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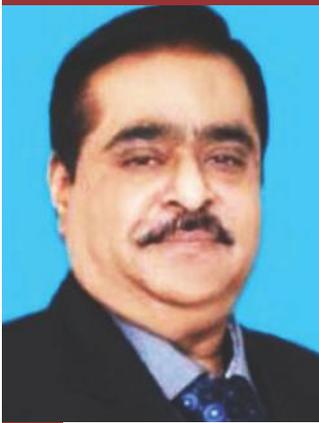
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Mr. Suresh Mirchandani

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President's Note

Dear Members,

As you are aware, an unprecedented catastrophe fell upon our Industry when Hotels & Restaurants became unexpected casualty of the Supreme Court imposed ban on sale of liquor on Highways across India. Our members who have invested & availed Govt initiative/policies by setting up or proposing to set up Hotels & Restaurants on Highways, have unfortunately become victims of the socio-public welfare judicial adventure.

Your Association had made all efforts including representing to the State Government heads, personal meetings through our city chapters with the Chief Ministers & other Ministers and various other State Governments Senior officials in the Western region, as also engaging best Lawyers in our Country to represent our case in respect of the Supreme Court Liquor Ban on all Hotels and Restaurants within 500 mts. of the Highway to salvage the catastrophic situation arising out of the Supreme Court clarification. However, to our dismay and shock the Hon'ble Supreme Court has clarified that Hotels and Restaurants would also be included in the Ban of sale of liquor within 500 mts. of State and National highways.

I am sure that you are aware, apart from the various other States in the country and various other Cities in Maharashtra few have got some relief. Mumbai too has got relief and the Western Express Highway and Eastern Express Highway have been denotified. While we continue our efforts of obtaining relief for our members in other cities and on Highways, I would like to assure our affected members of every possible effort on behalf of our Association, be it legal or political, in seeking a solution to the instant problem of closure of bars.

Your Association has successfully completed 4th FSSAI Master Trainer Certification Programme at Nagpur and is happy to inform you, that our 5th & 6th Conclaves for FSSAI Master Trainer Certification Programme in the Western Region will be conducted in Indore and Bhopal in the current month. You will be pleased to know that this "Master training programme" is endorsed & partnered by the FSSAI and aims at creating / training the requisite "Food Safety Supervisors" needed to implement FSSAI Act and provide safe food to the public.

We are also pleased to inform you, that the Seminar Sub-committee, is organizing a one day Workshop on "GST Law - 2017" in the month of May, 2017. The details of the same will be sent to you shortly. The Association requests all the Establishment members to attend this Seminar in large numbers in order to reap the benefits on the said subject. ■

With Best Regards,

Dilip Datwani
President HRAWI

Contents



20

COVER STORY

Online Food Services On Rise In Hospitality Industry



6

GLIMPSES

'FSSAI CERTIFICATION FOR MASTER TRAINER- Held on 24th March 2017 at Centre Point-Nagpur'



26

FEATURE

**Sangeet Resort
The Best Budget Hotel In Sindhudurg**



28

DESTINATION WATCH

Sindhudurg : The Land Of Scenic Beaches Historic Forts And Alphonso Mangoes



34

PRODUCT SHOWCASE

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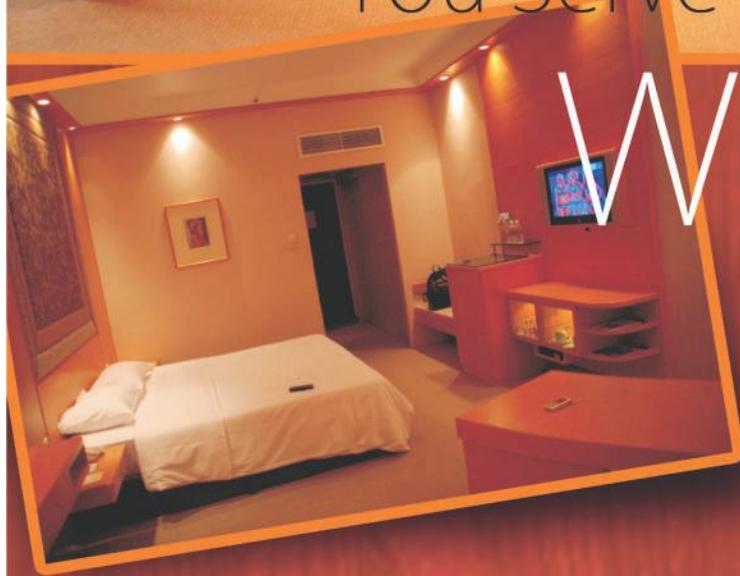
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'FSSAI CERTIFICATION FOR MASTER TRAINER- Held on 24th March 2017 at Centre Point-Nagpur'





HRAWI Extends a Warm Welcome to its New Members

Efcee Sarovar Portico Bhavnagar

Iscon Mega City, Opp Victoria Park, Bhavnagar,
Gujarat-364002



Conveniently located in one of the prime areas of the city, Efcee Sarovar Portico Bhavnagar is a perfect combination of design and service excellence. The hotel offers a calm and peaceful oasis for both business and leisure travellers. With state of the art banqueting facilities and huge open air lawn, it is an ideal venue for corporate and social events, workshops, product launches, exhibitions and weddings. The hotel's elegant 99 well-appointed rooms and suites with presidential suite on 9th floor viewing Victoria park offers a luxurious regal stay with contemporary amenities and personalized service. The hotel's 2 iconic restaurants with their exhilarating mouthwatering cuisines & exotic beverages prepared by highly experienced chefs will absolutely suit ones taste bud while enjoying the stunning view of Victoria Park. Bake and Brew lounge at the hotel serves the best bakery products & savories in the city. The hotels Indian restaurant Spice Story showcases inventive Indian cuisine by complementing the flavours and traditions of India with global ingredients and techniques. A fully-equipped health club, swimming pool and a Spa specializing in rejuvenation treatments pamper personal fulfillment.

Beetle Smartotels

Survey No. 141, Near Adani Hospital, Village Mundra,
Taluka Mundra, District Kutch, Gujarat -370421

It is the rage that's popping eyeballs the world over. Smart, stylish, modular pop-up hotels created by fashioning commercial containers into incredible spaces, especially at locations where construction is a challenge. And yet, what you get are compact, comfortable rooms fully loaded with the latest amenities. Great public areas for dining and getting together. Well-designed indoor and outdoor leisure spaces. You'll love the stunning decor, warm hospitality, attentive



service, and flavours from across the globe. At the 100 seater restaurant at Beetle Smartotels, discover an amazing choice of Indian and international cuisines. Start the day in the crisp outdoor air as you enjoy a farm fresh breakfast, steaming hot idlis or a cool fruit punch. At mealtimes, feast on delicacies from the Indian grill, the Gujarati raso, the Chinese wok, the Thai pot, the Italian cucina or the Continental kitchen. Be tempted through the day with delicious snacks from around the world, and 24x7 room service. Beetle Smartotels have everything that is needed to make the guests feel comfortable.

Lemon Tree Hotel, Vadodara

Opposite Parsi Agyari, Sayajigunj, Vadodara,
Gujarat- 390020



Lemon Tree Hotel, Vadodara is conveniently located in Sayajigunj, the heart of the Cultural Capital of Gujarat. It is in close proximity to key attractions such as the Maharaja Sayajirao University, the Lakshmi Vilas Palace and Sayaji Baug. The hotel is just a kilometer away from the railway station and approximately 5 kilometers away from the domestic airport.

Lemon Tree Hotel, Vadodara welcomes you with cheery greetings, a friendly smile and a whiff of the signature lemon fragrance. The midscale business and leisure hotel promises to uplift your spirits at the end of a long day. Lemon Tree's 'close to home' comfort helps you unwind with its smart in-room amenities, a vibrant café and fitness center. All this at an unbeatable price!

With 48 bright rooms across 3 categories, the hotel offers a wide array of accommodation options. Citrus Café, the hotel's all-day-dining restaurant was the proud recipient of the Best Multi-Cuisine Restaurant award at the Gujarat Tourism Awards, 2016. The hotel also has three venues for conferencing and social functions, accommodating anywhere between 10 and 200 guests, and an outdoor rooftop dining venue to add that extra zing to special events.

Shapath Parikh, Director of Parikh Inn Pvt. Ltd. (the owning company of Lemon Tree Hotel, Vadodara) said, "We are excited to be associated with HRAWI and invite all members to come and experience our services".

Grandmama's Cafe

Ground Floor, Trade View, Oasis Complex, Lower Parel, Mumbai, Maharashtra- 400013



Grandmama's Cafe is a cafe and bar located in Lower Parel, Mumbai and is a place where one can get a variety of food & drinks with a pretty contemporary ambiance. This Cafe is a cozy, casual all day dining restaurant, very bright and white with coloured upholstery on sofas and chairs. It gives you the feel of being in Europe, while in India. The place is apt for youngsters as well family. It has a serene feel to it with amazing music. The service is fast and the staff is charming. The place overall has a homestyle feeling with amazing food. The quality & quantity of the food served here is very excellent as it is value for money pricing!! The restaurant serves a wide array of drinks and food from their menu including a variety of Italian and other Continental dishes with some Indian homemade classics too. Grandmama's Cafe provides completely one of a kind heart-filling

experience for food lovers. This place is open all day so perfect for breakfast lunch or dinner! The popularity of the brand speaks for itself as they have opened three outlets in Dadar, Lower Parel (Kamala Mills), and Juhu the fourth opening on the 13th of April at Kemps Corner.

Grandmama's Cafe is owned and operated by the Pritam Group of Hotels who are in the hospitality business since 1942.

Wok Express

Shop No. 16, Plot No. 98-A/116, Grenville CHS Limited, Lokhandwala Complex, Opp. Samarth Vaibhav, Andheri West, Mumbai, Maharashtra- 400053



Wok Express is Mumbai's leading quick service restaurant in the Asian food category. The famous "Make your own wok" works on four easy steps. You can customise by first choosing your own base (Steamed Rice, Wheat/Ramen/Soba Noodles, or Skip the base), choose your favourite vegetables or meats then choose any one out of their 12 sauces which range from traditional teriyaki and Kung Pao to more adventurous ones such as Massaman Coconut curry or Bangkok and finally top it up with your favourite condiments like crushed peanuts, burnt garlic etc. Each preference is uniquely designed so that you will always have something new to try at Wok Express.

Apart from their famous woks they also have a full Chinese menu which consist of Appetizers, Main Course with accompaniments such as Dumplings, Sushi, Baos and Bubble Teas. Food enthusiasts can watch their woks being stir-fried in front of their eyes with animation and flair, or opt for a speedy home delivery with the help of their trained ninjas. Wox Express is one of the best places for Chinese food with a nice concept and exceptional service.

At Wok Express, you can dine - in at the spacious

restaurants or order delivery online. Wok express is available at the following locations- Churchgate, Kemps corner, Pali Naka- Bandra, Andheri- Lokhandwala, Bandra Kurla Complex, ,Malad & Andheri Infiniti, Vikhroli, Phoenix Market City - Kurla, R City - Ghatkopar, Chembur & Fort. So Wok Your Way Now!

The Clearing House

13-15, Calicut Rd, Ballard Estate, Fort, Mumbai,
Maharashtra- 400001



The Clearing House, set up by Rishad Nathani, former director at deGustibus Hospitality is a 4,000 square foot space fine dining restaurant where the ambience is modern, the experience is relaxed and convivial and the service is personal. Located at the Charming Ballard Estate which guards many colonial treasures of old Bombay within its tree-canopied sleepy streets and its best kept secret is an ice factory, one of Asia's oldest. While the factory is still presently operational, a portion of its premises is now home to The Clearing House.

Divided into two distinctly different rooms: The Foyer and the Chamber. The former, is a bright and cheerful dining room open for lunch and dinner. Plenty of glorious sunshine enters through the beautiful, full-length arched windows highlighting the blue, grey and beige palette. The room features a scalloped wooden ceiling, a community table and rustic Malad stone finish around the day bar.

Nestled in the city's shipping and clearing hub, the grey exteriors play the perfect background to the starkly placed letters that spell out the name and big, arched windows bordered with wood. With the advantage of being in a factory, The Clearing House casts a spell with its easy-going vibe coupled with all that space to move around. In the evenings dining room is packed with everyone from former cricketers to captains of industry.

Teddy Boy

9th Floor, Deron Heights, Baner, Pune, Maharashtra-
411045



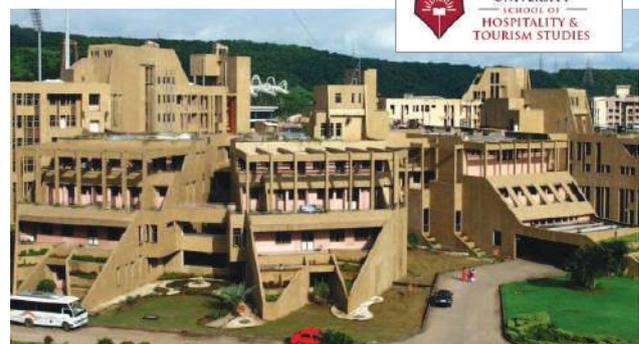
A rooftop Gastro Sky Bar with a 360 view of the hills, Teddy Boy has a warm, inviting vibe to it. The food presentation is top-notch and the bar is well stocked. Must-try are the continental dishes such as the pasta and pizzas. Teddy boy never fails to impress anyone and does not disappoint either. Another feather in the hat of Baner for adding to its repertoire of pubs in Pune.

The cuisines include North Indian, Continental, Finger Food with a lot of fusion. The bar menu is equally diverse, comprising shots, signature, classical cocktails and most entertainingly bantas. You will see saddi dilli's favorite street drink appears coolly in a jazzed-up avatar. Spread over two floors with an indoor outdoor experience Teddy Boy's lower floor has a modern English pub vibe. The climb up to the terrace reveals a fantastic view of the hills and the ever expanding city. The 13,000 square foot, spacious place plays with shades of black and wood. It offers a warm, elegant, retro look with

some pop elements like wall art. The wooden feel is very prevalent with wooden decks, comfortable sofas and a wooden bar. From the interiors to the food and drinks menu, Teddy Boy revolves a lot around mixing and matching cultures.

D. Y. Patil University

Vidyanagar Sector-7, Nerul, Navi Mumbai,
Maharashtra-400706



School of Hospitality and Tourism Studies was incorporated under the D. Y. Patil University, Navi-Mumbai in the year 2005.

Spanning over duration of 3 years the courses provide a hands-on experience imparting training in both practical and theoretical aspects of Hotel, Catering and Institutional Management. A competent faculty and guest lecturers from leaders in this industry give the course its cutting edge. Situated in the 68 acre and spacious campus of D. Y. Patil University at Nerul, Navi Mumbai, it is an idyllic setting for a Hospitality and Tourism Studies School. The School is well connected by road and rail with Mumbai, Thane and Pune. Housed in a five storied building with a built in area of more than 50,000 sq. ft it contains state-of-the-art facilities in all areas of training that would enable the students to enter the Hospitality Industry with the confidence of seasoned manager. The School has four well equipped Kitchens, a Bakery, Confectionary, Training Restaurant, Dining Room, Front Office, Housekeeping, Library, Cafeteria and Training Hotel.

Identification and development of critical managerial qualities is the primary focus of faculty members. Innovative teaching methods are adopted in order to clarify concepts and hypotheses. Conventional class room lectures form the bedrock on which case studies, assignments, group projects, seminars, debates, elocution, role playing, and psycho-analysis help in further development of the student. Field work and guest lectures are applied to give critical practical orientation. It is the perspective of the President of the D Y Patil University, Dr. Vijay D Patil that the idea behind the whole academic exercise is not to make students exam oriented but business inclined. The ability to ask questions and challenge the established norms can only come through such an Endeavour. School of Hospitality & Tourism Studies is dedicated to impart quality higher education & training in the field of hospitality management, to prepare globally competitive managers & professionals for international hospitality industry.

ARTS Alive Foundation

D1/002 HP Nagar West, Mahul Road, Chembur, Mumbai , Maharashtra- 400 074.

ARTS Alive Foundation, a Public Charitable Trust, was incorporated in Mumbai, with the Mumbai Charity Commissioner under registration no. E29758, dated 24th July 2013.

The primary objectives of ARTS Alive Foundation are:

- Meeting Educational & Training needs of students from disadvantaged homes and people living at the Bottom of the Pyramid [BOP]
- Meeting Medical & Wellness needs of the poor and the down trodden
- Meeting Food and nourishment needs for families of lesser means



- Livelihood intervention for the young and financial empowerment of women
- Investments in New Age Social Impact Ventures or businesses that will create jobs and will be good for society as a whole, i.e. Setting up of Biogas Plants, which saves the environment; recycling of domestic waste, ensure permanent savings in land fill spaces; jobs for the under privileged etc.

One of the important projects being executed by ARTS Alive Foundation is the MyPET Multifaceted PET Bottle Recycling CSR Project. The MyPET Project is being executed as part of the Smart Cities Project for Pune Municipal Corporation under the aegis of the Ministry of Urban Development, Government of India.

Sinhgad Institute of Hotel Management & Catering Technology

Gate No 309, 310 & 314, Kusgaon (Bk.), Off Mumbai-Pune Expressway, Taluka Maval, Lonavala, Maharashtra- 410401

Sinhgad Institute of Hotel Management & Catering Technology was established in year 2004 at picturesque campus of Lonavala. It is the only institutes in Pune Rural area with futuristic educational campus hosting more than seven thousand students. The campus has exotic landscape and provides conducive environment for global education. It offers BHMCT and B.Sc HS course affiliated to Savitribai Phule Pune University and is approved by AICTE. The institute building has unique architecture with due consideration for Divyangs and hosts all required facilities such as modern class rooms, well equipped kitchens, bakery, and restaurants, elegantly designed lobby and aesthetically maintained guest rooms, the housekeeping lab and laundry, sophisticated meeting rooms and seminar hall, swell connected computer center and resourceful library. The campus offers bouquet of amenities which includes cozy hostel accommodation, mess and canteen facility, branded coffee shops and ice-cream parlors, bustling cultural center, attentive campus clinic, beauty parlor and hair salon, ATM facility, provision stores and communication center, guest house, laundry services and reprography facilities, round the



clock security with CCTV cameras, water treatment plant, indoor sports facility, outdoor sports complex for range of sports and also has an outdoor swimming pool. The institute has holistic approach for developing a thorough professional and has produced excellent quality human resource for hospitality and tourism industry establishing itself as recognized brand amongst hospitality majors globally. Sinhgad Institutes are committed to make its multicultural dimension not only performance oriented but also set it up as an exclusive benchmark in Human relations. The Sinhgad Conglomerate has a pronounced mechanism and ability to manage multiculturalism and diversity. The large and diverse population of students drawn from all over the world are extremely comfortable at the various Institutes of Sinhgad and are well looked after in all aspects. Their major festivals are commonly celebrated and special events are coordinated for talent expression. This diversity has brought in a host of benefits that are mutually shared.

Prama Hikvision (India) Pvt. Ltd

**Office No. 1-4 , 2nd Floor , Siddhivinayak Arcade , Akurli
Cross Road No. 1, Near Kandivali Station Kandivali
(East), Mumbai, Maharashtra – 400 101**



Prama Hikvision (India) Pvt. Ltd is a joint venture in India between Prama Hikvision(India) and Hangzhou Hikvision Digital Technology Ltd, the world's No.1 security surveillance product manufacturer. We are also the pioneers

in introducing the latest technology in surveillance industry and leading electronic security solutions company in India. Prama Hikvision has been promoted by highly qualified technocrats with rich experience in surveillance and security industry. With commitment to supply high quality and reliable products with excellent unmatched technical support, Prama Hikvision (India) Pvt Ltd. serves to a large loyal network of dealers and system integrators across India.



We believe that quality products and services will lead to very high levels of customer satisfaction, retention and acquisition.

Hikvision Digital Technology Co. Ltd is the world's leading supplier of video surveillance products and solutions. Established in 2001, Hikvision has grown from a small company of only 28 employees into a truly global security powerhouse with more than 17,000 employees, including 7,000 engineers. With the largest R&D team in the industry and the capability for continuous innovation, Hikvision offers products including hybrid DVRs, NVRs, standalone DVRs, digital video servers, compression cards, high-definition IP cameras, and speed domes. These products are used in more than 150 countries to secure various vital assets and infrastructure around the world and provide security cover to people and properties. ■

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HRAWI To Assist Hoteliers Become FBO Compliant In Collaboration With FSSAI



Food businesses across India, from roadside eateries to restaurants, will soon have to comply with a wide set of food safety rules, norms and procedures, and obtain food business operator (fbo) licenses. As per the draft, non compliance is to be met with rigorous punishment.

The Hotel and Restaurant Association of Western India (HRAWI) has collaborated with the Food Safety and Standards Authority of India (FSSAI) to educate and equip hotels and restaurants with food safety and security standards. As part of the initiative, the association has organized a certification programme that will have Subject Matter Experts (SMEs) from FSSAI to counsel and guide representatives from hotels and restaurants through a series of conclaves held at various locations across the western region.

The objective behind the HRAWI-FSSAI Certification Programme for Master Trainer is to familiarize the hoteliers and restaurateurs with the finer nuances of food safety and hygiene and to effectively cascade the communication to the grass root levels in the establishment in order to uniformly implement the processes. The association aims to proactively ready its members for becoming FSSAI compliant even before it becomes a mandate so as to be thorough and fully equipped to serve their guests with the best.

“The Food Safety and Standards Act means to serve the interest of the consumers with reference to food safety, and standards of cleanliness and hygiene. HRAWI is in favour of the FSSAI Act being implemented and it has our full support. In this endeavour and to come a step closer in realizing the objective, we have collaborated with FSSAI so that our members can benefit with learning from the best in the field and also so that they can be well versed with the process and systems by the time the Act actually rolls out,” says Mr Dilip Datwani, President, HRAWI.

The HRAWI has also brought on board Dr V Pasupathy, Food Scientist and a Certified Lead Auditor on Food Safety Management Systems in the country who will mentor, train and certify eligible representatives from the participating member establishments. These Master Trainers in turn will then be in a position to train the appointed Food Safety Supervisors in their respective establishments.

“The FSSAI Act requires that every FBO in the country maintains Food Safety Supervisors (FSSs) across shifts. These supervisors will be responsible for overlooking all aspects of the rules and regulations as laid down by the FSSAI and following them. Hence the programme that we have organized has one of the best experts in the domain who will hand-hold and systematically train the representatives in becoming effective delegates for their hotels or restaurants,” added Mr. Datwani, President, HRAWI.

In its first leg, the association has successfully concluded the certification programmes at Mumbai, Pune and Nagpur and plans to conduct similar programmes in various cities across Maharashtra, Goa, Gujarat, Madhya Pradesh, Chhattisgarh and the Union Territories of Daman, Diu & Silvassa in the coming months.

“The sessions in Mumbai and Pune turned out to be very successful. It was interesting to note that many hotels and restaurants were aware of the rules and regulations but weren’t sure about how exactly to action on them. With Dr V Pasupathy to guide and help them, a lot of queries got addressed and we now have a solution to the grey areas. The sessions include role plays which have helped us to a large extent in understanding how the things may practically unfold once we are on the floor. We are certain that this exercise will benefit our members tremendously and will make them better equipped to become compliant. Also this will go a long way in instilling trust and confidence in our discerning guests who will be able to easily identify with the International Standards that they may have experienced anywhere else in the world,” concludes Mr Gurbaxish Singh Kohli, Sr. Vice President, HRAWI. ■

Hrawi Campaigns Against Liquor Ban- “End Drunk Driving, Not Hotels”

Hotel and Restaurant Association of Western India (HRAWI), the apex body of restaurateurs and hoteliers of Western India, has initiated a full-fledged social media campaign on the recent issue of liquor ban which is expected to affect over one million jobs and make many restaurateurs and hoteliers bankrupt. It has been the contention of the association that while drunk driving is a menace and should



be strictly punished, associating drunken driving with hotels is untenable and unfair.

“Through the social media we will convey a few facts that, in normal times, would have been apparent. In the current state, unfortunately, facts are obscured by surround sound. The facts to be considered are alcoholism is a disease and a social evil; drunken driving is a crime; and, hotels and restaurants serve alcohol. What is of significance is that these facts are not correlated. Any arrow of continuity that may exist is forced. The compulsive alcoholic will find ways and means for consuming alcohol and he will continue to drive after drinking. Just as locking up girls at home is not a solution for preventing rapes, banning hotels from serving liquor cannot be a solution for ending the menace of drunk driving. Drunk driving is a crime, and it should be treated as one,” says Mr. Dilip Datwani, President, HRAWI.

HRAWI will run a series of hashtags on Facebook that will try and explain some of the common misconceptions. “One million jobs, Rs. 200,000 crores loss to the exchequer, possible closure of 15,000 establishments is not a small thing. It is a huge social cost to pay. And we would not have minded being sacrificed if the ban were to yield any results. But reality is that all the job losses and other damages would be wasted. Statistics prove that there is a correlation between drunk driving and enforcement; and not between drunk driving and number of restaurants and bars. If true, there would be no drunk driving cases in Bihar or Gujarat where we have total prohibition,” adds Mr. Datwani.

“Most of the affected hotels cater to city residents and not interstate drivers. We are legal licensed establishments that contribute to the nation’s GDP and have played a pivotal role in the growth of the nation’s tourism. With a single stroke the industry has been crippled. HRAWI has always promoted responsible drinking,” says Mr. Kamlesh Barot, past President, Federation of Hotel and Restaurant Associations of India (FHRAI).

The digital media campaign of HRAWI will focus on taglines that include Penalize Drunk Driving Not People, Save Night Life, Save Tourism, and Save Hotels, Save Jobs among others. The issue will be brought before the people’s court. ■

For HRAWI’s Facebook campaign log on to:
<https://www.facebook.com/Hotel-and-Restaurant-Association-Western-India-290861691349770/>

Lords Hotels & Resorts Adds A Property At Gir- Gujarat



Lords Hotels & Resorts is one of India’s fastest growing hospitality chain in the mid-market segment with its corporate office in Mumbai and several regional offices across India. Since the company’s inception in 2008, it has grown to be a chain of twenty-six hotels and resorts spread across seven states in India and is also an established brand in Nepal. A chain of distinguished and independently owned Hotels, Inns and Resorts, Lords is promoted as true value properties offering luxurious accommodations and full services at friendly prices.

Lords Hotels & Resorts, the fastest growing mid-market luxury hotel chain has signed up yet another hotel property, its twenty seventh, at Sasan Gir in Gujarat. Presently run as Vishal The Greenwoods, the hotel will come under the Lords Hotels & Resorts banner and will begin operations under the new management.

One of the closest hotels to The Gir National Park, Vishal Lords Inn – Gir Forest offers an unparalleled location advantage to tourists visiting the park. Located at a close proximity to the Madhuvanti Dam, the premium property offers seventy-two keys to stunningly spacious villas, luxurious suites, and plush rooms. Some of the other amenities include a mini theatre, swimming pool, game zone, a well-furnished restaurant and above all a great view of the Gir Forest. For the discerning guest, the hotel houses an Ayurveda spa and even a shopping arcade.

The launch of this hotel follows the opening of a hotel property in Bharuch which the hotel chain had signed up last year. The addition of this property makes Lords Hotels & Resorts the largest and the most dominant hospitality chain in the state of Gujarat.

“Over the years we have steadily broadened our product portfolio in terms of the segments in which the properties

operate and also through the destinations at which they are present. Today we cover a gamut of hospitality products and services and the addition of this hotel takes our tally of properties to sixteen, in Gujarat alone. We are perhaps the only hotel chain in India that operates hotels at an average interval of 100 km and provide stay options that cover a gamut of traveller segments. Through our products and services we have always endeavoured to offer true value and feel motivated to continue working on the same ideology for each new property that gets linked to Lords Hotels & Resorts,” says Mr P R Bansal, Managing Director, Lords Hotels & Resorts.

With all of its four brands including the Lords Plaza, Lords Inn, Lords Resort and Lords Eco Inn that cater to the leisure, corporate, adventure and the pilgrimage tourists, Lords Hotels & Resorts offers a hotel spread that is unmatched in the region.

“Being the only region in Asia that is home to lions, Sasan Gir enjoys a round the year tourist inflow including foreign tourists. The region is a dry deciduous forest however the hotel has been developed in absolute contrast to its surroundings. With plantations of several trees and exotic plants, the infrastructure will provide the guest with a green and clean environment while in the hotel premises. The hotel also co-ordinates lion safari options for the guests. While the services and amenities will be at par with any other hotel in the neighbourhood, the tariffs will be much more economical,” says Mr Rishi Puri, Vice President, Lords Hotels & Resorts.

“We are aiming adding another twenty-four hotel properties by the year 2020 and believe that we are on the right track to accomplish this target. Our upcoming projects will also tail some of the Government’s plans to promote tourism. We will be looking at setting up hotels in the designated smart cities that the Government has announced and renewing our marketing strategies to remain in sync with the changing traveller habits. We wish to make Lords Hotels & Resorts the most recognized and trusted hospitality chain in the world and we are half way there,” concludes Mr Bansal.

IHPL launches Mango Hotels – Tansha Regal, in Savli GIDC, Vadodara in Gujarat

Founded in 2008, IntelliStay Hotels Pvt. Ltd. (IHPL) has disrupted the hospitality and travel space in India. Using innovation to simplify



investments, operations, service design and distribution, IntelliStay Hotels has gone from one brand and one hotel in 2010 to 20 operating hotels under 4 brands and a pipeline of another 20 hotels to open by the end of 2017.

IntelliStay Hotels Pvt. Ltd. has launched its brand Mango Hotels in association with Tansha Hospitality Pvt. Ltd. called Mango Hotels – Tansha Regal, in Savli GIDC, Vadodara in Gujarat. Although the hotel was scheduled for a 2015-16 launch, the project has undergone substantial modifications to be better suited to the long-stay market in Vadodara. The 50-key property is located on Sama-Savli Road near the entry gate of the Savli GIDC. Mango Hotels – Tansha Regal features an all-day dining restaurant; Mango. Banquet, a Wi-Fi enabled banqueting hall suited for gatherings, meetings and corporate events for 100-200 people; and a spacious lawn for open air events, accommodating up to 1000 people.

Mr. Prashanth Aroor, CEO, IHPL, said “The Savli GIDC at Manjusar is one of the finest GIDC in Gujarat with an A list of engineering and chemical companies with sophisticated manufacturing facilities. Yet, the GIDC lacks a branded hotel in the mid-scale segment to cater to these units, several of which have foreign collaborations and partnerships. A lot of visitors to the GIDC tend to have requirements for long stay and it is inconvenient for them to have to shuttle back and forth to Vadodara city centre each day. We are positive that Mango Hotels will fill this vacuum in Manjusar.”

Mr. Aroor added, “With Tansha Hospitality, we have a partner who are a brand in themselves at Vadodara and understand the markets very well, which has made our work that much easier. We look forward to a long and deep association with them in the South of Gujarat across numerous commercial hubs available for servicing with fine boutique and economy hotels.”

Mr. Ashok Tanna of Tansha Hospitality shared that F&B would be a critical service to this micro market. He stated, “The Sama – Savli road besides the GIDC is a prosperous and well-populated corridor with very limited dining and event options. We see a big opportunity from events, and out-door catering and corporate delivery from this location. To this end, we found in Mango Hotels a partner who would approach our specific market uniquely rather than try and fit our hotel to some typical global template.”

“Having run two hotels ourselves, we felt it was the right time to engage with a synergistic brand with the launch of our third hotel and we hope to launch many more together going forward,” he added.

Mango Hotels brand of IntelliStay Hotels Pvt. Ltd is one of the best Express Budget & Business Hotels chain in India. ■

Chef Prabhakaran Appointed As Executive Chef At Alila Diwa Goa

Alila Diwa Goa



Alila Diwa is a 5 star resort in South Goa, located near the Gonsua Beach, 500 m from Martin's Corner, 2.8 km from Utorda Beach, 16.8 km from Dabolim Airport, 4 Restaurants, Swimming pool, Health club, Spa, Business centre, Movie theatre. The resort has 118 spacious rooms and suites that are provided with flat-screen cable TV and complimentary Wi-Fi. All the rooms have attached balconies and en suite baths with bathtubs and necessary amenities. The resort offers an array of services, including car rental, free parking, Wi-Fi, concierge and ticketing, making the stay hassle-free for both business and leisure travellers. They also have facilities like a business centre, swimming pool, library, health club, kids pool, spa and a movie theatre. Their in-house Pan Indian restaurant named Spice Studio has been awarded the best Indian restaurant in South Goa by Times Good Food Awards, in 2013. The other two dining options are VIVO (multi-cuisine) and Bistro (Modern European). For exotic drinks and light snacks, guests can visit Edge Bar, which was declared the 'best bar in South Goa' in 2013 by Times Good Food Awards. The beachside location is one of the highlights of the resort.

Alila Diwa Goa recently appointed Chef Prabhakaran as their Executive Chef. With 20 years of experience, Chef Prabhakaran moved from region to region learning to master the complexity of international cuisines, before he worked his way up as the Executive Chef at Anantara Chiangmai Resorts & Spa, Thailand. Chef Prabhakaran has worked with Taj Group of Hotels in South India, Dubai's iconic Jumeirah Emirates Towers, and then onto The Chedi Muscat in Oman. At Alila Diwa Goa, Chef

Prabhakaran will be overseeing every aspect of the dining experience. He strives to create memorable dining experiences for his guests. ■

Dinesh Soni Appointed As The Operations Manager Lion Lords Inn – Rajula



Lords Hotels & Resorts is one of India's fastest growing hospitality chains in the mid-market segment. Since the company's inception in 2007, it has grown to be a chain of twenty-six hotels and resorts spread across seven states in India. A chain of distinguished and independently owned premium Hotels, Inns and Resorts, Lords is promoted as true value properties offering luxurious accommodations and full services at friendly prices. A chain of distinguished and independently owned 3/4 star true value hotels inns and resorts, each with its own unique personality, artful furnishing and locations. Lords offers luxurious accommodations at budget prices for the discerning business traveler. A warm ambience and an array of memorable touches served by a team of dedicated professionals to make the stay more memorable.

Lords Hotels & Resorts, has recently appointed Mr. Dinesh Soni as the Operations Manager (OM) of its property at Rajula, Gujarat. Mr. Soni has previously served as Operations Manager at two of Lords Hotels & Resorts properties in Kandla and Dahej, besides serving in various capacities with different organizations over a career spanning twenty



one years. As OM of the business hotel with

58 keys including five suites, Mr. Soni will be primarily responsible for maintaining service quality. Additionally, training staff, planning and implementing future programs and systems will be part of his core functions.

Located in the developing city of Rajula in the Saurashtra region, Lion Lords Inn - Rajula is at a close proximity to Pipavav Port and a majority of its guests are business travellers. But also being just 2 km away from the Somnath Temple – a holy place of worship for Hindus, the Inn receives a fair amount of pilgrimage tourists too. The property is 45 km away from the only Asiatic Lions habitat in India, Sasan Gir and 85 km from the beach destination of Diu.

“This will be my second stint with Lords Hotels & Resorts and I am happy to become part of hospitality group that is one of the fastest growing in the country. My previous experience with the group will definitely work to my advantage as I am familiar with the work culture and this will help shorten the learning curve. Besides, I have served Lords Hotels & Resorts in Gujarat and this too will be a big plus as the demographics and culture too are familiar to me. I feel very positive about my appointment and hope to deliver the best of my capability”, says Mr. Dinesh Soni, Operations Manager, Lion Lords Inn – Rajula. ■

Vinita Khar appointed As Director of Sales and Marketing At Park Hyatt Goa Resort and Spa

PARK HYATT GOA™

RESORT AND SPA

Park Hyatt Goa Resort and Spa, is an amiable 5 star Indo Portuguese Resort taking care of every minute and personalized demand of its guests. With theatrical architecture and Portuguese Pousada style

accommodation,

this hotel delivers class and luxury throughout. It has won Conde Nast Traveller India Readers Travel Award consecutively for last three years for being the Favourite leisure hotel in India.



Exquisite restaurants,

colossal swimming pool and impeccable services, Park Hyatt has every unmatched facility one can think of. Park Hyatt Goa Resort and Spa offers 249 rooms with 11 categories, Standard Park King Rooms, Standard Park Twin Rooms, Pool View King Rooms, Pool View Twin Rooms, Sea View King Rooms, Sea View Twin Rooms, Park Deluxe King Rooms, Park Deluxe Twin Rooms, Park Suite King Rooms, Vista Suite Rooms and Imperador Suites. All the rooms offer a very soothing ambience with muted shades on the wall and Brownwood furniture. Park Hyatt Goa Resort and Spa offers facilities like Sereno Spa: a complete health and wellness destination with unique therapies and India's largest swimming pool with water slides, sandy beach, water sports (archery, beach volleyball and lawn tennis), Goan Restaurant and personal resort host. The hotel also offers special concern for babies with complimentary baby diapers, bottle sterilizers and baby toiletries. It also provides business centre which arranges on the spot business emergencies.

PARK HYATT Goa Resort and Spa has announced the appointment of Ms. Vinita Khar as the Director of Sales and Marketing of the award-winning destination resort. Ms. Khar has been associated with the hospitality industry for more than a decade and brings with her insightful learning and experience gained across international brands. This is a homecoming of sorts for Khar as she is returning to the Hyatt family after 18 months during which she was part of the pre-opening and launch team of Conrad, Pune as Director of Sales and Marketing. In her new role at Park Hyatt Goa Resort and Spa, she will be heading the Sales, Marketing and Events team. Vinita has been a part of the Hyatt family since 2007 as Director of Revenue Management at Grand Hyatt Mumbai and then at Hyatt Regency Pune as Director of Sales and Marketing. An avid lover of simple pleasures in life, Khar loves to spend time with family, specially her daughter Myrah. ■



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Online Food Services On Rise In Hospitality Industry

The Indian Food and Beverage (F&B) service Industry is one of the most vibrant industries that has seen unprecedented growth in the recent past and continues to expand rapidly. This can be attributed to the changing demographics, increase in disposable incomes, urbanisation and growth of organised retail. The Gross Value Added (GVA) by hotels and restaurants has witnessed an annual increase in both absolute and relative terms. It grew from INR1,084.2 billion in FY14 to INR1,211.7 billion in FY15, growing its contribution in country's overall GVA from 1 per cent in FY14 to 1.1 per cent in FY15. The restaurant industry is expected to contribute about 2.1 per cent to the total GDP of India by 2021. The F&B sector has evolved over the past decade, giving rise to exciting new concepts in food and beverage.

Sometimes you don't seem like cooking, or you are simply just too busy to cook dinner. There are times when

you are in the mood for something exclusive or different. This is when you could enjoy online food delivery services. Restaurants that offer the selection of food delivery to their customers are often loved by people. Customers like to have the capacity to call their favorite restaurant and find the food delivered to their home. It's possible to order everything from pizza to burgers and many other type of food and get them at your doorstep. Restaurants that offer a delivery service realize that their customers want a means to get the foods which they want, but they don't always wish to go out to get it. It makes good impression of the restaurant on many levels in front of their customers.

A delivery service is about convenience so restaurants are accomplishing everything they can to make certain that ordering food can be as easy as possible. Generally the restaurants take delivery orders on the phone. But now, technologies such as internet have

stepped in by means of which you can order food online by visiting the website of the specific restaurant.

E-commerce in India is expected to grow from US \$2.9 billion in 2013 to a mammoth US \$100 billion by 2020, making it the fastest growing e-commerce market in the world! E-commerce is also witnessing a spurt in online food & restaurant service companies, which is expected to reach \$2.7 billion by 2019.

Here's a look at the supply and demand drivers for online quick food services.

Demand Drivers

• Encouraging Demographics

With a population of over 1.2 billion, India is undeniably one of the biggest consumer markets in the world today. Moreover, 50% of this population fall under the age of 25, and the rest before the age of 35 years; making India among the youngest population in the world too. Most of the fast food demand comes from age group 18-40 years. What's more, by the year 2025 the Indian middle-class demographic is expected to touch 550 million. Young India's appetite is one of the key drivers for demand in the food and beverage industry on the whole.

• Promising Income and Consumption Levels

With an increasing number of young Indians being productively employed in lucrative industries, sectors like IT services have upped the living standards and made their wallets fatter too. The World Bank reports a staggering 50% increase in per capita income since 2006 until now. Urban India sees a visible change in the social setting,

which further fuels the advance of fast food restaurants in India.

Higher disposable income is also a key driver for other subcategories of food products too.

• Favourable Lifestyle Changes

With dual-income families, now urban India sees both parents bring home the bacon, thus changing the way people live drastically; with changes in routines, lifestyle and food habits. The demand for quick access to food and one with affordable rates is on the rise. Time crunches and an increasing need to spend quality time with 92% nuclear families reaching out for fast food or takeouts to save time and energy that would otherwise go into cooking up a meal at home every day of the week.

• Rising Number of Working Women

There has been an astounding increase in working women. Working women end up spending most of their productive hours commuting and at work, therefore there is very less time to cook full blown meals at home, all by themselves. Working women typically spend a large amount of their disposable income on buying takeouts or eating out. This is again a key demand-driver for the food and beverage industry in India.

Supply Drivers

• Expanding Variety of Cuisines

With more and more restaurants offering global cuisines, this has had a significant impact on the overall food industry. Chicken biryani, burgers, butter chicken, pizza





and Hakka noodles are customers' most preferred orders. North Indian fare tops, but Chinese, Italian, south Indian and 'healthy food' are also popular. The more Indians

living in urban areas are willing to experiment with new cuisines, the more will frequency of dining out increase.

• **Upgrading of Retail Formats**

With a slew of international food brands and restaurants making themselves available at popular malls, these seem to be the ideal space to get more customers who go to malls to shop. And inversely, more customers going to food courts and restaurants at malls, shop! It is a win-win situation for all parties, indeed.

• **Rising of Contract Cultivation**

Contract cultivation is essentially a binding agreement that guarantees farmers' purchases from giant global companies, provided they agree and supply the preferred crops to the companies. For example, McDonald's currently has over 400 farmers cultivating potatoes for them in over 2000 acres of farmland in the state of Gujarat.

• **Emerging of Logistics Providers**

It's not just true for the emerging e-commerce industry where couriers and delivery-handling companies are on the rise. There are logistic providers for the food industry

too, such as Radhakrishna Foodland who is a local partner, providing their logistics services to global giants in India such as McDonald's AND Pizza Hut.

• **Growing of Delivery - dedicated Formats**

The initial investment needed for a delivery-focused format is much lower compared to starting up a restaurant or even a fast food joint. Investments includes rent, designing interiors, furniture and so on. Due to such cost benefits, more operators are ready to devote their time, energy and investments in the formats dedicated to delivering food at the doorstep. There is a considerable decrease in the costs of labour, supplies and the biggest cost saving aspect is the need for

quality real estate. This is the most expensive of all investments in restaurants, and with a delivery format this cost is saved.

• **Extension to Delivery Services in Existing Restaurants**

Restaurants are now trying to maximize their business output by offering food delivery services. This way they all are able to rationalize existing fixed costs and also keep their business sustainable. Home Delivery is a very vital ingredient in this mix. It's no wonder restaurants big and small, all are vying to get a piece of this pie! Moreover with

this format, a higher number of customers can be serviced, compared to the sit-and-dine format where at peak hours, customers will be missed. The delivery format keeps customer loyalty going strong too.

• New Trends in the Delivery Sector

The role of mobile apps and also web-based system of ordering food cannot be undermined at this point. With more people using smart phones, increasing literacy and access to the Internet, the fortunes waiting to be reaped from the business of home delivery are just a click away! Domino's Pizza claims to deliver over 50,000 pizzas in a day and 15,000 of those orders are made online. Fasso's is another popular food chain that doles out over 60,000 orders in a day and all from their mobile app too. Now that Dominoes and other players have tied up with the online food service site FoodPanda, these numbers are expected to double in the coming years. E-Tailing, which is having a sound presence online, is very promising for all delivery-based 'quick service restaurants' (QSR) compared to the revenues generated from the typical brick-and-mortar format.

• Marketing strategies

Online food delivery platforms largely try to be present in all the channels that drive awareness. For example, newspapers, television, hoardings and billboards to the social networking sites like Facebook and Twitter, they

advertise in all. They give about 15-30 percent

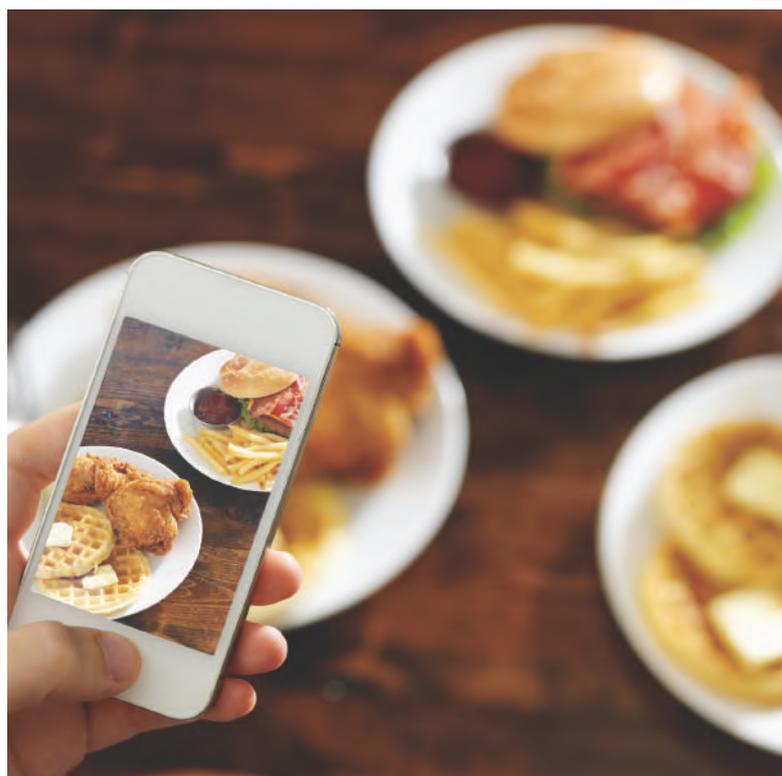
discounts on ordering through them. At the same time they have also organised several campaigns including the food gifting programmes and buy one get one free deals.

• Delivery-dedicated Websites

Speaking of FoodPanda (– Which is one of the biggest food service websites, picking up almost double the funding of that of Zomato, with \$310 million) while global food chains and QSR like McDonald's, and Pizza Hut have their own websites from where you could order food, other businesses who want in on the food delivery business opt for websites like FoodPanda and Zomato. There are many others cropping up who have similar food delivery formats, with their own coupon and discounts system to get more customers - Just Eat and TastyKhana for instance, who have just entered the market recently. These exclusive websites earn commissions on every order and the benefit to customers is that they are able to access a number of food websites offerings at just one stop, avail discounts and exclusive offers to get maximum value out of their online or mobile app orders. Zomato is one of the most popular apps and websites that not only let customers order food from multiple restaurants, but have a rating system and an exclusive phone number using which customers could make reservations at the restaurants. Their advantage is the access to call records, using which they continually streamline their processes. It's no wonder they have now picked up a funding of more than \$163 million for business development. An interesting point to be noted here is that FoodPanda plans to extend their services and tie up with restaurants that cannot do home-delivery. There will be logistics-related investments done by FoodPanda to simply expand their reach and get a larger bite of the home delivery market. Regardless of who gets the better funding, it is the 'total recall' of websites that would ultimately take the biggest share of the pie.

• Impact of Online Food Services on Restaurant Business in India

The format of home delivery or the takeaways have gained a lot more customers in locations such as malls, offices and big-party orders for residential complexes. People missing breakfast on the way to work, order-in. People who desire a better choice of corporate lunch or party, order in too. Everyone seems to be in awe of the online food order and delivery option for the convenience and immediate source of food at home. Besides, the convenience of ordering groceries from your mobile app or web browser has certainly taken away some market share from the trusted



'kirana' or the mom-n-pop stores. India is the 6th largest grocery market in the world, but the organized sector as run by some of the online businesses mentioned above makes up only for 5-8% market share of the grocery business. The vast majority is still owned by these local markets and the mom-n-pop stores. This has some obvious impacts on the brick-and-mortar formats of in-dining restaurants as more people prefer to have restaurant-style cuisines right in the privacy of their homes or workplaces, but the impact is not so much as it may appear to be. The fast food business in India is only about 2 decades old, and remains largely unorganized. Given the rate at which the organized sector is rapidly growing, it is only a matter of time and a much larger chunk of global investments before a really big impact is made on ongoing restaurant businesses that may not have a delivery-focused format of their own.

• Food Tech Companies Prefer Chefs to Head Operations

It's not just housewives who are getting a go at entrepreneurship. To offer their flavours from home to customers who yearn homemade food, culinary talent from the hospitality industry are now most wanted at food tech companies that operate on a pure home-delivery model - for their experience, skills and expertise in the food industry.

The companies want them to not only head the kitchen operations,

but also work closely in bringing up new menu options and update the old ones too. Chefs enjoy complete freedom and democracy at such establishments. Cook Gourmet is another platform where even culinary students get a chance to have their recipes showcased and recognised under their own names.

Though the Online Food Delivery market offers immense commercial potential, it also presents certain major challenges.

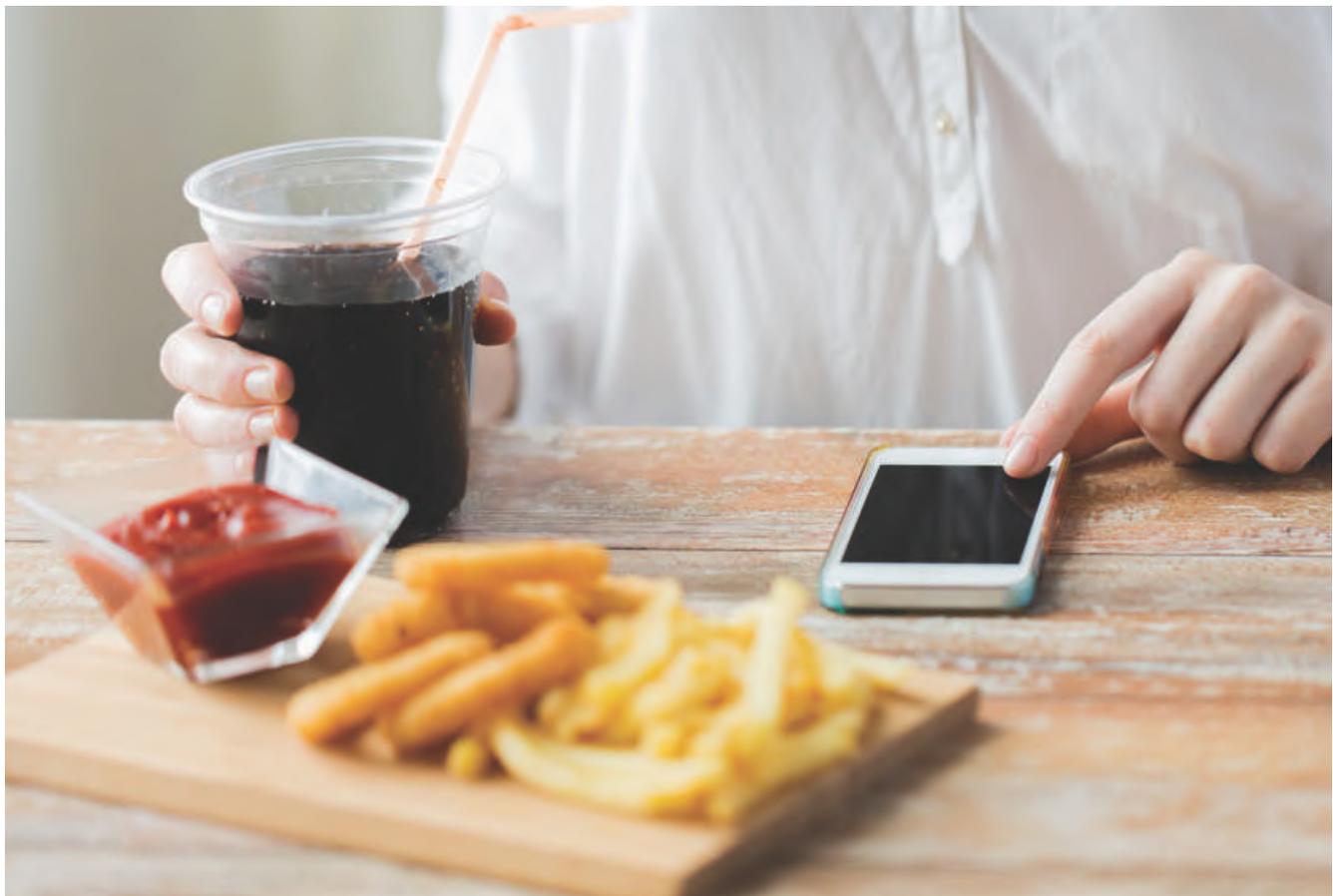
Challenges of Online Food Delivery Business

• Chef's Onboard

Hiring good chefs is one of the initial and biggest challenges. You need to test various chefs; you need to check their cooking styles, how hygienic they are and many other things. Also, retaining them is a big task.

• Retaining Customers

People get bored easily, even if the food is good. With so much competition and new startups in the segment emerging daily, it is hard to retain customers.



• Food Standardization

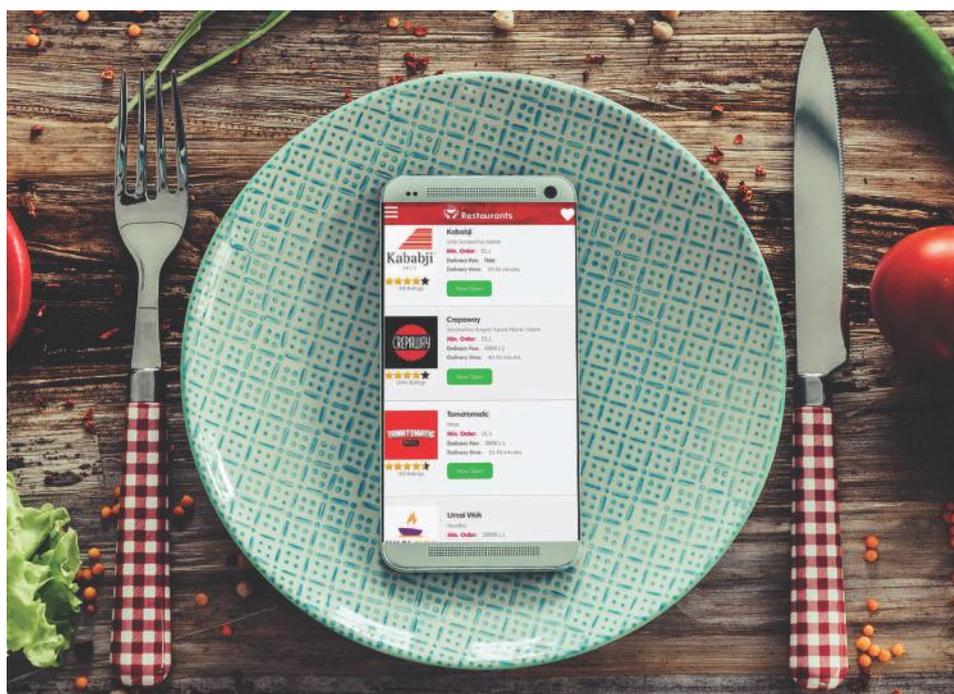
Food Standardization is another daunting challenge of Online Food Delivery business. When dealing with food, you need to take as much care as possible of food standardization.

• Pricing

Since Food Delivery segment has become quite competitive, setting up pricing is another major challenge.

• Earning Higher Profits

Again, due to competition, it is a challenge to earn higher profits in the segment.



• Managing Logistics

Managing logistics is most difficult hurdle of Online Food Delivery ventures, especially since food stuffs are highly sensitive products. Other than integrity and freshness of the food items throughout the supply chain, it is also important that vendors eliminate any concerns that customers may have.

• Freshness of Food

Food tastes best when it is best and hence, keeping food fresh during delivery cycle is most important challenge of food delivery. Food needs to be in particular time slots so as to retain its freshness.

Future of online food business

As per the industry experts, the overall food delivery business is more than USD 7 billion to which online food ordering contributes 5-7 percent and is growing 40 percent per year than dine-in culture. The

margin is however two to three percent higher in deliveries. When it comes to Online Food Delivery Services, food industry is seeing an exponential growth in numbers of food startups. India seems to have a growing appetite for these startups. Due to many factors, a drift towards online food delivery services is seen in India. Lately, many food delivery businesses have mushroomed in India, mostly catering to busy urban Indians.

Many food delivery services have become household names in India, especially among working professionals. Innovative minds are experimenting with various food delivery models, bringing innovation in the sector – production, distribution

and supply chain. There's no surprise that the investors are being attracted and tempted by the sector. There are ventures which have already established themselves in the industry and have gained attention of both investors and consumers. Also, there are ventures which are yet to grab the limelight.

Interestingly, businesses from various other niches are experimenting in this lucrative sector. JustDial and Cab aggregator OLA has already made their way into online food delivery services segment.

The changing urban lifestyle of the average Indian is dramatic enough to be favourable for the food-on-the-go and quick home delivery models to grow at higher rates. The ever-increasing population crowded metro cities and longer travel times are drivers for the convenient, ready-to eat and cheaper options of having food and groceries delivered at your doorstep. Companies that are aware of the huge potential for growth may venture straight in, but only the fittest will survive. Businesses who keep their value proposition and their brand active in consumer's minds, will take the biggest share of the Indian online food service pie.

"India is not simply emerging, it has emerged," said former US President Barack Obama. The entire startup ecosystem in India has changed tremendously over the past years. People now opt for the road not taken; they have shunned the conventional jobs by pursuing out of the box ideas as their career choices.

Off late, the trend of food startups and online grocery has been catching the spotlight. India seems to be having a growing appetite for such startups. While online grocery vertical is garnering its own share of ventures, food ordering and delivery is not far behind. ■



Sangeet Resort

The Best Budget Hotel In Sindhudurg

Sangeet Resort the only Theme Based Resort in whole of Sindhudurg is very near to the Vengurla beach and light house the local BMC's swimming pool & Garden lies next to the resort. It comprises 14 guestrooms for accommodation. Stylish and comfortable, the rooms here are fitted with basic amenities such as air-conditioner, cable television, intercom, safety deposit box and bathroom with essential toiletries.



Guests can enjoy a complimentary breakfast. An Internet point is located on site and high-speed wireless Internet access is complimentary.

Guests can savor exotic and freshly prepared dishes with a variety in cuisine at the in-house restaurant and enjoy an exquisite dining experience. Sangeet Resort is famous for its surrounding idyllic beaches, temples and renowned coastal cuisine.

Sangeet Resort also offers front desk, room service, luggage storage space and parking area. There is express check-in/check-out facility.

Rooms

The Resort has comfortable rooms with air-conditioned and basic amenities with clean surroundings.

Ac/ Rooms

Max Guests: 2 Guest

- Air Conditioners
- Television with cable connection
- Attached Bathroom
- Wardrobe
- Room services
- Hot Water

Food & Dinning

Sur –Tal

The Resort's in house Sur-Tal Restaurant serves Malvani, Tandoor and Chinese delicacies. The hotel also has an exclusive bar where the guests can unwind over a drink. Their well-trained stewards are always ready to serve guests.

Meetings & Events

The Resort provides best conference facility in Sindhudurg for all types of Meetings and Events that are conducted with unparalleled style, elegance and attention to detail. Their banquet can accommodate maximum 70-100 theater style sitting arrangement.

Vengurla Beach in Sindhudurg, is adored by the nature lovers for long stretch of iridescent sandy beach surrounded by a range of hills, semi-circular in shape. The lush green foliage on the hills of mango, cashew and coconut plants in combination with the green sea and blue sky creates an exotic atmosphere liked and loved by tourists from all over the country.

The beauty of Vengurla in Sindhudurg makes your mood pleasant and to make your holiday memorable you need Sangeet Resort where you can relax and enjoy the peace and tranquil provided by nature. ■

Sindhudurg

The Land Of Scenic Beaches Historic Forts And Alphonso Mangoes

Sindhudurg is a district in the state of Maharashtra, which was carved out of the erstwhile Ratnagiri District. The district headquarters are located at Oros. The district is named after the fort of Sindhudurg (which means "fort in the sea"), which lies on a rocky island just off the coast of Malvan. Sindhudurg fort, built in the 16th century by King Shivaji is the only fort which has Shivaji's temple and a palm imprint of King Shivaji inside the fort. Sindhudurg district has 37 forts, the highest number of forts in Maharashtra. Sindhudurg Fort is a historical fort that occupies an islet in the Arabian Sea, just off the coast of Maharashtra. The fortress lies on the shore of Malvan town of Sindhudurg District in the Konkan region around 450 kilometers south of Mumbai. The main object was to counter rising influence of foreign colonizers (The English, Dutch, French and Portuguese merchants) and to curb the rise of Siddis of Janjira. The construction was done under the supervision of Hiroji Indalkar, in the year 1664.

The Sindhudurg district is connected to state capital Mumbai by road through National Highway this highway also connects the district to neighboring state Goa and Karnataka. Towns and major villages have good connectivity with Mumbai as major migrated population of district is located in Mumbai area. District is also well connected by Konkan railway to Mumbai, Thane, Goa and other parts of the country like Mangalore, Karwar, Ernakulam, Thiruvananthapuram, Coimbatore, Tirunelveli, Hapa, Veraval, New Delhi, Jodhpur, Porbandar by Konkan Railway. The main railway stations on this route are Kudal, Kankavli and Sawantwadi. Many trains halt at these stations. The nearest airport is Dabolim Airport in Goa which is very close (80 km) for cities like Sawantwadi, Kudal and Vengurla. New airport Sindhudurg Airport at Chipi-Parule is under construction.

Angnewadi-Shree Bharadi Devi



Goddess Bharadidevi of Angnewadi village is renowned all over. She has occurred in a self existent rock form. It is believed that when a person asks for a favor, the goddess fulfills it. Once in a year devotees from Maharashtra, Goa and Karnataka come together in a village for pilgrimage, which is 14 kms. from Malvan Town Here Goddess is offered 'Otti' (Coconut and Blouse Piece). The local people who are entitled to honor and respect come and sit together in a temple on a Dali (Mat Made

up of Bamboo) and decide a day of holding a fair. According to the rituals Mask, Sari and Ornaments are worn to the Devi; then begins offering of 'Otti' which is continued throughout the fair day. Women from every house on the same day cook food after their bath. The food is offered to the Devi as a prasad for which devotees call Tat Lagne. The prasad is then distributed among the pilgrims who show their presence in thousands during the fair day.

Acharya Beach



It is 22km north of Malvan Town. This one is a paradise for swimmers and dolphin watchers. Dolphin season is between October and February. It is a few km ahead of Tondavali beach. It is quite popular during season time. There are some fishing activities around here but mostly it is a good space to chill with the sea waves.

Amboli Hill Station



Amboli is a hill station near Sawantwadi. It is quite but pleasant hill resort. It is 690 mtrs above sea level. The area is surrounded with dense forest and sea view point offers you panoramic view of a good part of Konkan coast. It is 26 kms far from Sawantwadi. There is a big Marvelous Water-fall (30 Mtrs Height) 1.5 Kms. away from Amboli. Most of the young lot take bathe under pouring water. In summer, weather condition is pleasant and cool.

The viewpoints near Amboli

Sunset Point : In the evening sunset turns horizon into shades of orange, red and pink

before being extinguished into deep blue waters of Arabian sea.

Nagartas Waterfall: For waterfall lovers this roaring beauty is just 9 kms. away.

Hiranyakeshi: Scenic place of worship dedicated to Lord Shiva where pilgrims gather in large numbers during Mahashivratri. The Hiranyakeshi River originates from mountain rock and flows down from this place. You can spend hours angling for fish in its proceedings stream. 5.5 Km away from Amboli.

Botanical Garden : This historic garden is a precious treasure of Amboli. Here you can open- mindedly roam in the woods for joy and pleasure. Vanbhojan, the picnic out in the woods with family or friends will make your movement truly enchanting one.

Karvi: This tree flowers once in a seven years. When it blossoms it adds to the beauty of Amboli mountain range.

Aravali



The road to the village Aravali near Vengurla is well traversed by the feet of pilgrims that walk down miles to have glimpse of the Lord Vithoba. Shri Vithoba Temple and Sateri Devi Mandir of Aravali are famous for being Jagrut Devsthan (Lords that fulfill the wishes). The long winding route is replete with pilgrims moving towards the temples in hordes carrying bananas as offering. It is pertinent to mention here that Lord Vithoba's favourite offerings are a brand new pair of large-sized Kolhapuri chappals (Slippers manufactured in a place called Kolhapur). It is believed that the Lord walks the paths of the village traversed by the faithful wearing those very chappals. After obtaining Lords blessings it is advisable to enjoy the

natural beauty that is offered by the long beaches.

Bhalchandra Maharaj Ashram



This is the place of penance of Bhalchandra Baba. He lived here for 55 years. Monument is constructed and accommodation is available here in specially built 'Bhakt Nivas' for a nominal price. It is possible for devotees to do pooja-archa, abhishekh of shri Samartha's Monument.

Bharatgad and Bhagwatgad Fort



At Maure town both this fort are located close to each other but separated by an estuary It is 17 kms. from Malvan town. Bharatgad's

outside wall is in dialogite condition today prominent feature of this fort is a more then 200 ft. deep well which has a carved door at the bottom. It is believed that the cave beginning from this door leads to Sindhudurg Fort. The temple and Masjid in proximity inside the fort is a symbol of Hindu and Muslim unity.

Bhogwe Beach

Exquisitely secluded on Exotic western shores of Sindhudurg, this beach offers to the tourist wonderful view of Karli River's estuary which mingles secretly with sea waters from behind Devbaug's Famous Mobar Point. The beach lures to the tourists by its stunning white sand and beautiful blue water lagoon, thus an



ideal spot for swimming, sunbathing and picnicking. Flock of local sea birds adds to the beauty of serene surroundings playing with the sea waters. A hill in the back drop offers panoramic view of Arabian sea and light house situated on the rocky island. Sunset is the peak time to watch this nature's expression.

Devbaug Beach



This beach is a confluence of the Karli River flowing into the Arabian Sea. This point marks the southernmost tip of the Malvan Taluka. An interesting geographical site, it is far more enchanting to see it atop the bridge built to cross over the river into Vengurla.

Dhamapur Lake



Situated in the western part of Sindhudurg, the Dhamapur Lake is well known for its clean, crystal clear waters. Spread over 5 acres, the lake area is ideal for excursions and water sports. Dhamapurlake water is very pure. Near Dhamapur lake there is also famous Bhagawati Temple. The lake has Boating facility for tourists visiting this lake.

Fruit Research Center

A visit to Vengurla is incomplete without a visit to the Konkan farming university and Fruit Research Centre. This multipurpose institute is a study centre as well as tourist spot. The R&D center specializes in remolding and creating a more efficient and strong variety of Mango and Cashew crop. Sindhu, a brand new variety of mango, was developed by the institute and is now being appreciated by the cynosure of mangoes. The nursery run by the research centre offers a variety of saplings. The cashew factory in the vicinity displays the entire process of cashew separation, roasting and packing.

Karli Backwaters



If a Keralite ever told you that Backwaters at Kerala were the best, tell him to have a look at the Karli Backwaters. The influence of Karli River where it meets the Arabian Sea near the Karli creek provides one of the most picturesque scenes in the area. A boat ride up the river starting from the creek is full of beautiful and surprising moments. The ride against the river nearing its journey is amazingly swift. The waters however, hide the turmoil within and it's only when some troubled dolphin jumps to the surface and zigzags back that one gets the true picture of the abyss. The river banks are covered with verdant forests and one shouldn't be faulted for comparing it to the ride across the Amazon.

Kolamb Beach

If you have ever dreamt of owning a huge and beautiful beach to yourselves then Kolamb beach would swell your chest with pride for the crowd on this mesmerizing beach is so thin that it's



not possible to wonder if you own and have the beach all for yourselves. Hardly a soul will be visible on the beach; unfortunately neither would you find any food or drink vendor in the vicinity. Left all to yourselves if you have your rations packed and raring to move then Kolamb is the place for you. Kolamb beach ends up in a creek from one side called the Kolamb creek.

Kunkeshwar Temple



It is famous, both as a picturesque holiday resort and a religious place. The elaborately carved Kunkeshwar Temple was built around 1100 AD, by the Yadava rulers. Visited frequently by Shivaji, the temple is considered as a fine example of contemporary sculpture. Kunkeshwar is also renowned for its coconut, palm and mango plantations and a variety of seafood. Southwards along the coast, beyond the creek at Mumbri, is a lovely walk all along the rocky slopes. It ends at the temple of Kunkeshwar, a lonely stretch of sand that simply sparkles in the sunlight.

Malvan Beach

This is one of the most commercially active beaches in the Konkan. It is buzzing with life at the jetty where most of the fishermen anchor their boats of various dimensions and colors. There are a few restaurants on the beach unlike most other seashores on the Sindhudurg coast. Especially to try here is a humble seafood specialty joint. It is close to



the city centre and perhaps the most accessible beach in the area. Another promising forthcoming attraction here is a one of its kind marine park in Asia. The area of Malvan is a fortified island on the coastal reef. Coral patches have been recorded in the interstitial regions around the Sindhudurg fort. Most of these marine flora and fauna from the inter-tidal area is exposed during low tide. So keep an eye out for a great opportunity for scuba diving. However, for now the best attraction on this beach remains to be the Sindhudurg fort.

Mochamad Beach



The Mochamad village near Vengurla is beautifully placed in the arms of several green hills and a few mountains. This gives feeling of the village being placed inside a bowl and to top it off it has also been blessed with a Golden sand beach that stretches its clean sand for miles. The water is pure and clean. The coastline has been strewn with "Suru" tree plantations. The calm sea breeze blows across the beach and the waves of the Arabian Ocean splash the beach relentlessly. The water is safe for swimming and the beach is isolated from the normal hustle associated with other beaches.

Moti Lake

Moti means pearl and this lake is a Pearl in the cap of picturesque town Sawantwadi it reside in enchanting landscape formed by the pleasing green



hills, all around boating facility is available in the lake. Sawantwadi town situated at the periphery of Moti Lake is a unique example of peripheral city of India.

Napne Waterfall



Located at Sherpe village in Vaibhavwadi Taluka this waterfall is known as Swimmers delight. A swim in its cool pool is very safe and refreshing. Here one can easily explore the secret of cascading water by reaching close to the spot from where water emerges from the top in the form of bubbles through hard and compact rocks. The area around the waterfall is also a natural habitat for the rare species of birds, especially for the Hornbills.

Nivati Beach



This beach offers peace and serenity to independent travellers. Fishermen seen launching their traditional boats and nets daily into the sea is an interesting feature to watch on this beach. Adjoining the beach is a twin village Kochra, which offers wonderful view of small tropical oasis on Nivati's shore.

Rameshwar Temple

Lord Rameshwar is tutelary deity of



Achara Village. A unique tradition observed here is that once in a five years village seek divine verdict of Lord Rameshwar and the occasion called "Gavpalne" takes place. In a ritual villagers and all domesticated animals has to reside outside the village for nearly three days. A strong belief is that by mercy of Rameshwar villager's life is protected from all risks. Temple offers devotees 10 room residency in its spacious courtyard which resembles popular temples of Goa.

Rangnagad Fort



Situated at an altitude of 2600 ft. above sea level Rangnagad is a trekker's delight. This fort is among the fifteen forts built during the Shilahar Bhoj's regime. Shivaji captured Rangnagad in 1659 and made the fort his favourite resting place. Fresh water in lake and Rangnaidevi temple inside the fort are scenic splendors.

Redi Ganapati

This place is situated at south west to Sawantwadi. Some years back this place was known for bauxite and others ores of aluminum but today mining is hampered and it is dominated by Usha Ispat Company. Redi is gifted with Arabian Sea to its west and it has got ancient history of Lord Ganesha. Round 18 years back a local person named Sadashiv Kambli visualized the sculpture of Lord Ganesha in his dreams for this he persuade it for long period



and with help of Local workers he dug out the sculpture of Ganesha from sea shore. Today after survey it is now clear that this was made by Panadavas during their rule the sculpture is about 6 feet in height and 4 feet in breadth whole statue was readily found in one single piece.

Sagareshwar Beach



The main attractions at Vengurla are undoubtedly the amazingly clean stretches of white sand beaches. The Sagareshwar beach, almost at a distance of 4 km from the Bus stop, is another gorgeous feather in the cap of Vengurla. The beach can be approached various directions but the recommendation is to rush towards the sea through the small shrubs along the road and feel the soft talcum sand caress the feet before the plunge into the sea. The best part is that the beach is largely unspoilt and is deserted. The sea is calm and choppy at the best and is extremely safe for a dip.

Sagareshwar Shiva Temple

The Sagareshwar beach also houses the quaint and rustic Sagareshwar temple of Lord Shiva. The temple has been built with stones and imparts a grand look which is in total contrast to the approachable and submissive sea waves that splash the temple footsteps. The beach surrounding the temple has been carefully crafted and tended in order to grow a blooming courtyard full of



colorful variety of flowers. The courtyard also presents a massive Deepstambh right at the entrance of the temple and of course the ever vigilant Nandi the Bull at the entrance of the Lord's abode.

Sarjekot Fort



Sarjekot is one amongst the chain of forts built by Shivaji in and around Malvan. Fort is situated on the mouth of Talashil Estuary which displays its splendor. The imposing structure is encircled by ditch on three of its sides leaving one facing Arabian sea. Sunset view from this fort fascinates visitors. Sarjekot is also a natural port.

Sawantwadi Palace



The Royal Palace of Sawantwadi (also known as the Sawantwadi Palace) is one of the major tourist attractions of the town. Built by Khem Sawant Bhonsle, the ruler of this region during 1755-1803. Entry gate (Lester gate) was built in 1895. The bricked brown walls of the palace have a very ethnic touch to it. Wonderfully carved rooms, war weapons and verdant environs inspire you to flip through your history books once again. Another specialty of the palace is the wonderful arts and crafts that are developed here. The walls of the palace are neatly plastered with

old photographs, which make your sauntering around a very knowledgeable experience. The Queen of the royal Sawant Bhonsle family still lives in the palace and humbly shares interesting anecdotes with visitors on selected days.

The palace still beholds one with its grandeur and demands a visit especially to overwhelm you with its amazing collection of traditional lacquer ware goods. These include breathtaking dexterity exuded by the set of furniture, chess and board games, little dolls etc. The Chitkaris, who were skilled artists proficient in artful painting, wooden and clay artifacts and jewelry were patronized and groomed by the Sawantwadi Royal family and the effects of these grateful artisans is visible on very part of the Palace. These paintings with convoluted archetype portray the majestic lifestyle and god fearing nature of the generations belonging to the 6th-7th century. This old Rajwada is now place for exhibition of handicrafts items, photographs and old antique items.

Shilp Gram at Sawantwadi



Shilp Gram at Sawantwadi is a place in Sawantwadi where local manufacturers make and sell handicraft items such as Ganifa cards, jewellery boxes, traditional lacquer ware, bamboo craft, earthen pottery, hand-knit bags and purses. The most exciting part about a visit to the Shilp Gram is that the artists make these crafts in front of Visitors.

Shiroda Beach

Featuring natural beauty, privacy, sparking blue waters, long stretch of silver sands, cool sea breeze whispering through towering Casurina plantations on the beach, amenities and salt depots



around the village Shiroda is feast for the eyes of the visitors. In 1930 salt Satyagraha took place in Shiroda with the order of Rastrapita Mahatma Gandhi. Police arrested hundreds of Swayamsevaks for looting the salt. This conflict continued till Gandhiji had talks of equality with general Erwin. Shiroda is also said to be the land of inspiration for eminent novelist V.S.Khandekar.

Shree Shivchhatrapati Temple



The Maratha King Chhatrapati Shivaji believed in residing in his follower's hearts. However, his son Rajaram decided to create a temple dedicated to his father. Thus came up the Shri Shivchhatrapati temple in Sindhudurg in 1695. The familiar idol of the King has been depicted as in Yogic pose. The idol itself has been carved out of black stone and is complete with all the details of the Kings appearance including the legendary beard except maybe the headgear that has been presented instead of the familiar conical crown. Also available on the tower near Dilli gate, are 2 domes where Shivaji's foot prints alongside his palm prints dried lime slabs are preserved.

Sindhudurg Fort

Huge sea rocks of Malvan has easefully shouldered the responsibility of two Forts Sindhudurg and Padmagad on their broad chest. The name of the fort is given to the Sindhudurg district. Maratha king Chatrapati Shivaji Maharaj built



this. Tourist from all over the world visit throughout the year to see this Maratha glory. The fort was built with the help of huge rocks on the Kurte Island which amazes people and one appreciates imaginative power of Shivaji. In 1664 Shivaji erected this fort on 44 acres of land. It took 500 stone splitters and stone breakers, 200 blacksmiths, 3000 laborers and hundreds of skilled artists who toiled very hard to complete this fort in three years. This is evident from stone inscriptions. Initially 3 K.M. long outer wall (Tat) was built. Average height of wall 10 meter and 2 to 4 meter broad in which liquid lead was used in the foundation. This wall today also stands impenetrable. In those days Malvan was used for ship building and repairing works. Then the city developed accordingly. It was a planned city with market area, Residence Offices etc. In Sindhudurg Fort there is 'Shri Shivarajeshwar temple' of King Shivaji. Also there are temple of Hanuman and Jarimari mandir and Goddess 'Bhavani Temple'. Impressions of Shivaji's fingers prints found to be preserved here on one of the wall.

Tarkarli Beach



When you ask any local, what are the places to visit in Malvan, a unanimous answer is the Tarkarli Beach. True to its promise, this beach is a favorite with sand particles devoid of any red tinge and sky reflecting waters. MTDC has a luxury resort around the beach. Most of the time you are not allowed if you do

not live at the resort, but exceptions are made quite easily. This is also one of the most notorious beaches to swim one has to be careful whilst going deep into the waters.

The Holy Gagangad



This wonderful steep rock fort was established under the regime of "King Bhoj" in 12th century. Standing at an altitude of 3000 ft. the fort is advantageously located on the topmost peak of Gaganbavada. It slopes down to bottom nearly from all the sides leaving one narrow way for the visitors to enter inside the fort.

Tondavali Beach



This is perhaps the true manifestation of an untouched beach. It is one of the most difficult beaches to uncover, one has to hike almost a km from the road to get to the shore but it is totally worth the efforts. First glimpse of the shore from the end of the tree thickets, one could identify with a feeling of someone who discovers new land. Not a single soul here and the sand have just patterns of sea wind. Fine grains of soft white particles urge one to feel them without their footwear. Cool waters splashing away almost feel magical and rejuvenative.

Vengurla Jetty

The town of Vengurla used to be one of the busiest ports of the Western shores of the country. Times have changed and so have the fortunes of this once bustling port which now stands a mute spectator



amidst the ruins of the old port. The jetty built with cement and wood is still capable of berthing small boats. The light house placed right above the hill overlooking the jetty presents a royal image of the jetty. It is also possible to lay eye upon the Goan shoreline and the Terekhol River.

Vijaydurg or Victory Fort

Sprawling over an area of 48 acres, Vijaydurg, fort of victory, was once seized by the British following a bloody battle. They renamed it Fort Augustus. A dilapidated board at the entrance of the fort relates its history. One of the best views of the fort is from the jetty. The fort stretches out into the sea and a walk inside its precincts is worthwhile. Shivaji added triple rows of huge walls, umpteen towers and spacious inner buildings to it and strengthened it in the 17th century. Vijaydurg's beach is a stretch of about a kilometer with good views of the fort at the right and a small plateau with a hut to the left. Once naval bases, Vijaydurg and Sindhudurg bear testimony to Maharashtra's martial supremacy during Lord Shivaji's reign.

Sindhudurg is famous for its serene and beautiful beaches, temples, historical forts and folk art forms like Dashavtar, Chitrakathi, Pungul, Keertan, Dhangiri dance. This district has a great potential for attracting foreign tourists. This Konkan region of Maharashtra has picturesque stretch of land on the west coast of India, endowed with the beautiful seashore, picturesque mountains and scenic natural beauty. This district is famous for tropical fruit like Alphonso mangoes, cashews, Jamuns etc. ■



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Island Suites Side-A

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- Two Burner Range in Island Kitchen offered for Indian kitchen menu.
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- Table with sink unit offered for multi utility purpose in commercial kitchen.
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- High Performance heating elements generate intense heat to cook quickly & efficiently.
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