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OFFICIAL PUBLICATION OF HOTEL &
RESTAURANT ASSOCIATION (WESTERN INDIA)

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**MAY
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16

COVER STORY
MOBILE TECHNOLOGY THE LATEST
REVOLUTION IN HOSPITALITY INDUSTRY



20

FEATURE
AMAR VILAS GROUP



22

FEATURE
SUNDERVAN RESTAURANT ONE OF THE BEST
MULTICUISINE DINING IN THE CITY OF INDORE



24

DESTINATION WATCH
INDORE THE HISTORICAL, CULTURAL AND
POWERFUL CITY OF MADHYA PRADESH



30

BRAND SPEAK
RESTAURANT START-UP:
A PRACTICAL GUIDE FOR ENTREPRENEURS



32

CHEF TALK
EXECUTIVE CHINESE CHEF
HAUNG TE SING



President's Note

Dear Members of the HRA (WI):

It's summertime. The season is hot and while India waits patiently for the monsoons, we await the implementation of the new Tourism Policy from the Government.

This month has seen a lot of activity with the state government. The Association through its office bearers and other members have been pursuing the new policies of the state Government for 'Ease of doing Business'. We are still awaiting results of these efforts at the time of going to print. We are hopeful that we will be able to bring these positive results to the hotel fraternity.

Our magazine this month covers the ever growing use of mobile technology in hotels. It is a definite revolution. In May this year India reached a landmark figure of 1 billion mobile phone numbers. One cannot imagine any product that has penetrated any market so deep in such a short span of time. Almost 5% of all hotel bookings are being made from mobile phones and this number is expected to rise to 25% in less than 2 years. Our magazine covers this revolution from the perspective of the hospitality industry.

The magazine also covers the beautiful state of Madhya Pradesh. One of the jewels of the Western region. A state with a huge tourism potential, that is still largely untapped and full of growth prospects.

May is also a season of the king of fruits the Alphonso mango. Unfortunately this year due to unseasonal rainfall the quality of the mangoes is reduced as is the quantity. It seems that climate change is here to stay unless we act on it consciously. We must practice positive eco-practices as an industry so as to protect the future of our children.

We hope that you enjoy the holiday season, travel and holidays! ■

With best regards,
Bharat Malkani
President HRA (WI)

HRAWI Extends a Warm Welcome to its New Members

The Mini Punjab's Lake Side, Powai

Adishankaracharya Marg, Near Panch Kutir Bus Stop, J.V.L.R., IIT Powai, Mumbai - 400076



The Mini Punjab's Lake Side, Powai is a Multi cuisine restaurant, popular for its elegant fine dining and delicacies ranging from Curries, Tandoori & Chinese. The restaurant can conveniently seat 125 guests. The restaurant features a daily lunch buffet, as well as a la carte menu & TDH menu. The restaurant also has two private rooms that can individually seat 8 people, or can be combined together to comfortably seat a party of 18 pax. The restaurant overlooks the picturesque Powai Lake. The premise includes a small Banquet ideal for Birthday parties, Anniversaries, Engagements etc. It also has an open air lawn attached to the banquet premises that can cater to a minimum of 200 to a maximum of 1,000 pax, thus making it an ideal venue for wedding receptions, anniversaries or social and corporate events. Another Attractive features are the Sky Dhaba serving Indian Cuisine, especially Tandoori foods with the all time favorite Koliwada Fish Fry. Mini Punjab is the name who has introduced The Koliwada Fish Fry to the world of food lovers. For the generation next they have the ever famous Sporty Bean Café...serving Puffs, Rolls, Wraps, Coffee and of course the whole range of Cakes and Pasterries. Their central kitchen can cater to all your culinary requirements with a truly wide range of dishes to choose from. In Short, Mini Punjab is one name where all your Food and party requirements are taken care of in a professional way with a personal touch.

The Fern Gir Forest Resort

Sasan Gir-362 135, Dist. Junagadh, Gujarat- India

The Fern Gir Forest Resort is a landmark 5 star Luxury in Wilderness at Sasan Gir, last home to the Gir Lions. It delivers exceptional service, artful jungle décor and an array of luxury amenities with unparalleled environment responsibility. With a refreshing mix of Indian heritage and high-tech hospitality, they are a leading environmentally sensitive resort in Sasan Gir Dist: Junagadh, Gujarat.



The Fern Gir Forest Resort offers a comfortable stay with nice clean forest theme rooms and an ever-smiling staff. This beautiful property offers different kinds of stay options including tents and villas, which are exclusively furnished and luxurious. Good Food served by extremely courteous staff is one of their highlights. The Resort has a lavish Urban Nirvana spa, swimming pool, Jacuzzi and Gymnasium, Riverside Banyan Tree Restaurant, Indoor Games, Children's Play Area, Wildlife Library, Souvenir Shop, Nawab Banquet Hall and Evening Lawns for wonderful Dhamal (folk) dance and bountiful leisure activities. Live like a King with the King of the Jungle at The Fern Gir Forest Resort.

Hotel Jain Inn

Plot No. 7, Shivnath Complex, G.E. Road, Supela, Bhilai, Dist. Durg, Chattisgarh 490023



Hotel Jain Inn is the one of the luxurious hotel situated in Central Chhattisgarh. The hotel is 40 kms from Swami Vivekananda Airport (Raipur). Excellent shopping and entertainment zones are within 7-8 kms radius.

Hotel Jain Inn defining "A Distinctive Comfort" is a business hotel of 28 rooms. Located within 15 minutes of the railway station and besides the mini bus stop, the hotel is in the very centre of Bhilai, making it the best hotel for travelers on business to the industrial hubs around the city also known as the 'Steel City of India'. Hotel JAIN INN, emerging as one of the prestigious venue & new trendsetters for the hotels put up in Bhilai & Durg region. With two multi-cuisine

pure veg restaurants, two banquet venues and the latest upgraded food services, Hotel JAIN INN is a hotel ideally suited for business travelers.

Kapila Garden Restaurant

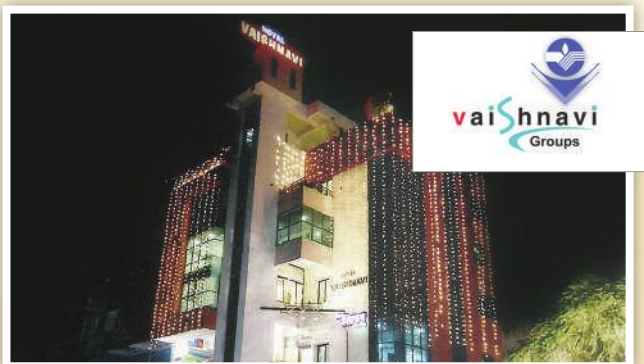
153/1, Kapila Garden Restaurant, Dhole Patil Road, Pune-411001



Kapila garden restaurant is a part of Kapila Ventures Pvt Ltd located at Dhole Patil Road Pune. The lavish space available for the restaurant is what attracts the customers other than the great food here. One can either choose from the main area, alfresco or the cabin area for dining. The service at Kapila Garden Restaurant is professional and one of the best. The menu has North Indian, indo Chinese delicacies and special Mock tails & cocktails. Fast service, relaxing ambience and reasonably good food is the advantage at Kapila garden restaurant.

Hotel Vaishnavi

93/C, Goldfinch Peth, Opposite Bhagwat Theatre, Solapur — 413 001. Maharashtra



Hotel Vaishnavi is a clean, comfortable & centrally located hotel in Solapur at very affordable rates. It is located on the VIP road opposite Bhagwat Theater which lies in the heart of the commercial area of Solapur. The hotel is at walking distance from the state transport bus stand and only 2 km from the railway station. Hotel Vaishnavi provides 3 different types of rooms to suit all budgets. Deluxe rooms are ideal for those who are traveling on a budget, but still looking for a professional experience. Executive rooms are great experience for both business executives and leisure travellers. Finally for those who like to travel and stay in luxury, they have spacious, well appointed suits. They also have an A/C Conference hall facility with well equipped audio visual equipment, LCD projector and wireless internet access and have a terrace garden for organizing

private parties and events. Finally, the hotel is managed by professional management.

Vaishnavi Terrace Restaurant

153/159, Plot No- 4/5, Vaman Nagar, Vaishnavi, Plaza, Jule, Solapur- 413003



Vaishnavi Terrace Restaurant is a fine dining restaurant located at Jule in Solapur, serves delicious vegetarian and Non-vegetarian Indian and Chinese dishes with sitting arrangements for nearly 100 guests. It is one of the famous land mark restaurant in Solapur which has open air Al fresco dining. It is a fabulous place for a business lunch and family dinner with loved one. The drinks and food served is delicious along with great service and ambience.

Kishco

Plot no. 71 E to T, Govt. Industrial Estate, Charkop, Kandivali - West, Mumbai – 400067

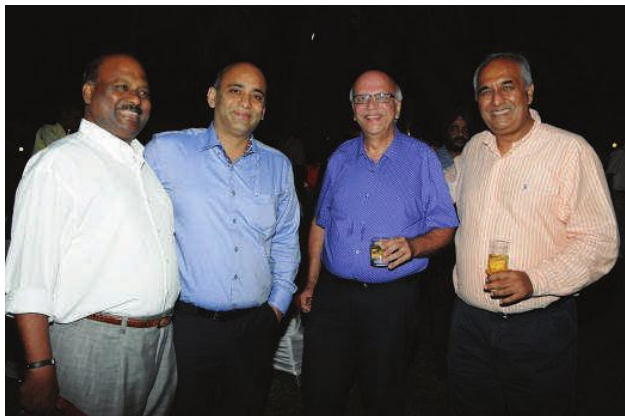


Today, as the No.1 Cutlery in India, Kishco extends its value offers from the dining area to the kitchen area of the customer. Kishco offers the widest range in pressure cookers, non-stick cook wares, hard anodised cookware and Stainless steel cookware.

Kishco is the only company in India which manufactures the entire range (about 45 items in pattern) of items including specialized items like jam spoon, honey spoon, cheese knife, B&B knife, Twizzler (spoon cum straw) apart from the main course cutlery items like AP spoons, Forks & Knives. Besides a lifetime guarantee on our Stainless Steel Cutlery, Kishco is the only company in India which uses an advanced process of silver plating and gives upto 16 microns plating on its Silver plated cutlery against 4-5 microns available in the market. The company also gives 6 years guarantee on the silver plating on its cutlery. Kishco over the past 55 years has kept pace with the high traditions and stature of the highest institutions while keeping in tune with the times. ■

Photos taken post Executive Committee meeting held at "Hotel Radisson Blu", with Goa members, Dinners hosted by Mr. Vinay Alburque at his "Dona Sylvia Beach Resort", Goa and by Mr. Guitry Velho at "Heritage Village Club", Goa.





Circular

Important Circular to Members

Members are hereby informed that as per TRAI regulations / Govt. Downlinking guidelines, member Hotels/Restaurants are not allowed to take cable TV signals directly from Broadcasters. Members are further informed that they are allowed to take cable TV feed from Local Cable Operators (LCOs), Multi System Operators (MSOs), Direct To Home operators (DTH)only. As for Tariff, the same tariff

applicable to Ordinary cable subscribers (Domestic) shall be applicable to commercial cable subscribers.

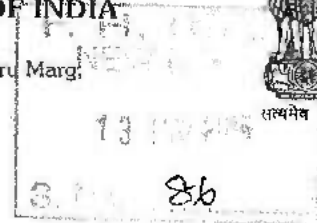
The relevant portion governed by the Policy Guidelines for Downlinking of Television Channels issued by the Central Government Clause 5.6 of the said Guidelines reads as under:

"The applicant company shall provide Satellite TV



भारतीय दूरसंचार विनियामक प्राधिकरण
TELECOM REGULATORY AUTHORITY OF INDIA

महानगर दूरसंचार भवन, जवाहर लाल नेहरू मार्ग,
Mahanagar Doorsanchar Bhawan, Jawahar Lal Nehru Marg,
(पुराना मिनटो रोड), नई दिल्ली-110002
(Old Minto Road), New Delhi - 110 002
फैक्स/Fax : +91-11-23213294



E.No.: 1-12/2015-B&CS

Date: 11.05.2015

To,

The Federation of Hotel & Restaurant Associations of India
B-82, 8th Floor, Himalaya House, 23, K. G. Marg, New Delhi-110 001

Subject- Compliance with provisions of clause 5.6 of Policy Guidelines for Downlinking of Television Channels dated 5th December, 2011.

Sir,

The Telecom Regulatory Authority of India [hereinafter referred to as the Authority], established under sub-section (1) of section 3 of the Telecom Regulatory Authority of India Act, 1997 (24 of 1997) [hereinafter referred to as the TRAI Act 1997], has been entrusted under section 11(1)(b)(i) of the TRAI Act, 1997 to ensure compliance of terms and conditions of license.

2. The provision of TV signals by the broadcaster is governed by the Policy Guidelines for Downlinking of Television channels made by the Central Government and clause 5.6 of the said guidelines provides as under:-

**The applicant company shall provide Satellite TV Channel signal reception decoders only to MSOs/Cable Operators registered under the Cable Television Networks (Regulation) Act 1995 or to a DTH operator registered under the DTH guidelines issued by Government of India or to an Internet Protocol Television (IPTV) Service Provider duly permitted under their existing Telecom License or authorized by Department of Telecommunications or to a HITS operator duly permitted under the policy guidelines for HITS operators issued by Ministry of Information and Broadcasting, Government of India to provide such service. "*

3. It has come to the notice of the Authority that few broadcasters are providing satellite TV channel signal reception decoders directly to commercial subscribers such as Hotels, restaurants etc. in contravention of the provisions of the Policy Guidelines for Downlinking of Television Channels dated 5th December, 2011.

4. You are, therefore, requested to advise your members not to take signals of TV channels directly from the Broadcasters in contravention of the provisions of the Policy Guidelines for Downlinking of TV channels and furnish a compliance report within 30 days from the date of issue of this letter .

Yours faithfully,

(Gp/Capt Umesh Kumar)
Joint Advisor (B&CS)

Channels signal reception decoders only to MSOs/Cable Operators registered under Cable Television Networks (Regulation) Act 1995 or to a DTH Operator registered under the DTH guidelines issued by Government of India or to an Internet Protocol Television (IPTV) Service Provider duly permitted under their existing Telecom Licence or authorized by Department of Telecommunications or to a HITS operator duly permitted under the policy guidelines for HITS operators issued by Ministry of Information and Broadcasting, Government of India to provide such services."

FHRAI is in receipt of a letter dated 11th May 2015 from the Telecom Regulatory Authority of India (TRAI) inter-alia stating that it has come to their notice that few broadcasters are providing satellite TV channel signal reception decoders directly to commercial subscribers such as Hotels, restaurants

etc. in contravention of the aforesaid provision of the Policy Guidelines for Downlinking of Television Channel dated 5th December, 2011". A copy of the said letter is enclosed for your perusal and ready reference.

In line with the above, please note (as conveyed earlier also), that Hotels/Restaurants can receive/take TV signals/channels only from DTH operator/Cable Operator/other DPOs of their own choice. They are NOT permitted to take signals directly from any broadcaster. Accordingly, all members are requested to please comply with Clause 5.6 of the Policy Guidelines for Downlinking of Television Channels immediately, if not already in compliance.

Members are requested to take note of the same and take corrective steps immediately.

Please treat this as URGENT and Most Important. ■

Hrawi Maps Investor Friendly Policies To Attract "Gen-Next" Entrepreneurs

Works In Conjunction With Mtdc And Government Of India For Ease Of Business

Hotel & Restaurant Association of India (HRAWI), the apex body of Hotels and Restaurants in Western India in conjunction with Maharashtra Tourism Development Corporation (MTDC) and Government of Maharashtra (GoM) has been advocating new business strategies with a goal to give boost to the hospitality industry. HRAWI has shown optimism and believes that implementation of the new policy will encourage the growth of hotel/hospitality infrastructure in the country.

India ranked 140/189 in 2013 and 142/189 in 2014 on Ease-of-doing-business index where 1 is the most business-friendly regulation country as per data released by The World Bank. Sixty five percent of India's population is under thirty years of age. It is, therefore, imperative to have investor friendly ease-of-business policies to attract "Gen-next" entrepreneurs to this sector. HRAWI, along with MTDC and GoM through Accenture, has identified Single Window Clearance as the key solution in the Ease-of-Business strategy paper.

"High taxation and unreasonable levies are the reason why more entrants are not looking at this industry with a keen investment opportunity. Moreover, local and smaller entrepreneurs are shying away due to high investment and low Rate of Interest. We need to look at this in a rational way with

an attitude to give boost to an industry capable of singularly taking tourism to new heights and earning formidable revenues in foreign exchange," says Mr. Bharat Malkani, President, HRAWI

At present, there are around 112 clearances (70 project and 42 operational) required from various ministries/ departments from the GoM to set up a hotel. Recognizing that multiplicity and the delay in obtaining clearances from various ministries/ departments/ agencies is hampering the growth of the hospitality sector, it has recommended streamlining the current outdated systems and launch a transparent online "Single Window Monitoring Mechanism" for expeditious implementation of hotel & restaurant projects.

An online single window clearance shopping cart will increase room inventory for the State and reduce room tariffs besides reducing waste of time and increase efficiency. A foreigner staying one extra night will increase forex revenue to Maharashtra Government at INR 599 crores per night.

"With the implementation of the proposal, MTDC will become the nodal agency to which restaurants and hotels will apply for new licenses and renewals. It will act as a single window that will in turn fetch all licenses from the relevant departments on the Board and have the investors pick them up from the same window. It will also ensure that the permits are granted within a set time frame. The presentations made by Accenture include topics as curbing the number of licenses, permits, NOCs and registrations from 112 to 20 for opening new establishment as well as renewing existing licenses, appraisals for special tourist zones that would remain open round the clock and abolishment of archaic drinking permit rules among other. If sanctioned and implemented at the



earliest, the proposal holds capacity to boost tourism and bring India on the International map as one of the most preferred tourist destinations,” says Mr. Kamlesh Barot, past President, HRAWI.

Hotel & Restaurant Association of India (HRAWI) the apex body of Hotels and Restaurants in Western India. One of the strongest four pillars of Federation of Hotel and Restaurant Associations of India (FHRAI), since 2010 it is a nominee in the core committee of Maharashtra Tourism Development Corporation (MTDC). Federation of Hotel and Restaurant Associations of India (FHRAI) was instrumental in initiating a first-ever move that was advised by the Committee of All India Secretaries, that got approved by the Union Cabinet of Ministers also, to set up the Hospitality Development & Promotion Board (HDPB) under Ministry of Tourism in 2011. Secretary (Tourism), Government of India is the Chairman of the Board with ADG as the convener and members include Secretaries of UD, Environment, Culture, Civil Aviation, Finance, Home, BMC, Delhi Development Authority and two non-official members being the FHRAI etc. The Chief Secretary of the State Government would be Chairman of the HDP Board at the State level. The Board was to be setup by each of the States, which has formally setup by Manipur, Mizoram and Maharashtra. The main functions of the Board would be to ensure timely accrual of approval / clearance/NOC by the multiple agencies and facilitate the implementation of hotel projects. It also monitors and facilitates the clearance of hotel projects in a time bound manner apart from reviewing hotel project policies to encourage the growth of hotel/hospitality infrastructure in the country. ■

National Tourism Policy 2015 Draft Neglects The Hospitality Industry

Hrawi Appeals To The Pmo To Consider The Industry As Inclusive Of Tourism

The Hotel and Restaurant Association of Western India (HRAWI) in reference to the latest draft on National Tourism Policy for 2015 although has appreciated the efforts to promote tourism, has also alleged that the policy has completely neglected the hospitality sector. The new policy that gives direct access to the Prime Minister's Office (PMO) in deciding the course of the tourism sector does not spell out any developmental recommendations for the hotel industry. The draft aims at promoting India as 'Must Experience' and 'Must Revisit' destination and includes many aspects of Prime Minister Modi's vision like Make in India, Swachh Bharat, Smart Cities, International Yoga Day and Skill Development.

HRAWI has appealed to the PMO for the sector to be given the deserved attention and to be considered an inclusive part

of tourism. The letter suggests that hospitality and tourism are interdependent industries and to better tourists' experience it is necessary that the government gives hospitality industry an equally deserving boost.

“There is very little doubt that under the leadership of Narendra Modi tourism will achieve new heights. The tourism sector is projected to contribute 6.7 per cent to the country's GDP and hospitality which is one of its strongest pillars generates revenues that are estimated to be nearly 40 per cent of that figure. It goes without saying that a foreign tourist who visits India will need accommodation and is their base camp for all explorations they do during their visit here. If hospitality as a sector is ignored then the service levels will definitely take a plunge leading to a bad experience for the tourist. So, irrespective of whether they had a good time visiting India, they will be left with a bad taste in the mouth. Hence we appeal to the PMO to revisit their draft on the policy and make provisions that will ascertain that the hospitality industry too gets the deserved attention,” says Mr. Bharat Malkani.

At present India's share in world tourist arrivals is a mere 0.68 per cent. The new policy aims at taking this figure up to 1 per cent by the year 2020 and then up it another per cent by the year 2025.

“With each passing year, maintaining and operating a hotel business is becoming cumbersome. The policies, regulations, fees, taxes, licensing requirements and other laws that were put in place for better administration by the government are today mostly hindrances in smooth functioning of the business. Our stance, with all that is administrative in nature, is necessary and may continue but there are better and much more efficient ways in which it can be carried out. Multiplicity and recurring licensing policies can be easily eradicated from the system without affecting the core mandates as set by the government. We have even identified and shared 'Single Window Clearance' system with the authorities and this system is a key solution to making things simplified for both the parties involved. What more, it can be made applicable to all the states in the country where there is need to bring in ease of doing business and not just for the state of Maharashtra,” says Mr. Malkani.

An online single window clearance shopping cart will increase room inventory for the State and reduce room tariffs besides reducing waste of time and increase efficiency. A foreigner staying one extra night will increase forex revenue to Maharashtra Government at INR 599 crores per night.

“There is much that India can achieve in tourism, as has been rightly projected in the new tourism draft policy. However if its allied industries, specifically hospitality, is not given appropriate impetus, then I fail to see tourism gaining the desired traction. Hopefully, our appeal will be seen in positive light and hospitality as an industry will be given a voice too,” concludes Mr. Malkani. ■

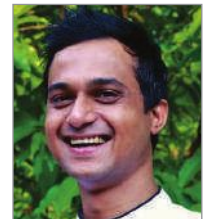
Mr. Bjorn Thomas Fernandes recently appointed as Director of Sales at JW Marriott Mumbai- Juhu



Mr. Bjorn Thomas Fernandes has been appointed as the Director of Sales for JW Marriott Mumbai Juhu. He holds an MBA from MET – School of Management in Bandra, Mumbai and a Diploma in Tourism Management from the University of Cambridge. He has vast experience in the field of marketing and sales within the hotel industry. He has previously worked with Marriott International to maximize business, strengthen Marriott brands and align global strategies. At Marriott Hotels India Private Ltd., he has also been keenly involved in the process of preparing business plans, analyzing them and implementing pricing strategies for the hotel along with designing special offers and promotions to boost restaurant sales. Mr. Fernandes has, reportedly, proved himself as a dynamic team leader and overachiever heading multiple sales teams in the past. Before making his way to the Marriott Group, he also worked very closely with the Taj Hotels, Resorts & Palaces where he handled the highest revenue generating portfolio for the group. ■

Chef Shubham Dhar recently appointed Corporate Executive Chef at Delta Corp

Chef Shubham Dhar has joined Delta Corp as Corporate Executive Chef. Chef Dhar born to a Bengali family, where any meal is a celebration and



everyday a festival at supper time. The love for cooking didn't take long to transform into passion when everyone at home was all praises when he first steamed his sorson bhapa ilish (steamed mustard hilsa) for dinner. After finishing his schooling from St. Ignatius Loyola High School, Jamshedpur, he graduated from ITC Welcome Group of Hotel Administration in the year 2004 and started his culinary journey with the Taj group of hotels and saw his gastro dreams materialize at the Masala chain of restaurants which boasts of taking Indian cuisine to a whole new different level. Chef Shubham's gastronomical journey has taken route to Goa again and this time it's for a long haul, as after cooking his second love for sure is the land of the sun sand and sea.

After having served with renowned names like ITC Hotels, Taj Palaces and Resorts and Alila hotels. He also served a stint at Devigarh Palace (Lebua Hotels) Rajasthan where he delighted the senses of many royalties with his exquisite recipes. As the Executive Chef with the Deltin Group, he brings along his rich exposure to the various cultures with varied styles of operation. He has envisioned the hotel to be the ultimate gastro hub for all Europeans and locales visiting. He is back to rule hearts with his lip smacking delicacies yet again as the head for all food operations with the Deltin Group. ■

Ginger Hotels opens doors in Thane Mumbai

From globally renowned chefs to iconic restaurants, The Taj Mumbai focuses on some of the world's most revered cuisines, treating guests to a treasure trove of culinary styles that span the globe. Dining at Taj is more than just a meal, it is an unforgettable experience imbued with lasting status. Embark on an enchanted culinary journey and discover experiences that every fine dining connoisseur seeks.

Ginger Hotel recently launched its first hotel in the City of Lakes – Thane, Maharashtra. Located in the heart of Thane, it is well connected to major corporate



hubs, shopping malls and tourist attractions. The hotel is just 5 km away from the Thane railway station, 36 kms from Mumbai Airport and also well connected to National Highway (NH) 3.

The hotel offers 46 comfortable Smart Space room that enables one to experience simplicity at its best with introductory rates for a Standard room (Double/Twin) and Suite.

“With the launch of Ginger Thane, we now have 33 hotels across India and more in the pipeline. Thane is the third non branded operating hotel that has been converted to a Ginger Hotel. The company will continue to evaluate such opportunities with emphasis on good location, product upkeep and presence of fire and life safety equipment’s,” says Deepika Rao, Chief Executive Officer, Roots Corporation Limited. Ginger caters to every mood irrespective of the guests being leisure seekers or business travellers.

At Ginger hotel Thane the one-of-its-kind Smart Basics features are designed to provide guests with a comfortable and convenient hotel stay experience. The business and connectivity needs are taken care of with free high-speed Wi-Fi and well equipped options for banqueting. The multi-cuisine restaurant Sheetal Grill offers a varied range in culinary delights. ■

Daiwik Hotels Opens New Shirdi Property

Daiwik Hotels Private Limited (DHPL) embarks on a larger plan of opening a chain of pilgrim hotels across the country. The aim is to provide spiritual travellers in India with a truly international experience in hospitality. Daiwik is India’s first 4 star pilgrim hotel chain, offering world class hospitality and affordable luxury with state-of-the-art services for the cosmopolitan traveller. It is blended with a sensitive appreciation of the requirements of pilgrims on a spiritual journey. With the international quality hotel infrastructure and services.

Daiwik Hotels Shirdi aims to provide a holistic pilgrimage experience to the consumers. The property is centrally located, right in the heart of Shirdi, yet in

a quiet lane away from the hustle bustle of the town. The hotel is a 5 minute walk from the Sai Baba Mandir making it a very convenient place to stay for pilgrims.

Daiwik Hotels Shirdi has 56 well appointed rooms. The 4 categories of rooms are Standard, Superior, Family Deluxe and Junior Suite. It also comes equipped with a banquet hall, activity room, spa, conference room and business centre facility, unique Pilgrim Assist Desk offering detailed information about temple rituals, their timing and amenities apart from world class hospitality standards. Giving a warmer feel to the hospitality is, Ahaan, the multi cuisine vegetarian restaurant which offers special food requirements like Jain food and also pure veg cuisine. Tariffs are very flexible depending on the type of room and season of visit.



Commenting on the announcement, Debashis Ghosal, Managing Director and CEO, Daiwik Hotels Pvt. Ltd. said, “We chose to enter pilgrimage hospitality because of the huge demand and supply gap in the country for quality branded products which are standardized in the mid-segment market. With our second hotel in Shirdi we are trying to fill in the gap. Our focus will continue in the pilgrimage sector and we are looking for opportunities across the country.”

Daiwik Hotels enjoys a first-mover advantage by identifying the needed gap for pilgrimage hospitality. With the growing influx of middle income and high income group pilgrims, there is a huge unmet demand in the contemporary pilgrim requirements of quality hotels and a stress-free holistic pilgrim experience, which so far is largely unorganized although it is estimated that 60% of this travel is for religious travel in India. Daiwik Hotels’ focus in Shirdi as its second destination is impelled by the recent trend of repeat visitors to the pilgrim destination. It is estimated that Shirdi receives around 6-7 million visitors every year.

The full service Daiwik Hotels Shirdi also provides a host of knowledge-based services like guided tours and historical information. ■



Manage your personal energies with Electro Magnetic Field (EMF) Balancing technique



Scientists agree that we are electromagnetic in nature and when the balance is disturbed, it affects our daily lives. It will show itself in disease, imbalance, disturbing emotions, lack of ability to find a life purpose, and being unable to direct our life force energies, to name a few possible outcomes.

But how to keep this balance in today's challenging times, where we are required to evolve, progress and give birth to a new era of equality, peace, joy and oneness for ourselves and for humanity?

Balancing your Energy – Balancing your Life!

The Electro Magnetic Field (EMF) Balancing technique® is a modality functioning within the new energy dynamics and allows you to “rewire” your energy system, enabling you to contain more of the refined energies now available. This is done by activating and strengthening the Universal Calibration Lattice® (UCL), the energy field around each human. (see image)

The EMF Balancing Technique is developed and refined by Peggy Phoenix Dubro over a time span of 22 years, and now taught and **practiced in more than 70 countries**. In her book, *Elegant Empowerment*, Peggy explains how mystical experiences led her on a quest to give form to the information she received.

Activating your UCL

As your energy refines through activating the UCL, more information about your multidimensional Self becomes available and you can access new qualities, live a more balanced life and rapidly develop your intuition.

Creating your Reality – Creating your Future

You can start making better choices in your daily life, be centered in the Now moment, and reach your potential to create a future that is appropriate for your highest good. Because each of us has different energy charges in his UCL, the outcome of an EMF session is tailor-made to meet the needs of the individual, according to his or her innate wisdom.

The EMF sessions

In the series “**Evolution of Consciousness**”, an EMF practitioner helps you in four sessions, to bring a stable balance between the head and the heart, transform your history in to a gleaming column of Wisdom and Support, Center in the Now Moment and Create possibilities in your life, by manifesting your full potential.

In the “**Masters in Practice**” series, you work with the practitioner to activate 48 energy points in four sessions, activating the qualities of Mastery within your very DNA and invites you to practice your Mastery in daily life.

WORKSHOPS, TRAINING AND SESSIONS – FOR A WHOLE NEW YOU

For more information on workshops and sessions in India, please contact:

Clemens Nadja - International Supervisory teacher- Email: cocreation22@gmail.com

Hema Badlani - Teacher and Practitioner | Email: hemabadlani@ymail.com | Contact: 98-200-876-01

Website: www.emfworldwide.com



Mobile Technology

The Latest Revolution in

Hospitality Industry

Technology is making greater and greater inroads into our lives. Right from when we wake up in the morning to when we head to sleep – we cannot imagine a life without the gadgets and gizmos that make life easy and interesting. When we travel and stays in hotels, our expectations are no different, we expect all the technological amenities we easily access at home if not more.

Today the hospitality industry is increasingly accessing technology to wow guests, also to optimize their use of manpower, control hotel functions in an integrated manner and on the whole reduce costs while increasing efficiency. The growing move towards sophisticated hotel ERP, the growing use of cloud computing, the rapidly changing customer facing devices, smart phones and iPads . In 2013, the hospitality & travel industry was one of the largest brands vertical in mobile advertising and these businesses worked towards the main goals of promoting brand awareness. A survey shows that over 61% of the Smartphone audience and 70% of the tablet audience prefer to book their holidays at

home; however, there are also significant results for users making the most of this technology on the go. After booking flights and rooms, users continue to use their device to research the trip, with many looking at reviews, directions and other pieces of information on the establishment or destination. In addition to this, it is worth noting the 24% of Smartphone users who make bookings and carry out research at the airport and the 23% who do so once they have reached their destination city. Reliance on mobile phones has opened many opportunities to users on the go.

Hotel mobile apps are becoming an important tool in the hospitality industry. Guests are leveraging their smart phones to locate, review and book hotels. Mobile is also a fantastic tool for the service providers in the hospitality industry. Hotel staff is constantly on the move, and a smart phone – be it through calls, SMS or apps – can help them stay connected with each other, and get updates on tasks that need their attention. Mobile apps are becoming a smart and cool way for the hotel industry to wow guests with personalized service, enhance efficiency and work with relative convenience.

India is going to be a mobile-first country when it comes to the travel and hospitality industry. In India, mobile adoption is higher not only in cities, but also in small towns. Mobile has become the best channel to reach people and is better than any other medium. At the current growth rate,

mobile usage is expected to reach 310+ million at the end of year 2015. India tops the list among all countries across the globe for usage of video and social media in mobile.

Some tech-savvy hotel chains and hoteliers are now introducing additional mobile information for the customer, such as:

- Booking information
- Information on loyalty points
- Information on upgrades and ancillaries
- Hotel information with photos and features
- Location-based things to do and weather
- Information on getting to a particular hotel
- Customer service notifications

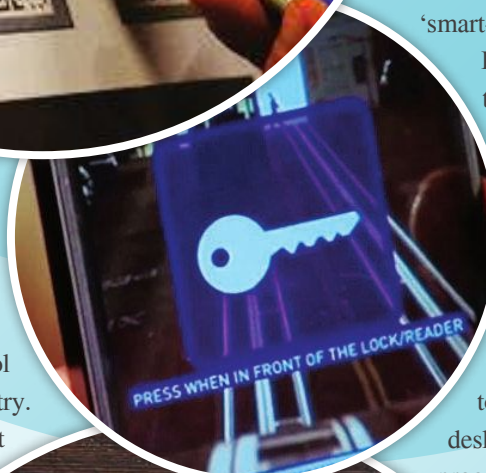
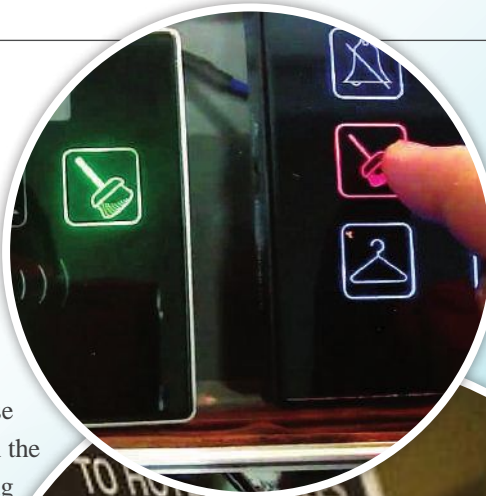
However, these functions are becoming the norm and the next-generation hotel needs to become a 'smart-hotel'.

In addition to basic functions, the 'smart-hotels' are also adding power features. These are features that make the hotel experience better for the consumer, especially the time-precious business customer.

Hotels don't want guests to have to linger at the front desk or even stop by at all. New programs are helping speed up the check-in process for busy travelers, or in at least one case, letting them go straight to their rooms by using their smart phone to unlock doors.

The innovations are still being tweaked as hotels scramble to catch up to. Hotels envision a similar relationship, with guests ultimately ordering poolside drinks via an app.

The services are also geared



toward road warriors who don't want to slow down, even for a second. Guests who like personal interaction can still opt for a more leisurely check-in.

The push isn't just about avoiding frustrating check-in lines. Hotels are trying to get more travelers comfortable using their mobile apps to interact. In some cases, that means using an iPad to request a wakeup call. But ultimately hotels would like to see people purchasing suite upgrades, spa treatments and room service through their phones and tablets. For the frequent business traveler, this might just be the time-saver they are looking for.

Mobile technology allows hotels to have an unprecedented level of connectivity between employees, vendors, and customers. Workers can download applications on their mobile devices that allow them to connect with others through social media such as LinkedIn, Facebook and Twitter; or the firm can use native or web-based applications to enable direct communication with these audiences in a variety of ways.

Real-time communication with the workplace can be important in delivering business benefits, such as efficient use of staff time, improved customer service, and a greater range of products and services delivered. Examples might include:

- Making presentations to customers, and being able to download product information to their network during the visit.
- Quotations and interactive order processing
- Checking stock levels via the office network
- Interacting with colleagues while travelling - sending and receiving emails, collaborating on responses to tenders, delivering trip reports in a timely manner

Development

Because of the interactive nature of mobile technology, sharing information through this



medium allows businesses to get immediate feedback on products and services from customers. This speed and accessibility have led to faster research and development for companies, an important part of staying ahead of the competition. It has also led to product upgrades moving at a faster rate. In addition, customers and clients feel as if they have a more direct role in a company's development.

Marketing

Mobile technology has introduced a new dimension into advertising and marketing for businesses worldwide.

Potential

customers now see business advertisements on mobile phones through a wide variety of mobile marketing technologies

including: SMS (text) messaging, mobile websites, mobile applications, banner ads, QR codes, IVR messaging and more. These advertisements can be customized to reach a more specific, targeted audience thanks to software that "reads" the website or information individuals are seeking on their mobile device and displaying advertisements that relate to that information. Marketing is made more effective by this customization, and because most customers / potential customers always have a mobile device handy, their exposure to advertisements is increased.

Latest Survey

- 97% of mobile subscribers will read an SMS (text) message within 15 minutes of receiving it; 84% will respond within 1 hour.
- Average campaign response rates

are typically 12 - 15% (as opposed to direct mail which averages 2 - 3%); some companies are seeing response rates as high as 60%+!

- Mobile is not just for teens and twenty-something; prime purchasers in the 35 - 44 and 45 - 54 age brackets are also strongly embracing the use of Mobile.

- A recent study indicates that almost 40% of consumers are extremely interested in receiving mobile coupons for a wide variety of services.

- Demand for mobile websites is expected to exceed PC accessible websites; if you don't have one, you need one very soon!

Commerce

Today bookings and cancellations are done via mobile phones through variety of application, through which users are able to check in immediately without wasting their time by presenting their phones booking message at the registration counters. Mobile technology can also be used for the distribution of vouchers, coupons, and loyalty cards. These items are represented by a virtual token that is sent to the mobile phone. A customer presenting a mobile phone with one of these tokens at the point of sale receives the same benefits as if they had the traditional token.

Mobile banking

Banks and other financial institutions use mobile commerce to allow their customers to access account information and make transactions, such as:

- check bank balances
- process bill payments
- transfer funds between accounts
- verify deposits and other transactions

Benefits

Mobile technology can improve the services your hotel offers your customers. For example, when meeting with customers you can access your hotels customer relationship management system - over the internet - allowing you to update customer details while

away from the office. Alternatively, you can enable customers to

pay for services without having to write a check or swipe a credit or use

cash. More powerful solutions can link

you directly into the hotel network while working

off-site to access such resources as your database or

accounting systems. For example, you

could:

- set up a new customer's account

- check prices and availability

- place an order online

Mobile technology

leads to great flexibility in

working. Today Smartphone's

are ideal for trip support functionality.

Globally, mobile technology has emerged as a primary

engine of economic growth, stimulating enormous

private-sector and profoundly changing

daily lives everywhere. Improvements

performance in mobile communications standards

have propelled mobile to become the fastest adopted

technology of all time. ■





“A symbol of hospitality, Amar Vilas is exquisitely decorated & modernly furnished to pamper our guest. Comfort at Amar Vilas will make you feel special and your stay with us memorable, because your satisfaction is OUR OBJECTIVE. This is not only a Hotel it's your Comfort Zone to make you feel at home.”



Amar Vilas Group started in 1951 has 6 properties under it, out of which one of the sister concern property is "HOTEL SURYA" established in 1986, running successfully from 30 years.

Hotel Amar Vilas is a well known 3 Star Hotel of Indore. It is beautifully designed and furnished with modern facilities to provide a comfortable stay. The hotel provides many facilities for fun and recreation also. Hotel Amar Vilas is known for its cordial and warm hospitality. Hotel Amar Vilas is strategically located in the commercial area of A. B. Road. It lies at a distance of 13 km from Devi Ahilyabai Holkar Airport and approximately 5 km from Indore Railway Station. The MP Tourism Bus Stand is located within walking distance from the hotel. This 6 storey hotel located on the most wanted area "A.B. Road" a national highway

were most of the Malls and corporate offices are situated. It has 45 luxurious rooms under the categories- Deluxe Double A/C, Executive Double A/C and Suite Double A/C Rooms with 24 hrs Room Service, Multi Cuisine restaurant, Banquet Halls for social get-togethers, Board Room for executive Meeting and conference, Coffee Shop, Lounge Bar, Open air lawn for big Marriages and Events. Amar Vilas has its own uniqueness from Reception to Banquet, from Lounge Bar to Garden, from Breakfast to Dinner. As they believe in complete customer satisfaction in all manner, taking care of the needs and expectations of guests.

Rooms

Deluxe Rooms

Deluxe Rooms at the hotel are spacious, comfortable and elegant

with double-bed or twin-bed as per guest requirement and sitting couch for making ones stay comfortable, this beautifully decorated room give guest's value for their money.

Executive Rooms

Executive Rooms are Prodigious, relaxing rooms with luxurious looks. Facilitate with sitting room (drawing room) for guest visitors. It has refrigerators, decorative bathrooms with bath-tub which offers guests a cozy feel and refreshing look.

Suites

Their Suites are "Virtual Home" for higher executive to enjoy and relax to the fullest. It has a king size bed room accompanied with a living room for the visitors and a luxurious bathroom with tub.



Food & Dining

The Lounge Bar

The lounge Bar is a place to Relax, Refresh, Recreate and discover the ancient royalty once again through excellent food and grand service.

Salt-Pepper

Salt –Pepper the restaurant is a perfect venue offering a wide choice of cuisines in all flavors. Flavors that turns every moment special.

Occasion

Occasion the Bakery Shop Brings Wide Range of X-Mas Cake, Plum Cake, Chocolate Cakes, Cookies, Pastries, Tea-Time Eats & all types of confectionary.

Meetings & Events

Hotel Amar Vilas boasts of sophisticated Board Rooms and Meeting Halls and they are much preferred by the corporate and business guests. The hotel has an exclusive professional banquet and conference division staffed who are ready to assist guests with their expertise in successful staging of conference, seminars, product launches and even wedding receptions and other intimate occasions. The hotel has modern acoustic systems and state-of-the-art audio-visual equipments, to support any event.

Rani - E - Vilas

Theatre Style - Capacity - 300 persons,
U-Shape Style - 125 persons

Raj - E - Vilas

Theatre Style - Capacity - 80 persons
U-Shape Style - 45 persons

Darban - E - Vilas

Theatre Style - Capacity - 100 persons
U-Shape Style - 50 persons

Amar – Upwan

An open air coarse for marriage & Events

Experience Heavenly Abode at Earthly Price in the Heart of Indore at Amar Vilas Hotel, surrounded by wonderful accommodations, great service, fine food and beautiful vistas. Most importantly, Amar Vilas puts luxury where it matters the most. It is the perfect choice for both business and leisure travellers. ■

Sundervan Restaurant

one of the best Multicuisine dining in the city of

Indore



Sundervan Restaurant located at 294, Niranjana Purdewas Naka in Indore is a Multi-cuisine vegetarian & Non vegetarian Restaurant. It has a diverse menu and has created a niche for lifestyle, full service and casual dining. The restaurant Server's delicious Indian and Chinese specialties and is known for its casual and cool ambience, which captures the spirit of its customers. They also serve for outdoor catering for parties and celebrations, since the restaurant is visited by food lovers across Indore for the popularity of the food served in Indianised style, the place is apt for social gathering and functions.

Sundervan Restaurant is the best Family Restaurant of Indore for the people who loves quality food, local flavours and nice environment with best service ■



HOTEL AND RESTAURANT ASSOCIATION (WESTERN INDIA)

ON DISCOUNT CARDS

Q. How many cards does one Establishment get?

A. 2 cards per Establishment.

Q. What is the discount percentage on HRAWI card?

A. 20 % is the discount percentage on HRAWI card.

Q. On what is the Discount given?

A. Discounts are applicable on Room Rate, Food & Soft Beverages only.

Q. What is the discount on the Special Courtesy card and who holds it?

A. Special Courtesy card is for Executive Committee Members with 50% discount.

Q. What is the Discount on FHRAI card?

A. FHRAI card entitles to 30%.

Q. How do we know if the discount card is genuine?

A. The photo on the discount card is embossed and you can log on to our website.
www.hrawi.com – where you can view the details of the establishment along with their photos. ■



Indore

The Historical, Cultural and Powerful City of Madhya Pradesh

Indore is the largest city of the Indian state of Madhya Pradesh. It serves as the headquarters of both Indore District and Indore Division. Indore is located in the western region of Madhya Pradesh, on the southern edge of the Malwa plateau. It lies on the Saraswati and Khan rivers, which are tributaries of the Shipra River. Both the tributaries unite at the centre of the city where a small 18th century temple of Indreshwar exists. The name Indore is due to the deity at Indreshwar temple.

Indore city presents and promises of rapid future modernization. Situated on one of India's oldest pilgrimage routes from Mahakaal at Ujjain on river Kshipra, to Omkareshwar on the river Narmada and onward to Rameshwaram, it was a convenient resting place of pilgrims. It was also once the route of the Marathas of Deccan on their way to North India. These Maratha guerilla warriors were in constant battle with the Mughal Empire, their army transit camps attracted the local Zamindars (landlords) who, drawn by the promise

of lucrative trade, settled in the villages on the confluence of the Khan and Saraswati rivers, thereby laying the foundation of commerce centre in city.

Rani Ahilya Bai Holkar developed Indore from a small village to a prosperous and beautiful city. She was a great architectural patron and spent a lot of money on the construction of many temples across the nation. The queen is taken in great regard by the people and as a tribute; her statue was built in the center of the city, near Rajwada. Apart from being a historical city, Indore is

also the commercial capital of the state of Madhya Pradesh. Between 1948 and 1956, Indore served as the summer capital of the former Madhya Bharat state. Indore is all fascinating with the charm of its architectural grandeur and historical enigma. It has architecturally significant buildings in a wide range of styles spanning distinct historical and cultural periods of Maratha, Mughal and British era.

Lal Baag Palace

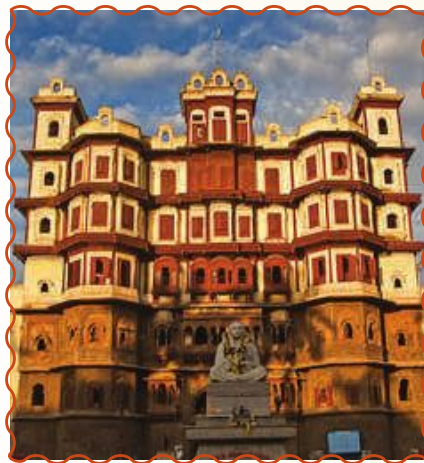
Lal Baag Palace is one of the grandest



monuments the Holkar dynasty left Indore which is a reflection of their taste and lifestyle, its construction began in 1886 under Tukoji Rao Holkar II, and was carried out in three phases. The final phase was completed in 1921 under Tukoji Rao Holkar III. Many royal receptions were held here. This Palace has a total area of 28 hectares, and at one time it had the reputation of having one of the best rose gardens in the country, it's one of the most spectacular buildings in Indore. The entrance hall on the ground floor is in marble and displays prehistoric artifacts. There is a coin collection on the first floor which dates back to the Muslim period. There are also exhibits like contemporary Indian and Italian paintings and sculptures. The interiors of the Lal Baag Palace transport the visitors to the historic era. Lavish decorations in the style of Versailles Palace, Italian marble columns, grand chandeliers, rich Persian carpets, flying nymphs on the ceiling, Belgium stained glass windows, Greek mythological reliefs, Italian style wall paintings, stuffed leopards and tigers gives the visitor an out of the world experience. The ballroom of the palace has wooden floor mounted on springs for extra bounce. The kitchen was built on the opposite bank of the river. It was connected to the palace by a well lighted underground tunnel. The gates of the Palace are a replica of the gates of Buckingham palace of London, only they are about twice their size. The gates were molded in cast iron and were shipped from England. They also carry the Holkar state emblem which states

"He who tries will succeed". The rooms of the palace have now been restored and furnished and it has been turned into a museum. Much of the furniture and ornamentation seen here belongs to late Regency and early Georgian style. The main attractions of the palace are the accurately proportioned and furnished rooms, with beautiful carvings on the walls as well as the ceilings. Owing to its unique style of construction, it was one of the most stylish residences in India.

Rajwada Palace



Rajwada palace is one of the oldest historical structures in the city. It was built in 1747 A.D. by founder of Holkar dynasty Malhar Rao Holkar. He used Rajwada as his residence and stayed here till 1880 A.D. This remarkable mammoth 7 storied palace stands in the heart of the busiest part at Khajuri Bazaar of the town and also close to the famous Chhatris. Facing it is a garden with a statue of the great Queen Ahilya Bai. The face that enclose the gateway

of the palace gives an impression of a rather forbidding wizard's castle. This remarkable palace serves as a living example of the Grandeur of Holkars dynasty. The architecture of this building is a mixture of Maratha, Mughal and French style. The southern portion has the impression of Mughal architectural style where as eastern part has European style. Darbar Hall, Rani Ahilya Throne and Ganesha Hall were developed in French style. The monuments made up of gopura stone and wood structure, balconies and windows studded with flanked bastions, arch-shaped entrance and wooden door with iron studs provides the testimony of the past grandeur of Holkars. The three lower stories are made up of stone and are painted in a dark brown format. The upper floor is made up of wood, which made it very vulnerable to be destruction by fire. In the history Rajwada was burnt 3 times and the fire that led in 1984 caused the most destruction and then it was converted into a garden. In 2006 the present Maharani of Indore Ushadevi Holkar decided to rebuild the ford and bring back its past glory & prestige. Architects Himanshu Dudwadkar and Shreya bhargava were called to redesign this fort. In 2007 it was completed and again attained its place in the history. It also became the first building in India which has been rebuilt with the same material, style and method that was been used in the previous time to construct the Rajwada palace. The three floors rising above them have their windows outline in white giving the impression of multiple eyes grazing down at one from a well-defended fortress. Its huge entrance archway made above the huge wooden doors coated with iron studs, leads into a vast court yard enclosed by the gallery rooms and arcaded Ganesha hall. It was the place where religious functions of the states were once held. Today art exhibitions and classical music concerts take place here. While walking

through the gates of the palace there are bright sunlit, quadrangles which are surrounded with beautiful galleries and delicate arches.

Sukh Niwas Palace



The city of Indore is well known for housing different palaces that were the residences of various kings. Sukh Niwas Palace also a historical monument was the summer palace of the Holkan rulers it is a haunting anecdote of the yester years. This famous Palace is located on the bank of Sukh Niwas Lake and reflects the royal lifestyle and the culture of the rulers of Holkar dynasty. Surrounded by lush green gardens, this palace leaves an appealing and majestic effect on the visitors. An underground tunnel that connects the Sukh Mahal palace with the old palace is really fascinating. Overflowing with history, this sprawling monument displays a perfect mix of Indian and western style architecture. Now this gorgeous building has been converted to a thriving picnic resort that allures people with its enticing charm. Sukh Niwas Lake that lies in the vicinity of the palace adds beauty to the surroundings and offers a serene ambiance.

Krishnapura Chhatris



These Chhatris (cenotaphs) are the royal tombs of the erstwhile rulers of the Holkar clan. These cenotaphs are placed on the banks of the beautiful river Khan, and these Chhatris exhibit excellent architectural brilliance. A marvelous remnant of a glorious reign, the Chhatris survived the passage of time. The typical Maratha style architecture with domes and pyramidal spires, Chhatris allures the tourists with its historical enigma. When illuminated at night, the Chhatris gleam brightly and it presents an eye-catching spectacle. The artificial lake constructed on the river beds of Khan River with fountains and gardens adds a special charm to these marvelous cenotaphs. Chhatris allures the tourists with its historical enigma. Boating facilities adds a special charm to this marvelous cenotaphs.

Mahatma Gandhi Hall



Mahatma Gandhi Hall was originally built in 1904 as King Edward Hall. After India gained independence from the British Rule, this building was rechristened as Mahatma Gandhi Hall. Popularly known as Town Hall, this building is the main landmark of the city. Reflecting the Indo-Gothic architectural style, rooms of this hall are decorated with frescoed ceilings and gilded ornamental moldings. There is a clock tower right in front of the hall, which is popularly known as Ghanta Ghar. The hall is used for hosting book fairs and painting exhibitions throughout the year. Town hall can accommodate up to 2000 people at one time. The building

of the town hall also houses a library, children's park and a temple. It is the prettiest structure in Indore, made of Seoni stone. The fabulous domes, the Minarets and the amazing four-faced clock tower give this unique building a fascinating appearance. An elegant building, Mahatma Gandhi Hall is an emerging tourist spot in Indore city.

Meghdoot Upavan



Meghdoot Upavan, situated 4 km from Palasia on the outskirts of the city, is one of the largest garden of Indore. Renovated in 2000-01, the park has sprawling lawns, dancing and lighted fountains, landscaped gardens and variety of fancy swings. An amusement park named Mangal Merry Land is located adjacent to the Meghdoot Upavan.

Nehru Park



Nehru Park is a well known tourist destination located most centrally in Indore. Built by the British, initially known as Biscow Park, it was open only to them in the pre independence days and after independence it was renamed as Nehru Park. The park consists of variety of roses, library, swimming pool, children's hobby center etc. It also has battery operated cars and a miniature train to ride around the park.

Patalpani



Patalpani is one of the popular excursions from Indore. The tourists travel 36 kilometers to watch the waters of the Patalpani waterfalls. Patalpani is one of the exotic waterfalls that is situated at a distance of 36 kilometers from Indore. The waterfall breaks at an altitude of 150 feet. The waters accumulate in a Kund which is sacred to the local people. The depth of the Kund is still unknown. It is believed that the waters travel down to a depth that reaches hell which is referred to as Patal in Hindi. The calm, quite lustrous ambience of Patalpani makes it a favourite picnic spot among nature lovers. The gushing water of the cascade falls to an average depth of 200-300 feet is really enchanting. Blessed with a hilly terrain, Patalpani offers enormous trekking opportunities, which arouses the hidden bravery of the visitor. Patalpani is a picture perfect hill station where one can rejoice the magnificence of cascades and explore the challenges of nature.

Central Museum



Central Museum, also known as the Indore Museum, is one of the most interesting buildings in Indore. It is located near the General Post Office in Indore. The Museum exhibits the finest collection of Parmar sculptures

from Hinglajgarh. It is a treat for the people who are genuinely fascinated by the history of India and the rich civilization that flourished here in the pre historic age. Its main features include proportioned figures, careful and intricate ornamentation depiction in stone. The Central Museum also boasts one of the best collections of medieval and pre-medieval Hindu and Jain sculpture in Madhya Pradesh. These sculptures have been finely carved and date back from the reign of the Guptas to the Paramanas. They have been collected from the ruins of the 11th-12th century temples at Hinglajgarh. They usually depict Harihara, Shiva and Parvati seated on Nandi, standing Parvati and a damaged Chamunda. Among the architectural remains preserved in the museum, the most remarkable is a doorframe, richly adorned with figures and ornamentation. There are two galleries in the Museum. Gallery I display artifacts from prehistoric period ranging from 5,000 - 4,000BC. There are exhibits from western Malwa as well, which include stone tools, quartz sickles, ornaments and items of domestic use. All the Hindu mythological carvings have been displayed in Gallery II. The museum is also famous for its collection of coins, arms and armor.

Kanch Mandir



The Kanch Mandir, as the name suggests, is a temple which is entirely made up of glass and mirrors. It is also known as the Seth Hukamchand Temple,

as it was built by the "Cotton King" Sir Hukamchand Seth in the early 20th century. It is primarily a Jain temple and is a wonder in glass. The walls, ceiling, floor, pillars, doors, everything here is entirely adorned with glass. The Kanch Mahal has always been an object of interest for almost all the Hindu rulers in India.

The dazzling Sheesh Mahal in Amer Fort of Rajasthan is an exemplary piece of art and provides a breathtaking sight. The Kanch Mahal of Indore is somewhat the same. The major difference being that it is a temple rather than a palace. Owing to its beauty, the palace attracts a number of tourists. Kanch Mandir is located quite close to the Rajwada. The temple is decorated with thousands of mirrors with patterned ceramic tiles. The charisma of the temple is further intensified with the delicately crafted Chinese lantern-type glass lamps and cut glass chandeliers. The interiors of the Kanch Mandir are just mesmerizing. The temple boasts of more than 50 murals depicting Jain stories. The colorful glass beads and raised sculpted figures give a special 3D effect to the temple. The idol of Lord Mahavira, the founder of Jainism is made from shimmering black onyx. The temple is a place of interest for both the Jain pilgrims as well as the tourists.

Bijasen Tekri

Bijasen Tekri is a small temple of Bijasen Mata. It was built in 1920, on top of a hill. This temple is at a distance of about



9 km from the railway station, while from the airport it is just two minutes drive. The hill gives an alluring view of the sunset. At night, the breathtaking view of the city from here is a treat to the eyes. There was once a guest house of the Holkars situated nearby. It is now converted into a Border Security Force Arms Museum. The surrounding area is being converted into gardens with a small lake. The main attraction of the place is the mela which is held here every year during Navaratri.

Gomatgiri



Gomatgiri is a small hillock near Indore. It is situated amidst picturesque surroundings. Just 10 minutes drive from the Indore airport, Gomatgiri is a pious place for the Jain religion devotees. There is a 21 feet statue of Gomateshwar built here. It is a replica of the Bahubali statue of Shravanbegola. There are also 24 marble temples with shikhars. Each one of these temples is dedicated to the one of the 24 Tirthankaras of Jain religion. This hillock was donated to the Jain Samaj by the government in 1981. For the convenience of the visitors, there is a guest house, and a dharamshala.

Khajrana



Khajrana is famous for its Ganesha Temple, in which the local people of Indore have great faith. It is said that the temple was built by Ahilya Bai. According to the religious belief of the people, all the wishes of the person who prays here, gets fulfilled. There is also a dargah nearby, which is dedicated to Nahar Sayed. It is believed that he was buried here. For Muslims, it is a place with great religious importance.

Bada Ganpati



Bada Ganpati presents a spectacular sight for the tourist as well as the pilgrims, who come here. It is an idol of Lord Ganesha which measures 25 feet from crown to foot. It is the largest Ganesha idol in the whole world and one of the main attractions of Indore. It is said that the Idol was built here as a result of a dream of an Avantika (Ujjain) resident, named Shri Dadhich. It was built in 1875. The most fascinating fact about Bada Ganpati is the configuration of its ingredients. The idol is made up of bricks, lime stone, masala made of Gud, methi dana, soil collected from seven moksha puris, namely Ayodhya, Mathura, Maya, Kashi, Kanchi, Avantika, and Dwaraka, mud from stables of horse, elephant and cow, the powder of Pancharatna, heera, panna, moti, manek and pukhraj (diamond, emerald, pearl, ruby and

topaz respectively) and the holy water from all major places of pilgrimage. The metallic frame is of gold, silver, copper, brass and iron. It serves as a place for both wonder and worship.

Annapurna Mandir

Inspired by the Meenakshi temple of Madurai, four life size elephants hold an ornately decorative gate in plaster. Inside the complex, apart from the main temple of Annapurna Devi are also temples of Shiva, Kal Bhairav, and Hanuman. The



outer wall of the main temple is decorated with colourful reliefs from mythological stories. Annapurna Mandir is very beautiful and one of the oldest temples in Indore. Dedicated to the goddess Annapurna, this temple is one among the famous pilgrimage centres in Indore. Not only devotees, but also tourists come to see this majestic shrine. The Pravachan Hall of the temple is also very famous. This temple is situated near Dashahara Maidan, Annapurna Road, Indore.

Today, Indore has become a perfect example of cities that demonstrate a blend of old and new in a balanced manner. This is something that attracts thousands of people every year. Being at close proximity to cities like Mumbai and Gujarat, the city boasts a promptly growing economy and huge economic potential. Well known for its rich cultural heritage and historical monuments, it creates a center of attention for many tourists. The Indore city exerts a significant impact upon tourism, commerce, finance, media, art, fashion, research, technology, education, and entertainment. It boosts as a powerful city in the state of Madhya Pradesh. ■

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Restaurant Start-up: A Practical Guide for Entrepreneurs

“My purpose is to help entrepreneurs succeed in start-up, growth, or re-engineering, through collaborative planning and hands-on execution.”



Ravi Wazir
Hospitality Business
Consultant & Author

Inspired by watching his grandfather cheerfully trying to delight every guest at their family hotel, Ravi began his journey in the hospitality sector. He has served the industry as a business head, an entrepreneur and a consultant since 1988 when he graduated from IHM, Mumbai and later attended The Small & Medium Enterprise Program at IIM Ahmedabad.

He has worked with a diverse range of businesses at various points in their life-cycle including Swati Snacks (The Zaveris), Harry's India Pvt. Ltd. (Everstone Capital), The Olive Bar & Kitchen (A.D.Singh), Cafe Ritazza (The Compass Group, UK), Desi Deli (Radhakrishna Hospitality Services), The Tasty Tangles (The Noodle House, Jumeirah Group, Dubai), The Sports Bar (Galaxy Entertainment) and the erstwhile Taj Birdys (Sanjay Narang).

In 1996 Ravi founded Sun Catering Services, delivering freshly packed executive meals to companies like Jet Airways — Engineering Services.

In 2003 he began a consulting service to help hospitality companies in the planning & execution of their start-up and growth strategies. His assignments range from full-time business-head roles to mid-term consulting over a few weeks/months and also single-day advisory & mentoring sessions.

Ravi is always willing to share, practise and implement what he has learnt from his own experiences and those of others in the trade, through his writing and speaking at events.

His articles have been published in all the major hospitality magazines as well as news papers across the county. ■

Q&A

Q. What is it like to work with entrepreneurs who are so different from one another?

A. Every entrepreneur has pushed me with different approaches to drive their business goals. I collaborate with them to bring alive their vision — through decision making and problem solving. Once we've agreed to work together, I adapt myself to each entrepreneur's needs and style — be it time spent or intensity of my involvement. On occasion, when I find the need to recommend a change in their basic approach to a problem, I place my cards on the table honestly, knowing that the news isn't always welcome, and the decision is always theirs. I've found that a flexible and collaborative approach from both sides delivers the best results and creates the most fruitful relationship. I've experienced a few relationships that aren't based on openness... inevitably a lack of openness to dissent leads to very transactional relationships.

Q. What kind of assignment do you most enjoy?

A. I most enjoy helping people develop to their full potential. My revenue earning time is spent driving my client's initiatives, developing business models, influencing work cultures, and doing whatever is necessary to move the business from where it's at to where it needs to be. When not on a full time assignment, I enjoy spending time on research, writing and speaking. Doing this gives me valuable insights into people's behaviour, and this understanding is the best premise on which to base business decisions.

Q. How is your work as a Consultant different or similar to that of a Business Head?

A. Entrepreneurs hire consultants to work on initiatives which require the time and/or skills that are not available in their existing team. Working as a consultant allows my client the flexibility of not carrying my costs "permanently". In a cost sensitive market, entrepreneurs value this. Internationally, consultants often work as interim business heads for periods ranging from 3 months to 3 years. While service tax forms a part of my cost-to-company as opposed to employee provident fund, I've often worked as a de-facto business head. In some instances I've even held an employee visiting card while on a consulting contract to help establish my level of responsibility.

Q. So which is more exciting to you, a consulting role or a business head one?

A. Both have been dynamic and challenging — so I find both exciting. As long as I see a worthwhile task ahead of me, led by an ambitious leader with both feet firmly planted on the ground, I find working towards his/her goals meaningful. The format in which I execute the work is secondary. It is always rewarding to work with someone mature enough to understand and agree upon the vision we are trying to co-create.

Q. So what's next for you?

A. Three areas I would like to concentrate on in the years ahead are:

- Help professionalize family-run businesses with growth potential.
- Introduce and localize more international brands to India.
- Take more authentic Indian brands to the global market.

Any which way, there's never a dull moment!



CHEF TALK

Executive Chinese Chef HAUNG TE SING

“There’s something about chef Haung’s cooking that has the most discerning gourmet hooked. It is much more than food... It is a celebration of flavors and an experience in fine dining unrivalled at the Oriental Blossom, one of the finest Chinese restaurants in Mumbai.”

Chef Haung has been the Executive Chinese Chef at the Oriental Blossom, Hotel Marine Plaza.

Chef Haung is one of Mumbai’s most celebrated Corporate Executive Chinese Chef and his knowledge and skill of the vastness of Chinese food is well known and he has been the very heart for the success of Oriental Blossom as a landmark Chinese restaurant. He has actively contributed to a number of successful Chinese festivals at Amritsar, Ludhiana, Pune, Jaipur and Bangalore. He has also jointly hosted an International Singapore Food Festival, Schezwan Food Festival, Far East food festival and Dim Sum promotion at The Oriental Blossom. He has also visited the Pink City at Park Plaza Jaipur from 18th to 28th June 2004 to allow the vast repertoire of Jaipur’s famous people to experience firsthand, fabulous, sumptuous and divine Cantonese food prepared by the master Chef himself.

Special recipes by Executive Chinese Chef HAUNG TE SING

Chicken In Black Bean Paste With Peppers

INGREDIENTS:

1. Boneless diced chicken – 500gms
2. Red capsicum, diced – 1 no
3. Green Capsicum, diced – 1no
4. Onion , diced – 1 no
5. Ginger/Garlic, chopped – 10gm
6. Oil(Peanut) – 100ml
7. Salt to taste
8. Light Soya sauce – 5ml
9. Chili oil – 3ml
10. Black Beans – 5gm
11. Sugar to taste

METHOD:

1. Heat the wok and add about 2 tablespoon of peanut oil. Stir-fry the diced chicken for about one minute.
2. Then add all the vegetable and stir-fry for another 2 minutes.
3. Add chopped ginger, garlic and black beans into the wok.
4. Add salt, sugar, soya sauce and cook for another 2-3 minutes till the chicken is well done.
5. Finally add the chili oil, stir for a minute.
6. Remove & serve.



Chef Haung's humble beginnings began in the year of 1982 where he worked his way up the kitchen ladder in the now legendary "Nankings". In 1994 he moved on as Head Chef of the famous Lings Pavilion till 1996, which is when he joined Hotel Marine Plaza as the Chinese Chef in the month of July 1996 and thereafter being promoted as Corporate Executive Chinese Chef.

He is also responsible for setting up and training of production team in hotel savanna-Bangalore, Radha park inn-Chennai and hotel Promenade-Pondicherry and also concluded in the training of production team in the art of Chinese cuisine in ISB (Indian school of business) in Hyderabad. Training of Oriental blossom staff conducted in Optus Sarovar premiere and also during the pre opening and opening team of Aditya Sarovar Premiere in 2011.

Oriental Blossom at Hotel Marine Plaza is undoubtedly one of Mumbai's finest specialty Chinese restaurants. It encompasses the Chinese cuisines of the two most prolific regions in China, namely Szechwan and Cantonese. The focus being on a variety of flavors

using original recipes. Oriental Blossom's earthy colors, bright interiors, wide glass windows, and warm ambience create an atmosphere of elegance suitable for the discerning connoisseur while its 2 private rooms are ideal venues to hold confidential business lunches or dinners.

Master Chef HAUNG TE SING was introduced to Chinese cuisine at a very young age by his father, a Chinese master chef. He was indoctrinated into the art of creating and presenting Chinese cuisine in its most authentic form yet catering to the contemporary taste buds of modern day patrons. His grasp of the Szechwan and Cantonese cooking styles is evident in all that Oriental Blossom offers.

There's something about Chef Haung's cooking that has the most discerning gourmet hooked. Divine dimsums...Signature fish...Sea food...Duck...Spare ribs...mmm and chimney soup to die for! Trust us, this is not Chinese whispers! According to Chef Haung "Cooking is done from the heart and when you follow your heart then you make the best dish". ■

Prawns With Exotic Vegetables In Oyster Sauce



METHOD:

1. Clean and cut all the vegetables into bite-size pieces and set aside.
2. Heat 3 teaspoon of oil in a wok on a high flame. Add prawns and stir-fry for 3 minutes till the prawns are half done.
3. Add onions and remaining vegetables and stir-fry for 3-4 minutes.
4. Add salt, soya sauce, sugar and oyster sauce.
5. Add chicken stock and let the mixture boil for 2 minutes.
6. In a same bowl mix corn flour with water, add the corn flour mixture into the prawns and let the sauce thicken
7. Remove from fire and serve.

INGREDIENTS:

1. Peeled medium- sized prawns – 400gms
2. Snow peas – 50gms
3. Broccoli – 50gms
4. Baby corn – 50gms
5. Fresh Mushroom – 50gms
6. Onion, diced – 1 no
7. Peanut oil – 50ml
8. Chicken stock or water – 1 cup
9. Soya sauce – 10ml
10. Oyster sauce – 50ml
11. Corn flour – 50gms
12. Salt to taste
13. Sugar to taste



KALERM is a Chinese company with a wide range of global cooperation. They are dedicated in designing and manufacture high quality coffee machines. Locate in Singapore Industrial Park, Suzhou, China, where it is an innovative eco-internationalized, modernized and information-based high-tech industrial park, one of the hottest and high quality manufacturing spots on the earth. They share their patented technology with customers and can design diverse types of coffee machines in compliance with the customer concepts or specific requirements with Italian technical team.

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