, asset manager and operator of high-end hotels and a hotel led mixed-use developer in key metro

cities in India such as Mumbai Metropolitan Region, Hyderabad, Bengaluru, and Pune.

The Company’s portfolio comprises seven fully operational hotels representing 2,554 keys, across mainstream and luxury segments, and four commercial spaces, representing approximately 0.9 million square feet in close proximity to the hospitality assets.

Chalet Hotels declared its Q3FY23 earnings in January 2023 and posted a net profit of Rs 102.3 crore against a loss of Rs 14.6 crore reported in the corresponding quarter of the previous financial year. Its revenue grew by 76.5 percent at Rs 289.7 crore against Rs 164.2 crore.



# APPOINTMENTS



**Ramandeep Marwah**  
General Manager  
Hyatt Regency Pune &  
Residences

**M**arwah brings over 20 years of experience in the hospitality industry to his new role as general manager of Hyatt Regency Pune & Residences. He has held various senior management positions in renowned hotels across India, including 10 years at Marriott, The Oberoi, The Leela, Taj and Shangri -La for a brief period. Marwah will be responsible for overseeing all aspects of hotel operations, including guest services, sales and marketing, revenue management, and human resources.



**Nilesh Naik**  
Associate Director of Sales  
DoubleTree Hilton Goa - Panaji

**N**aik brings over 8+ years of experience in the hospitality industry, having previously worked in various sales and marketing roles in prominent hotels across India. As associate director of sales, Naik will play a key role in driving the hotel's sales and marketing initiatives. His responsibilities include identifying new business opportunities, developing strategic partnerships, and managing existing client base.



**Rahul Panwar**  
General Manager  
Novotel Pune

**R**ahul Panwar brings over 16 years of experience in the hospitality industry, and his diverse background includes working with some of the most prominent hotel chains in India, USA, China & Vietnam. Most recently, Panwar served as the General Manager at Grand Mercure Gandhinagar GIFT City. Additionally, he has worked with Hyatt, Marriott Hotels, and has been with the Accor group for the last 8 years.



**Prasad Patil**  
Director of Food & Beverage  
The Westin Goa

**P**atil has over 15.5 years of experience in hospitality industry. He started his career in 2007 and has worked with leading brands like Marriott International, Starwood Hotel & Resorts, Intercontinental Hotel Group & Indian Hotel Company Limited. He has a great hand in resolving problems, improving customer satisfaction & driving revenues. In his new role, he will review and launch new menus, curate award-winning services, conceptualise and improvise, enhance food & beverage offerings, additionally train and empower staff to curate bespoke experiences for guests in his capacity as director of food & beverage.



**Neha Kapoor**  
General Manager  
Hyatt Place Vadodara

**H**aving started her career as part of the Front Office Team, she has risen through the ranks steadily and brings in over 19 years of versatile hospitality experience. Kapoor has spent over 13 years with Hyatt and has worked for various brands under the Hyatt India umbrella. Her first stint was at the flagship property, Grand Hyatt Mumbai in 2004. Throughout her career, she also worked with hotels such as JW Marriott Mumbai, Sofitel Mumbai (Pre-opening) and Palladium Hotel Mumbai in various capacities within the Sales Department.



**Siddharth Joshi**  
Director of Sales & Marketing  
W Goa

**S**iddharth Joshi has a proven track record of success in sales and marketing, having held leadership positions in renowned hotels and resorts across India. With a degree in Hotel Management & Catering Technology, his two decades of experience includes stints with large national and international hospitality brands such as the Goa Marriott Resort, JW Marriott Hotel Dubai, UAE, Hyatt Regency Pune, The Leela Palace Bangalore, Radisson Blu Hotel & Spa Nashik and The Leela Gandhinagar.

## HRAWI MEMBER LIST SURGES

The Hotel and Restaurant Association of Western India (HRAWI) continues to expand its membership base across the western reaches of India. In the recent past, the Association has added hotels, restaurants, and other affiliates from Goa, Maharashtra, Gujarat and Madhya Pradesh among other states. The Association's continued efforts and support for the hospitality industry in the regions under its ambit have helped its membership base grow exponentially.



HOTELS		
	<i>Name of the Establishmet</i>	<i>Address</i>
1	La Casa Club & Resort	Ghaluda, Palsana, Surat - Bardoli Rd, Surat, Gujarat- 394310.
2	Hotel Shagun	Jatharpeth Road, near Brahmin Sabha, Akola, Maharashtra - 444001.
3	Sofitel Mumbai BKC	C-57/58, G Block BKC, Bandra Kurla Complex, Near Dhirubhai Ambani International School, Bandra East, Mumbai, Maharashtra - 400051.
4	The Ummed Ahmedabad	The Ummed, Airport Cir, Sardarnagar, Hansol, Ahmedabad, Gujarat - 382475.
RESTAURANT		
	<i>Name Of The Establishmet</i>	<i>Address</i>
1	C'est La Vie Mumbai	164,Hill Road ,(Next to Holy Family Hospital, Hill Rd, Bandra West, Mumbai, Maharashtra - 400050.

# HRA Today

MERA 44, EANTHIVILA LANE, MURINJAPALAM,  
 MEDICAL COLLEGE PO, TRIVANDRUM,  
 KERALA - 695011, INDIA  
 TEL : 0471 4015593, MOB : 9995139933,  
 EMAIL: today.hra@gmail.com  
 WEB : www.hrawi.com

Read &  
 Subscribe





**Love and Cheesecake launches enticing new donut menu**



Love and Cheesecake, the dessert brand from Mumbai has launched a luxurious new range of premium donuts that are sure to satisfy all your sweet cravings. Available in six flavours, the new range of donuts are made with the same high-quality ingredients and attention to detail that the brand puts into their renowned cheesecakes, according to brand sources.

**Jade Forest unveils a new line of refreshing non-alcoholic beverages**



Jade Forest, a premium non-alcoholic beverage brand, has introduced a few non-alcoholic beverages. According to brand sources, like all of Jade Forest's beverages, the new line is made without artificial sweeteners, flavors, or colorings, and is naturally low in calories and sugar.

The new range includes Cucumber and Mint Tonic Water, Spiced Ginger Ale, Tropical Ginger Ale and Mango Lush Premium Iced Tea.

**Baskin Robbins launches Ice Cream Rocks**



Baskin Robbins, the world-renowned ice cream brand, has launched Ice Cream Rocks in two flavours. The rocks are bite-sized nuggets of ice cream that are perfect for snacking on the go or enjoying as a fun dessert. The two new flavours are Mississippi Mud and Cotton Candy. Mississippi mud rocks are chocolate ice cream coated with milk choco-dip and brownie crumble. The cotton candy rocks are coated with raspberry flavoured white choco-dip.

**Gritzo introduces New 'Mango Delight' Supermilk variant to beat the heat**



Gritzo, a brand of Healthkart, has expanded its portfolio of personalised Supermilk with the launch of a new variant 'Mango Delight Flavour'. The product has been curated as a 400 gm packaging at Rs 599 onwards and is available online

According to brand sources, the mango variant beverage is made with 100% Natural Mango Flavour real mango puree that not only complements the summer season, but also provides essential nutrients for healthy growth and development in children and is packed with 21 vitamins, minerals, protein, and electrolytes. The product caters to three distinct age groups: 4-7 years, 8-12 years, and 13 years and older, with separate versions available for boys and girls.

**Rage Coffee expands product portfolio enters new ready to drink cold coffee segment**



Rage Coffee, the Delhi-based caffeine innovation FMCG company has launched three new ready-to-drink flavours. The three cold coffee flavours include - mocha frappe, salted caramel, and hazelnut latte. The new ready-to-drink cold coffee has a velvety, thick and creamy texture. The three delectable Rage ready-to-drink cold coffees will be available across all channels by the end of April.

### **Nestlé's latest plant-based beverage combines oats and fava beans**



Nestlé has unveiled its latest innovation for its plant-based products: a milk alternative that combines a blend of oat and fava, with a strong nutritional value. According to brand sources, by combining oat and fava, the plant-based milk alternative has 5g of protein per serving, and all the amino acids needed in the diet to ensure high-quality protein. The company offers a wide range of plant-based products made from ingredients such as peas, rice, oat, soy, coconut, and almonds.

### **Burgerino launches and sets eyes on India's Rs 348 bn QSR market**



Cheesiano Pizza, a popular homegrown, made in India, fresh pizza brand, has announced the launch of its new burger brand 'Burgerino.' The brand is currently operating as a cloud kitchen, and plans to open physical stores soon. Burgerino is set to revolutionise the burger industry with its Indian flavours and generous portions that can serve as a meal. The brand offers a fusion of Indian and American flavours. The menu includes a range of options, including vegetarian and non-vegetarian burger.

### **Naturals Malai Khurma ice cream- Eid Treat with dates, cashews & saffron**



Naturals, the popular ice cream brand has released its latest flavour – Malai Khurma - just in time for Eid. Malai Khurma is a delicious combination of creamy malai ice cream and the traditional Indian dessert, khurma. It's a perfect blend of the freshest milk, sugar, dates, pulp, and dry fruits such as cashews, pista, kismis alongside cardamom powder and saffron. In fact, this delectable flavour truly captures the essence of the joyous occasion of Eid. The Malai Khurma ice cream flavour will be available at all stores across the country.

### **NIC Honestly Crafted Ice Creams rings in New Year with two new flavours**



Heritage Foods Ltd., one of India's leading dairy players launched its new range of Buttermilk products under the brand name 'A-One' and a new range of milkshakes in the easy-to-carry and single serve carton boxes. Spiced Buttermilk is a low-calorie natural refresher, made by fermenting fresh milk with a unique combination of cultures to give an extra smooth and thick mouthfeel, as well as delivering a perfect balance of sourness and saltiness. Spicy notes are perfected with a blend of natural extracts of green chillies and ginger, which make it refreshing to the consumer on-the-go according to brand sources.

The company has also revamped its range of milkshakes with a range of new flavours and a refreshing new look. Alongside, all-time popular flavour variants like Vanilla and Strawberry, it would be launching soon two new variants -Chocolate & Caramel, Cookies & Cream.



## KANHA JUNGLE CAMP



Kanha Jungle Camp sits in an enviable position near to the Mukki Gate of Kanha National Park. It is tucked into 40 acres of reforested lands, adjoining the buffer forest of Kanha National Park.

Our Sixteen Luxury Cottages offer a real sense of safari escapade built with indigenous materials and decked out with native prints, wooden beds, organic toiletries and insect repellent. The traditional dining room has you feasting on signature buffets and set menus for breakfast, lunch and dinner. Bonfires and special evening meals can be arranged under the stars in the bush or by candlelight at the poolside.

We also provide telescopes for star gazing up at phenomenally clear skies and whisk you off on nature walking, bird watching and cycling trails.



Kanha, Mukki Gate, Santapur, Madhya Pradesh 481111

☎ +91 09999742000 / +91 099996 83311

🌐 [www.kanhajunglecamp.com](http://www.kanhajunglecamp.com)

✉ [freedom@kanhajunglecamp.com](mailto:freedom@kanhajunglecamp.com)

## PENCH JUNGLE CAMP



Pench Jungle Camp is set in fifty acres of lush foliage, sprawling lawns and untouched landscaping only 1 km from the Turia Gate of Pench National Park, Madhya Pradesh.

Consisting of Thirteen elegantly furnished Luxury Safari Tents, three Deluxe Safari Cottages, four Standard Safari rooms & one family suite. Each room has en suite bathroom facilities including flush toilets and an indoor shower. Our team of naturalists possesses a wealth of knowledge, expertise and first-hand experience (along with bucket loads of passion for what they do).



Tehsil - Kurai, District Seoni, Avarghani, Madhya Pradesh 480881

☎ +91 09999472000 / +91 09999742000

🌐 [www.penchjunglecamp.com](http://www.penchjunglecamp.com)

✉ [freedom@penchjunglecamp.com](mailto:freedom@penchjunglecamp.com)

## TADOBA JUNGLE CAMP



Tadoba Jungle Camp's relaxed approach to luxury forms a golden thread throughout this easy-going lodge overlooking the enormous Lake Irai of the Tadoba. Its contemporary décor and design and close-up views of a busy waterhole alongside the lake Irai invite continuous connections with nature, while vast outdoor decks, an interactive kitchen and multiple airy enclaves for dining and drinks add personality to every culinary moment.

Its Twelve Elevated Luxury Cottages and Eight Luxury Suite Cottages offer a real sense of safari escapade built with indigenous materials and decked out with native prints, wooden beds, organic toiletries and insect repellent. Bonfires and special evening meals can be arranged under the stars in the bush or by candlelight at the poolside.



Moharli Gate, Tadoba Andhari Tiger Reserve, Bhamdeli, Maharashtra - 442404

☎ +91 09999742000 / +91 099990 81177

🌐 [www.tadobajunglecamp.com](http://www.tadobajunglecamp.com)

✉ [freedom@tadobajunglecamp.com](mailto:freedom@tadobajunglecamp.com)

## SOFITEL MUMBAI BKC



SOFITEL  
MUMBAI BKC

Sofitel Mumbai BKC is a luxurious hotel of Accor's flagship brand Sofitel Hotels & Resorts that offers a unique blend of French elegance and warm Indian hospitality. Located in the heart of Mumbai's bustling Bandra Kurla Complex, the hotel features 302 guest rooms and suites, cutting-edge meeting spaces, and a range of innovative dining and wellness options, making it an ideal destination for both business and leisure travelers. The hotel's commitment to 'Live the French Way' is reflected in its authentic desire to embrace and honor local art and culture, showcase the finest in authentic and lively food and beverage, dedicate itself to the art of indulgent wellness, and appreciate classic and chic design. With its prime location, luxurious amenities, and focus on the French 'art de vivre', Sofitel Mumbai BKC provides a truly exceptional and memorable stay in Mumbai.

C-57, Bandra Kurla Complex, Bandra East, Mumbai  
400051, Maharashtra, India

☎ +91 (22) 61 17 50 00

🌐 Luxury Hotel in Bandra Kurla Complex  
Sofitel Mumbai BKC / ALL (accor.com)

✉ h6451@sofitel.com

## THE SOURCE AT SULA (SULA VINEYARDS LTD)



The Source at Sula: We are proud to be India's first heritage winery resort on the site of Sula's historic first ever winery, which heralded the birth of Nashik as India's greatest wine region. With an added Tuscan twist, The Source at Sula is an elegant and a world-class establishment in its truest sense, with stunning views of Sula vineyards, ringed by Deccan hills and stretching to the beautiful Gangapur lake in the distance.

The Source at Sula comprises of 67 elegant rooms, including the elegant duplex Tower Suite and Tree houses to make you feel connected to nature. What is interesting is that the rooms are named after the famous wine growing region from across the globe, which will leave you feeling teleported to that region itself.



Gat 34, 35/2, Govardhan Village, off, Gangapur –  
Savargaon Rd, Nashik, Maharashtra - 422222

☎ +91 7875555735 / +91 9970090010

🌐 www.sulawines.com

✉ thesource@sulawines.com



# READ & SUBSCRIBE metro EXPEDITION

AMERA 44, Eanthivila Lane, Murinjapalam,  
Medical College PO, Thiruvananthapuram 695 011  
Kerala, India

Tel: 0471 4015593; +91 9995139933/ 9947733339

Pune | Bangalore | Kochi | Kolkata



# Incredible India



भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE

## Discover the Superfood that Made Civilization Possible

Grown in Asia since 3300 BCE, millets' nutritional quality helped power early civilizations build cities with vast populations. Millets were a major crop across most of the 1500 Indus Valley cities.

Millets grow with very little water and are resilient to climate shocks. They require very little soil nutrition and were therefore true friends of mankind. They are also the greenest grains known to us.

2023 is the International Year of Millets. Retrace the history of the grains that made civilization possible. Celebrate the incredible millet cuisines from India.

Visit  
India Year  
2023

Incredible India

INDIATOURISM MUMBAI  
Email ID: [indiatourism-mum@nic.in](mailto:indiatourism-mum@nic.in)

Website: [incredibleindia.org](http://incredibleindia.org)

Toll Free: 1363



  
**TAJ**  
WAYANAD RESORT & SPA  
KERALA



---

Perched on a peninsular hill with sweeping 270-degree views of the Banasura Lake and its lush forested hills, the Taj Wayanad Resort & Spa in Kerala spans over 10 acres and is woven respectfully into the natural topography of the land.

Sunrises and sunsets are resplendent from every corner. Sinuous avenues lead you to the resort where mindfulness, wellness, and nature create a sanctuary for the soul. Bespoke experiences include ancient wellness rituals, yoga, promenade walks, interpretive treks, and hyper-local food journeys.



## HOSPITALITY INDUSTRY SET TO TREAD A HIGH GROWTH TRACK

Industry analysts are of the opinion that many fundamental changes will continue driving growth for the hospitality industry in India.

NOESIS, the leading hospitality consulting and hotel investment advisory firm in India, in its latest report, "India Hospitality Overview 2022" observes that Despite the challenging period caused by the pandemic, the Indian hotel industry is showing signs of recovery and gaining momentum. As an industry expert, NOESIS recognizes the significant measures taken by the Indian government to promote tourism in the nation such as the UDAN initiative.

The global Luxury Hotels market research report covering the analysis and insights in relation to the size and growth rate of the market by various segments for the 2019-2028 observes that the Luxury Hotel industry in India is a flourishing sector and that an increasing number of international sports events, trade fairs, and exhibitions are expected to contribute to the inflows of international tourists and domestic tourist movements. The report indicates that major factors such as rising purchasing power parity of domestic travelers, developing airline industry, increasing foreign tourist arrival, and relaxed visa restrictions drive the India Hotel Market over the forecast period.

ICRA expects the Indian hotel industry to report a 13-15 per cent revenue growth in FY2024, notwithstanding the potential impact on demand

with further Covid waves, if any. It anticipates the demand recovery which has been strong in the last one year will continue in FY2024 as well with sustenance of domestic leisure travel, higher bookings from meetings, incentives, conferences, and exhibitions (MICE), and business travel, along with an increase in foreign tourist arrivals (FTAs) significantly supporting the revenues. It observes that the industry is also likely to benefit from specific events like the G20 summit and the ICC World Cup 2023.

Godrej Food Trends Report 2023 sees India set to be acknowledged as an atlas of food. 64% of their panel foresees the yearning for adventure for the palate will drive people to explore cuisines other than their own such as regional cuisines.

The Zee5 Intelligence Monitor in their 6th series of trends and insights report reveals how the Quick Service Restaurant (QSR) industry in India has dramatically evolved over the last few years, propelled by significant changes including urbanisation, rise in nuclear families, double income households, work from home, increase in affordability, time prioritisation and multiple lifestyle changes and how these factors continue to significantly influence the hospitality market.

On the whole, the mood is upbeat in the Indian hospitality industry which is an engine of the economic growth of our country. Let us look forward to a scintillating performance of this industry in the days ahead.

**SJI NAIR**  
Managing Editor



email: [sijcn@gmail.com](mailto:sijcn@gmail.com)

[facebook.com/sijcn](https://www.facebook.com/sijcn)

[twitter.com/sijcn](https://twitter.com/sijcn)

[linkedin.com/in/siji-nair](https://www.linkedin.com/in/siji-nair)

M +91 9947733339/9995139933





# Nature's Best Kept Secret **Vythiri Village Resort.**

*Explore Wayanad.*

@vythirivillageresort



For more Details & Reservations,

+91 93 88 80 30 30 | +91 80 86 62 22 76 | +91 93 88 25 67 23 | +91 93 88 20 21 22  
[www.vythirivillage.com](http://www.vythirivillage.com) | [sales@vythirivillage.com](mailto:sales@vythirivillage.com) | [info@vythirivillage.com](mailto:info@vythirivillage.com)





# CONNECT TO TRADE

South India's  
✈️ Travel  
EXPO



**GLOBAL TRAVEL MARKET** **TRIVANDRUM KERALA**  
2023 SEP  
27 28 29 30