

HOTELS & RESTAURANTS INDIA

fhrai magazine

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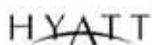
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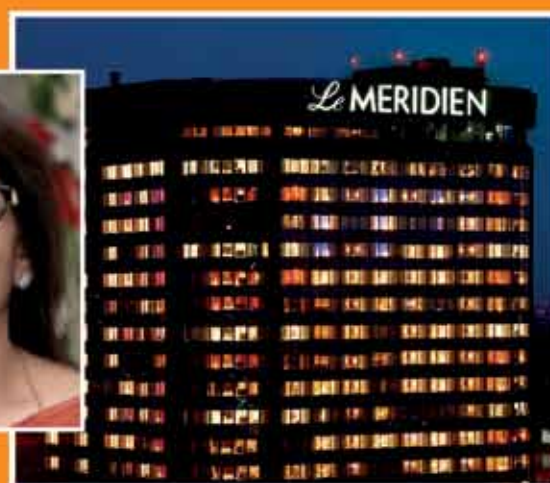
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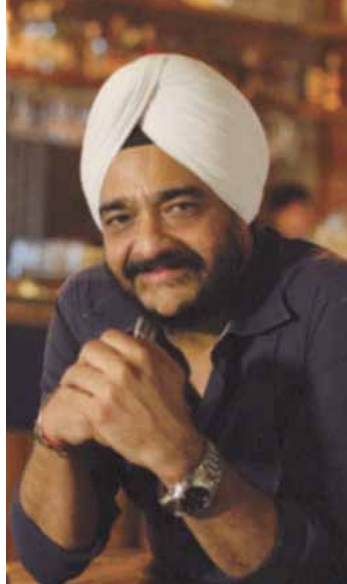
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Ms. Meena Bhatia
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Gurbaxish Singh Kohli
Vice President
FHRAI

Several measures were included in the recommendations, which were discussed in a closed-door face-to-face meeting with officers of the CBDT, Ministry of Finance



Dear fellow members,

December is always an eventful month, especially now that the industry is slowly but steadily returning to normal. This is the moment for us to make some crucial representations to the government about the industry. The FHRAI has submitted a comprehensive list of recommendations on the upcoming Union Budget 2022-23 to the FM outlining some of the much-needed expectations of the industry, based on inputs sent by members as and when circulated and requested by the FHRAI for recommendations while preparing a draft representation. Several measures were included in the recommendations, which were discussed in a closed-door face-to-face meeting with officers of the CBDT, Ministry of Finance.

The FHRAI has once again pleaded to the FM to provide infrastructure and industry status. We suggest that the government classify hospitality under the RBI Infrastructure financing norms to gain access to long-term finance. To offer hotels in the affordable category a stimulus, the threshold of classification as infrastructure should be reduced from ₹200 crore to ₹10 crore per hotel. We request that the Hon'ble Finance Minister allow individuals and corporations to deduct travel expenses within the country from their tax returns. We further ask that the decision to give central government employees LTC cash vouchers instead of LTC fares be reconsidered to increase domestic travel and help the hospitality industry in its recovery. In a separate representation to Shaktikanta Das, Governor of the RBI, the FHRAI has sought urgent measures to resolve issues relating to the banks' non-implementation of the On-tap Liquidity Window scheme. The FHRAI states that the scheme, which was launched to provide ₹15,000 crore in liquidity support with tenors of up to three years until March 31, 2022, has not been implemented on the ground. Banks are reluctant to extend the scheme's benefits to the recipients.

To ensure that the government's schemes are executed on the ground, the FHRAI has asked the RBI to issue a directive instructing banks to follow the scheme's guidelines and process applications

in a timely manner. It has also requested a designated nodal bank, which might be asked to lend under the RBI's On-Tap facility to borrowers in the sector who do not require collateral security. The FHRAI also called upon Arun Singhal, CEO, and Inoshi Sharma, Executive Director, FSSAI, to address the upcoming mandate for healthy eating, which will take effect on January 1, 2022. The CEO of the FSSAI took note of FHRAI's suggestions for changes to these yet-to-take-effect laws.

The FHRAI has also offered suggestions and comments on the draft of the National Standards and Guidelines of Incredible India Bed and Breakfast and Home Stay Establishments, outlining some lacunae and ambiguity in the following areas. Our concerns were based on certain areas in which there is silence in regards to B&B and Homestays, which leads to them being misused. While these verticals need support and should not be neglected, we believe that they should be driven by laws and some form of registration that brings them under the law's purview.

We have expressed our surprise that the hotel industry, which has the requisite expertise in running hotels in the country, is not represented on the Composition of Regional Classification Committee. We have asked that FHRAI, as a stakeholder, be included in the committee. We will meet with the Hon'ble FM again in the coming days to fine-tune our recommendations, and we will keep you updated on this. Members who require a copy of the recommendations can contact the secretariat.

I wish you all a very happy and eventful 2022, in which we can all look forward to the industry overcoming the pandemic and returning to normalcy quickly. In advance, I wish you everyone a very happy New Year.

With kind regards,

Gurbaxish Singh Kohli
Vice President, FHRAI

DECEMBER 2021

LUXURY IN MOUNTAINS

19

Atul Jain, COO, Best Western Hotels & Resorts-India, Bangladesh, and Sri Lanka, shares how Best Western Hotels & Resorts is accelerating its rapid expansion in India.

COVER IMAGE:

MARY BUDDEN ESTATE, ALMORA, UTTARAKHAND



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Regional heads share their expectations for the hospitality and tourism sectors ahead of the FM's upcoming Budget announcement, hoping for the much-needed impetus.

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THE NEW AGE OF L&D 24

Learning and development strategies must be developed to fill the skill gap in the current workforce, opines Rishabh Misra, Lecturer-Food Production, Nutrition & Hygiene, IHM.



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FHRAI EC members discuss how MoCA's UDAN scheme has improved air connectivity for better opportunities, encouraging regional connectivity to remote locations.

UPSKILLING IS THE NEW NORMAL 28

As many struggle against the New Normal, the global health crisis is proving to be an ideal opportunity for hotel staff to upgrade skills and stay relevant with industry practices



STANDARDISATION WILL PAVE THE WAY 32

Standardisation could be the game changer for the tourism sector in the post-pandemic world, say industry stakeholders at the BIS Seminar on 'Service Requirements for Hotels'.



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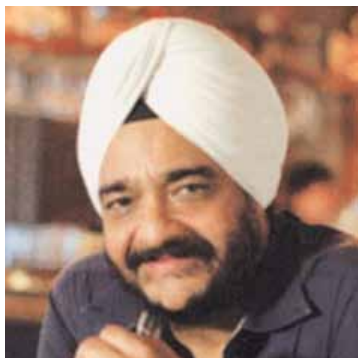
Indian hospitality leader of 2021

AHPWI has awarded Gurbaxish Singh Kohli with the Indian Hospitality Leadership Award 2021 for his contribution towards the industry during the trying times of COVID-19.

Gurbaxish Singh Kohli has been awarded the Indian Hospitality Leadership Award by the Association of Hospitality Professional Welfare of India (AHPWI).

The Indian Hospitality Awards 2021 is one of the hospitality industry's most important award presentations. The Federation of Hotel & Restaurant Associations of India (FHRAI) has always been a staunch supporter of the industry and a voice for the unsung heroes under Kohli's leadership.

Humanity has experienced great losses and faced numerous problems in all aspects of life over the previous year-and-a-half, on account of the ongoing pandemic. Profound institutions, such as the FHRAI, have come to address society's challenges.



Gurbaxish Singh Kohli
Vice President, FHRAI

Any work done by the FHRAI is the outcome of collective leadership

"It is my duty as the head of FHRAI to make sure that the industry and related issues are recognised and brought to the notice of the right channels so as to get them appropriately addressed. This duty takes on a deeper meaning during the ongoing pandemic, which has affected our sector the most. I am humbled and honoured to be conferred with the Indian Hospitality Leadership Award 2021 and humbly accept the same. Any work done by the FHRAI is the outcome of collective leadership shown by every person attached to this body, i.e., the executive committee, the secretariat, the four regions, and the members of FHRAI. I would like to thank the AHPWI, its members, the managing committee, and the grand jury for considering the FHRAI and my name for this prestigious award," says **Gurbaxish Singh Kohli**, Vice President, FHRAI.

FHRAI gets new Asst. Secy. General

Abhishek Kumar brings 15 years of expertise in internal and external communication and government relations, as well as leading initiatives in brand development.

Abhishek Kumar has been appointed as Assistant Secretary General of the FHRAI. He has 15 years of experience in internal and external communication, government relations, corporate affairs, public relations, and secondary research as a communication professional. He has expertise driving initiatives in the areas of brand building, media exposure and creative writing. He has worked with government agencies, industry stakeholders, and trade chambers.

Prior to joining the FHRAI, Kumar worked as Assistant General Manager at IDSA, where he has represented concerns related to the direct selling industry with government officials, regulators, industry associations, and policy influencers. He also worked with core committees and sub-committees on strategy and policy implementation, establishing and continuing dialogue with central and state government departments



Abhishek Kumar
Asst. Secy. General, FHRAI

I pledge to work towards creating a conducive environment for the industry

and also conceptualising several webinars and campaigns, ensuring effective implementation of the same. He has played a significant role in many successful conferences, knowledge forums, and seminars organised by the IDSA in the last few years.

"Having worked previously with an association, I believe the requisite expertise will be quite handy during my endeavour with the FHRAI. The Secretariat has made outstanding contributions to the hospitality industry's advocacy and policy landscape, which I intend to continue. I would like to maintain dialogue with the industry stakeholders, including key government officials, and establish new connections in other important avenues. I pledge to work closely with the Secretary General and office bearers towards creating a conducive and cohesive environment for the hospitality industry," says **Abhishek Kumar**, Assistant Secretary General, FHRAI.

Delay in Loan Guarantee Scheme

FHRAI has expressed its displeasure with the Gol's lack of concern for the hospitality industry, and has asked the FM to announce the ₹60,000 crore Loan Guarantee Scheme.



The Federation of Hotel and Restaurant Associations of India (FHRAI) has written to Nirmala Sitharaman, the Finance Minister, urging that she intervene immediately in notifying the ₹60,000 crore sanctioned under the Loan Guarantee Scheme for COVID-affected sectors. The finance minister already made the announcement at a press conference on June 28, 2021.

The hospitality industry has been waiting for the government to notify it for over five months, despite the fact that the same programme has already been announced for both the health and tourism sectors.

The FHRAI has expressed its dissatisfaction with the government's lack of concern for the hospitality industry, and has asked the finance minister to take immediate action to announce the ₹60,000 crore Loan Guarantee Scheme, which includes a 100 percent government guarantee and long-term repayment options, to support the hospitality sector in its efforts to survive.

"So far, the ministry has not released any operational guidelines nor any other details about the scheme. The Loan Guarantee Scheme, introduced simultaneously for the health sector, was notified immediately and necessary guidelines were introduced by NCGTC. More recently, the Loan Guarantee Scheme for COVID-Affected Tourism Service Sector (LGSCATSS) was notified for the travel industry as well. It is almost as if the government is purposely neglecting the hospitality sector. This inaction and delay make the industry wonder about the intent of the announcement made back in July 2021," says **Gurbaxish Singh Kohli**, Vice President, FHRAI.

"The hospitality industry is continuing to suffer from the repercussions of the lockdowns and the severe restrictions imposed on it for over 18 months. This is the third occasion that we are

reminding the Hon'ble finance minister to take urgent measures to notify the ₹60,000 crore Loan Guarantee Scheme, which should be backed by a 100 per cent government guarantee and long-term repayment options," he adds.

The hospitality industry is one of the hardest hit by the pandemic. It was subjected to the most stringent limitations and lockdowns, as well as the most rigorous protocols, and sustained the most losses as a result of COVID-19 between 2020 and 2021.

"The unprecedented second wave has caused a strong ripple effect that has destroyed the entire hospitality ecosystem in the country. It will take many years for the industry to recover from the damage. Throughout the crisis, the industry stood with the government in spite of the colossal losses that it suffered, which led to the closure of thousands of hotels and restaurants across the country," observes Kohli.

Kohli goes on to say in his concluding remark, "It would be a shame if the Government of India did not acknowledge and consider reciprocating in solidarity with the hospitality industry. We respectfully request the finance minister's consideration and pledge to continue to work cooperatively with the government as we have in the past."

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The pre-budget memorandum

The FHRAI has proposed detailed pre-budget recommendations with the objective of providing impetus to the hotel and restaurant members' cash flows and competitiveness.

The FHRAI has submitted a comprehensive pre-budget memorandum that includes conferring industry and infrastructure status to the hospitality industry, as well as providing much-needed incentives. The goal is to improve the cash flows and competitiveness of the hotel and restaurant members. Some of the recommendations are as follows:

MODIFY PRESENT INFRASTRUCTURE FUNDING CRITERIA FOR HOTELS THAT THEY ARE ONLY ELIGIBLE IF BUILT IN CITIES WITH A POPULATION OF LESS THAN ONE MILLION:

According to a notification released by the Ministry of Finance on October 8, 2013, hotels are already included in the harmonised master list of subsectors of social and commercial infrastructure. In the aforesaid notification, the following modification is suggested: "Three-star or higher category classified hotels placed with a project cost of more than ₹50 crore each in any part in India and of any star rating. Eligible costs exclude the cost of land and lease charges, but include interest during construction." The criteria of population of less than one million would be overly restrictive, according to the

2011 Census, only 53 cities had a population of more than one million people. If this rule were followed, the number of hotels, resorts, places of cultural interest, and other areas with a population of less than one million people would be minimal. Many historically significant cities in the country have populations of less than one million only, and thus, this clause is a disadvantage for the promotion of budget hotels in India.

INCLUSION OF HOTELS AND TOURISM RELATED SECTORS IN NATIONAL INFRASTRUCTURE PIPELINE:

Apart from the 7,400 infrastructure projects already identified, the FHRAI has requested that the projects required to augment tourism infrastructure in terms of hotel guestrooms, convention and exhibition centres, airport infrastructure, roads, last mile connectivity between popular tourist centres, and so on, be included in the list for funding. This inclusion will enable the sector to access funds with extended repayment periods and low interest rates.

ALLOW CARRIED FORWARD BUSINESS LOSSES THAT CAN BE DONE ONLY UP TO EIGHT YEARS PRESENTLY TO 12 YEARS:

The majority of hotels have carried forward business losses, which were expected to be triggered in the



Allow the hotels to avail SEIS/EPCG benefits without any rate reductions



coming years by an increase in occupancy and average room rate (ARR). The unprecedented pandemic conditions have had an impact on the profitability of the hospitality industry. Most of the hotels are anticipated to make a loss in the coming years. This may result in hotels being unable to recoup prior business losses over an eight-year period. Hence, business losses should be permitted to be carried over from eight to 12 years.

ALLOW THE HOTELS TO AVAIL THE SEIS/EPCG BENEFITS WITHOUT ANY CAPPING AND RATE REDUCTIONS:

Since the hotel industry's profitability and cash flows have been severely impacted by the unprecedented pandemic, SEIS entitlement for the hotel industry should be raised to 10 per cent of net foreign exchange earnings for the following three to five fiscal years. Fiscal incentives in the form of SEIS certificates and import against EPCG should be maintained in the near future to accelerate and incentivise all-round development of tourism infrastructure catering to foreign tourists.

EXTEND TIMELINE FOR EXPORT OBLIGATION UNDER EPCG SCHEME AND GRANT EXPORT STATUS TO THE HOSPITALITY INDUSTRY:

Given the volatile economic environment created by COVID-19, the timeline for meeting export obligations should be extended by at least four years for all EPCG licences with EO periods beginning in February 2020 or later. The grant of export status to the hospitality industry, along with tax benefits and incentives, would make the sector more competitive and help it to accelerate its expansion to the next orbit.

SPECIAL EMPHASIS ON PROMOTING MEETINGS AND CONFERENCES AT HOTELS IN INDIA IN VIEW OF THE HUGE DAMAGE CAUSED BY COVID-19:

(a) Special tax exemptions: Incentives should be provided to corporations for holding meetings and conferences in Indian hotels. This could include offering partial or full tax exemptions on expenses incurred during the income computation. This will encourage corporates to have meetings and conferences at hotels in India, which will benefit both corporations and hotels in general;

(b) To discourage corporates from organising meetings and conferences abroad: Corporate expenses for meetings and conferences abroad should not be considered business expenses (it can be disallowed while preparing a P&L account). This will discourage MICE events abroad and help conserve foreign exchange while boosting domestic hospitality revenues. This will also help to create employment; and

(c) To encourage international corporates to hold MICE events in India: Participants may be provided incentives

such as a free visa on arrival to encourage global corporations to hold MICE events in India and enhance domestic hospitality revenues.

GRANTING INFRASTRUCTURE STATUS TO THE HOSPITALITY INDUSTRY:

To enhance quality accommodation supply and promote higher global and domestic travel demand, hospitality must be classified under the RBI infrastructure lending norms criteria for access to long-term funds. Hotels built with an investment of ₹200 crore or more have currently been accorded infrastructure status. To give a fillip to the budget segment, this threshold should be reduced to ₹10 crore per hotel. This will allow hotels to obtain term loans with lower interest rates and a longer repayment period.

SPECIAL TAX INCENTIVES FOR DOMESTIC TRAVEL:

Tax deductions should be allowed in the IT returns of individuals and corporates for expenses made for travel within India. The decision to give central government employees LTC cash vouchers instead of LTC fare should be reviewed. The current post-pandemic situation calls for the government to take some steps to encourage over 28 million people who travelled out of India during the pre-pandemic period to return and vacation in India, so that the tourism and hospitality industries may get back on their feet and thrive



COVID-19 has had a significant impact on the profitability of the industry



TREATING THE PAYMENTS MADE BY FOREIGNERS IN RUPEES IN HOTELS AS FOREIGN EXCHANGE EARNED FOR THE PURPOSE OF EPCG SCHEME:

For the purpose of the EPCG scheme, foreigners visiting India and staying and spending in hotels should be considered foreign exchange earned by hotels. This should be treated like hotel and resort merchandise exports, and considered export status to encourage the export of hospitality services. It is requested that foreign exchange and presumed foreign exchange revenues from hotels and tourism be declared as export earnings in order to facilitate investments in building more global markets. Furthermore, each international tourist is anticipated to travel across 2.5 Indian states, staying in hotels and resorts and participating in other activities while spending their foreign cash or converting it into foreign exchange. All hotels, resorts, and services that take money from international tourists should be considered exports as well.

'Need Relief from LPG price hike'

FHRAI urges that the PM grant relief from the price rise of LPG for the hospitality industry and the tax on LPG be reduced from 18 per cent to 5 per cent for standalone restaurants.

The FHRAI has sent a representation to Prime Minister Narendra Modi, requesting that he provide prompt relief to the industry from the anomalous spike in the cost of LPG. The Association has also requested that the tax rate charged on LPG supplied to standalone restaurants be reduced from 18 per cent to 5 per cent. According to the appeal, since standalone restaurants are not allowed to claim ITC, this move will help restaurants reduce their costs. The latest price increase in LPG is the second highest since January 1, 2014, when the 19-kg cylinder cost ₹353.50 more (in Delhi). Restaurants do not have enough headroom to withstand such large increases in input prices.

"The unprecedented lockdown period and increase in the cost of diesel has drastically raised the logistic tariff, which in turn has led to an exponential hike in the prices of essential raw materials used in restaurants. This cost escalation of roughly 30 per cent is severely affecting restaurants that are trying to resume operations and stay afloat after a turbulent 20

months of lockdown. Add to this, the steep hike in the LPG cylinders. Under these circumstances, the sector is constrained to increase the cost of food items on the menu, which will directly affect the working lower and middle-class population that have to eat out. We request the government to reduce the tax rate on



This move will help restaurants reduce their costs



LPG, at least for standalone restaurants, from the present 18 per cent to 5 per cent. Since standalone restaurants cannot claim ITC, this move will help reduce the cost burden on the restaurants, which in turn will ensure that it does not burn a hole in the consumer's pockets," says **Gurbaxish Singh Kohli**, Vice President, FHRAI.

"The debilitating impact of the pandemic has given a colossal economic blow to businesses, along with millions of job losses in the hospitality sector. The ripple effects of the two successive waves of the pandemic have destroyed the entire hospitality ecosystem in the country, and even today, when all other sectors in the country are being allowed to function normally, the hospitality sector faces several restrictions in operations. This situation has worsened as a result of the steep increase in LPG cylinder prices, rendering hospitality the most unviable business in the country. We, therefore, request the government's support on this very serious issue impacting millions in the food service industry in the country," concludes Kohli.

Dr. Sushil Gupta passes away

FHRAI regrets to inform the sad demise of the hospitality industry Doyen, a Rotarian who was selected as Rotary International's President Nominee (2020-21).

Padmshri Dr. Sushil Gupta was the Chairman and Managing Director of Asian Hotels (West) Ltd., as well as the owner of Hyatt Regency Mumbai and JW Marriott Hotel New Delhi Aerocity.

He was an active environmentalist, social worker, humanitarian, a dedicated Rotarian, and a well-known hotelier who was honoured with Rotary's highest and most revered award - The Rotary Award of Honour - by the RI Board of Directors for his decades of work with Rotary.

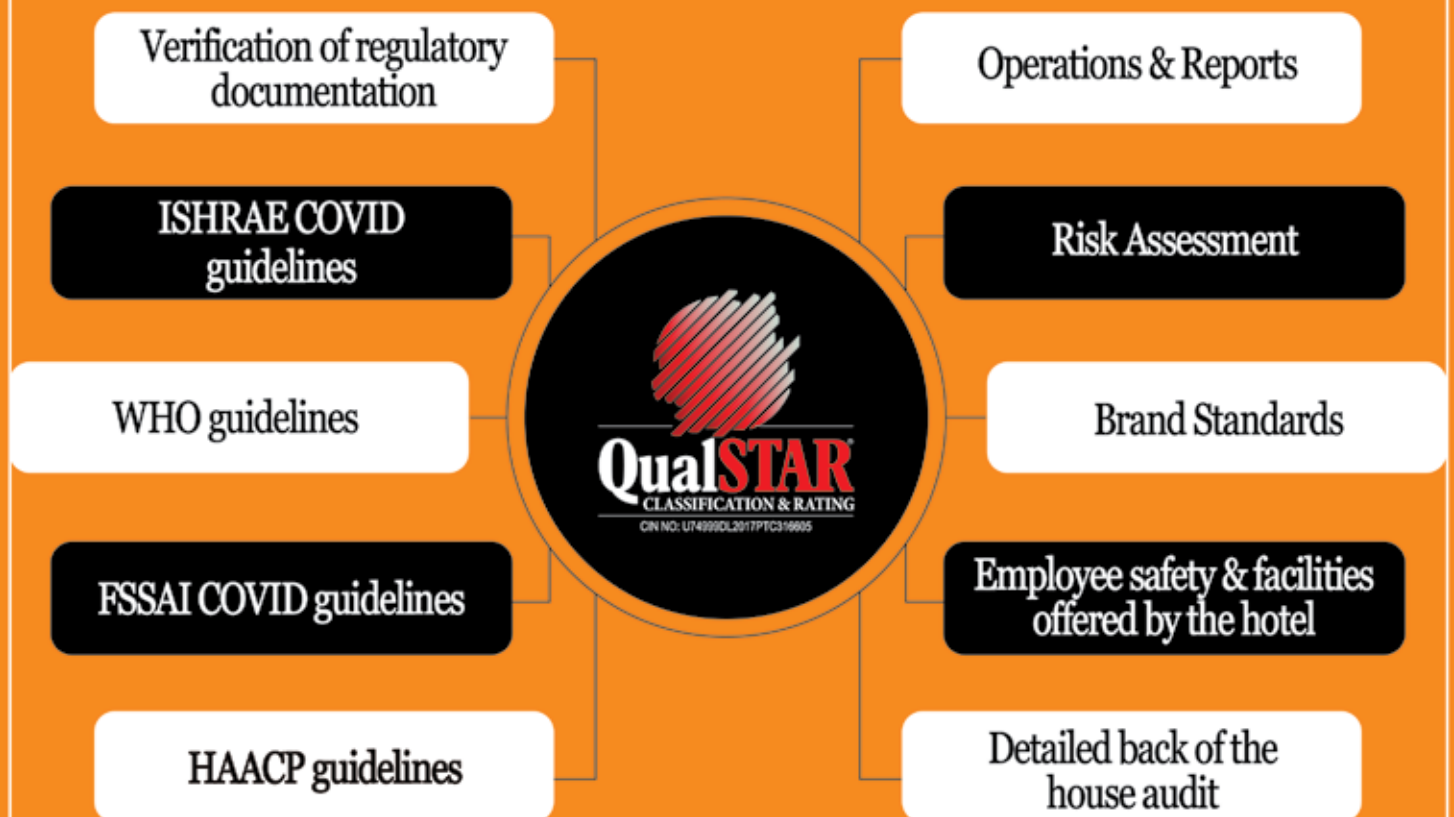


Dr. Sushil Gupta
Chm. & MD, Asian Hotels (West) Ltd.

He has held the positions of President of the FHRAI, Senior Managing Committee Member of the HRANI, and Director on the Board of Directors of Tourism Finance Corporation of India Ltd.

The Federation of Hotel & Restaurant Associations of India (FHRAI) extends its heartfelt condolences to Dr. Gupta's family and friends on behalf of the FHRAI Managing Committee and the hospitality fraternity of the country. May his noble soul rest in peace! He will be missed greatly by the hospitality and tourism industry!

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Ensuring food safety and hygiene

FHRAI meets with FSSAI's CEO and submits a letter urging a dialogue on many industry representations and additional time to complete the renewal round of FOSTAC sessions.

The FHRAI has recently met with Arun Singhal, IAS, CEO, FSSAI, and submitted a letter seeking a discussion on the various representations from the hospitality industry with the FSSAI office and making a meaningful contribution to FHRAI's association with FSSAI. During the COVID-19 phase, the FHRAI ensured that food safety and

hygiene standards were not compromised. With the voluntary support of the National Advisor and team, the FHRAI conducted the maximum number of free COVID-19 FSSAI guideline sessions. The Association also developed a self-assessment COVID-19 compliance module for food business operators to adopt. The FHRAI published a Hand Book on Food Safety in 2016

to help the industry in complying with FSSAI requirements. Many recent developments, such as revisions in food labelling, have occurred, and the FHRAI is in the process of releasing an e-manual to keep its members up to speed.

The Association has also requested additional time to complete the renewal round of FOSTAC sessions that the FHRAI and its regional associations have already scheduled. Most importantly, the FHRAI has urged for presenting the information about nutrition labelling in its menu before the FSSAI. Infant hoteliers make every attempt to communicate their menus to their guests. This step is not observed in any of the Michelin-starred restaurants worldwide. Designing a menu with values may be simple, but there are inherent pitfalls to be aware of.



FHRAI is in the process of releasing an e-manual

A 'breakthrough' for FHRAI

The Supreme Court allowed the FHRAI to be linked to the appeal of a Siliguri-based hotelier against OYO, giving many hoteliers a ray of hope for retrieving OYO's dues.

In a recent hearing on November 29, the Supreme Court allowed the FHRAI to be tagged along with the appeal of Mona Agrawalla of Dabriwal Enterprises in Siliguri against OYO on December 15, 2021, based on the Civil Appeal filed by the FHRAI under Section 62 of the IBC challenging the final order dated July 7, 2021, passed by the Ld. NCLAT. The FHRAI filed the appeal on behalf of its hotel members who are suffering greatly as a result of OYO Hotels & Homes Pvt. Ltd.'s failure to pay its dues. This development comes after the NCLAT granted the withdrawal application filed by Rakesh Yadav, an operational creditor who has settled with OYO, in an impugned order dated July 7, 2021. According to the FHRAI, the withdrawal application was accepted without taking into account the 110 other operational creditors with dues of over ₹225 crore.

"The latest development has offered several hoteliers, especially those operating in the budget and mid-market segments, a ray of hope of recovering the dues owed by OYO.



Pradeep Shetty
Joint Secretary, FHRAI

FHRAI has also filed a complaint before the CCI against OYO

Aggrieved by the NCLAT's impugned order, several members approached the FHRAI to file a civil appeal against the order and to also

be impleaded in the appeal matter of Mona Agrawalla. Many hoteliers are facing hardships due to COVID-19 and have scarce resources to file individual litigation in the SC on their own. Hence, the FHRAI filed a civil appeal challenging the judgment passed by the NCLAT. The SC has allowed our Association to be tagged along with the Siliguri-based hotelier's appeal. This is a big breakthrough," says **Gurbaxish Singh Kohli**, Vice President, FHRAI.

The FHRAI was also an intervener in the NCLAT and represented around 50 members with claims of around ₹100 crore. "The systemic depredation of the budget segment hotel business and its market as a means to achieve a notional billion-dollar valuation for OTAs is a serious cause of concern for the ecosystem. The FHRAI has also filed a complaint before the CCI against OYO for engaging in anti-competitive business practices. If the CCI finds a case against OYO, it may also order behavioural changes that will have materially adverse effects," notes **Pradeep Shetty**, Jt. Hon. Sec., FHRAI.

Getting ready for Christmas

On November 23, 2021, FHRAI, and FHRAI-IHM faculty and students came together to celebrate this event and got their hands dirty while mixing fruits and nuts over a Hi-Tea.



The cake mixing ceremony is a community event held to commemorate the preparations for Christmas and New Year. Fruits and nuts are harvested before winter and soaked in rum before being used to make Christmas cakes. This activity is used to prepare sweet treats for a celebration and is now done as a team bonding exercise. On November 23, 2021, the FHRAI and FHRAI-IHM communities came together to celebrate this event on the FHRAI-IHM campus.



Appointment of HRAWI Secy. Gen.

As Secretary General of HRAWI, Kunal Gujral is responsible for coordinating and facilitating the office's many processes to ensure that the HRAWI and its affairs are managed efficiently.

Kunal Premkumar Gujral has been named Secretary General of Hotel and Restaurant Association of Western India (HRAWI), effective October 18, 2021. Gujral has over two decades of industry experience in food and beverage (F&B), sales, and marketing, and most recently served as Vice President of Revenue and Sales at Riverside Resorts and Holiday Homes Pvt. Ltd. in Goa.

Bharat Hotels Limited, Shangri-La Hotels & Resorts, Park Hotels, and IHHR Hospitality Pvt. Ltd., among others, are among the finest and renowned hospitality brands in the country.

"As Secretary General of the Hotel and Restaurant Association of Western India, my role entails liaising and facilitating the various processes and functions of the office for efficient management of



Kunal Premkumar Gujral
Secretary General, HRAWI



Gujral holds a Bachelor's degree from IHM-Mumbai

the Association and its affairs. Other than this, policy advocacy with the government, membership service, and most importantly, carrying out all such

tasks to mitigate the hardships caused to members due to the pandemic will be a priority. I will do my best to carry out the functions with efficiency and I thank the EC for reposing faith in me," says **Kunal Premkumar Gujral**, Secretary General, Hotel and Restaurant Association of Western India (HRAWI).

"My experience in hospitality has equipped me with the requisite industry knowledge, and it will be my endeavour to put this knowledge to optimum use for the benefit of the Association and its members," concludes Gujral.

Trained in food and beverage service, housekeeping, front office, and food production, Kunal Gujral holds a Bachelor's degree from the Institute of Hotel Management, Catering Technology & Applied Nutrition (IHM) – Mumbai

HRAWI

Industry faces excise issues

The HRANI has requested the government to intervene in the new excise policy, and DPCC and Municipal Corporation property tax issues, including the e-Tax for Open Access Energy.



Recently, a meeting was held with the Additional Chief Secretary of Excise and the Commissioner of Excise to discuss the excise issues facing the hospitality industry. HRANI has been representing the issues of hotels and restaurants in the state through its state association UPHRA, which is led by President Surendra Kumar Jaiswal and Garish Oberoi. In the midst of the pandemic, Secretary General HRANI recently attended a meeting and requested substantial reduction in excise fees. The topic of levying a Security Amount for old licensees in Uttar Pradesh was also discussed. Bars' concerns about closing times, including a lack of information

“We are working tirelessly with govt to offer relief”

and better police coordination, were also discussed. Senior excise officers listened patiently and positively.

"We have been working tirelessly with the state governments to provide relief because, following the second wave, the industry is in desperate need of revitalization. We are hopeful that the Government of Uttar Pradesh will take pragmatic measures to help

our sector," states Surendra Kumar Jaiswal, President, HRANI, and Vice President, FHRAI.

MEETING WITH UNION SECRETARY, MINISTRY OF TOURISM

On December 3, 2021, a group from HRANI met with Arvind Singh, Union Secretary, Ministry of Tourism, Government of India, to discuss issues pertaining to the Delhi fraternity. The delegation requested the Secretary to intervene in the new excise policy (mandate for 24x7 licencing, banquet fees, and exorbitant composite licence fees for five-star and above hotels), as well as DPCC and Municipal Corporation property tax issues, including the E Tax for Open Access Energy. The Secretary listened patiently and positively and pledged his full help in raising the issue with the Delhi government.

The HRANI delegation consisted of: Garish Oberoi, Former President, HRANI and FHRAI; Luv Malhotra, MC Member and Past President, HRANI; Vijay Wanchoo, MC Member, HRANI; Renu Thapliyal, Secretary General; Sanjeev Bhatia, Vice President, The Metropolitan Hotel; and Pankaj Gupta, GM, Crowne Plaza, Mayur Vihar.

HRANI

Luxury in mountains

Atul Jain, COO, Best Western Hotels & Resorts-India, Bangladesh, and Sri Lanka, shares how Best Western Hotels & Resorts is accelerating its rapid expansion in India.

Best Western Hotels & Resorts continues its rapid expansion in India with the addition of Best Western Plus Revanta, Dharamshala, Himachal Pradesh, India. Nestled in the scenic Strawberry Hills with beautiful views of the snow-capped Dhauladhar mountain range and the pristine Kangra Valley, the hotel provides guests with easy access to all the main tourist attractions in and around McLeodganj. This luxurious hotel is just a 45-minute drive from Gaggal Airport and has easy accessibility from Delhi, Punjab, and Jammu & Kashmir, with excellent connectivity by air, rail, and road.



Atul Jain

The Best Western Plus Revanta, Dharamshala, offers a multitude of facilities. The valley-facing rooms are well-appointed and spacious, with a host of ultra-modern facilities. The hotel offers one of the finest dining and drinking experience at 'Café Plus', the multi-cuisine restaurant and bar; 'Kahveh', the coffee lounge; and 'Skyline', the rooftop resto-bar. Recreational offerings such as Kids Zone, where children can enjoy games and fun activities, Work Out fitness centre and indoor swimming pool, a true luxury in the mountains, and Anew wellness spa, offering yoga sessions with unobstructed views of the Dhauladhar mountain range, will help to rejuvenate and get close to nature. 'Let's Talk' and 'Jashan' are the ideal places for meetings and social events.

"We have been experiencing remarkable growth and penetration into diverse markets in India in the last three years, and we are delighted to introduce new properties in the highest traditions of hospitality. In November, we opened SureStay Heritage Walk by Best Western – our

third hotel in Amritsar, and Best Western Dalhousie, our first hotel in Himachal Pradesh. With the opening of Best Western Plus Revanta, Dharamshala, we will further accelerate our growth on the back of opening of five more hotels by Q1 of 2022," says **Atul Jain**, Chief Operating Officer, Best Western Hotels & Resorts-India, Bangladesh, and Sri Lanka.

"We are proud of our association with Best Western Hotels & Resorts and being the first internationally branded hotel, Best Western Plus Revanta ushers in a touch of global hospitality in the city with exceptional guest comfort and service complemented by thoughtfully crafted F&B offerings," quotes Revanta Resorts & Spa, owner of Best Western Plus Revanta, Dharamshala.

The award-winning Best Western Rewards Programme adds to the joys of both the business and the leisure travellers in what matters the most – a warm welcome, a rewarding stay, and a truly exceptional value.

We have been experiencing remarkable growth and penetration into diverse markets



Great expectations

Regional heads share their expectations for the hospitality and tourism sectors ahead of the Finance Ministry's upcoming Budget announcement, hoping for the much-needed impetus.



Sherry Bhatia
President, HRAWI

ALL-ROUND DEVELOPMENT

The HRAWI recommends some of the most pressing needs of the hospitality industry to the Finance Ministry in the upcoming Union Budget:

- We request that projects to enhance tourism infrastructure be included in the Development Financial Institution's (DFI) NIP list for funding. These would be in addition to the 7,400 infrastructure projects already identified in the NIP. This inclusion will help the COVID-19-affected hospitality sector survive by providing funds with extended repayment terms and low interest rates.
- Prior to 2020, most
- The industry is facing an existential crisis as a result of the pandemic's lockdowns and restrictions. For its resurgence, the sector is heavily reliant on government support and favourable policies. If the hotel industry's SEIS entitlement is increased to 10 per cent of net foreign exchange earnings for the next three to five financial years, it would help in the recovery of the industry. In addition, fiscal incentives in the form of SEIS certificates and import against EPCG should be continued in the near future to expedite and incentivise all-round development of tourism infrastructure catering to foreign tourists.



The hospitality industry is facing an existential crisis





Sudesh Poddar
President, HRAEI

AN UTMOST NECESSITY

In the wake of the pandemic, the hospitality industry is looking for aid with immediate and short-term recovery measures. This was not the case in the last year's budget announcements. There is an immediate need for a common industry status for the entire hotel and tourism industry across the country by including it in the

corporations to engage in domestic MICE by offering a 200 per cent weighted income tax expense. To raise the intensity of high-quality hotel accommodation and MICE infrastructure in India, all hotels and MICE venues across the country needed to be labelled as critical social infrastructure.

It is critical to reduce the 18 per cent GST category for hotels to the 12 per cent GST category, as well as to provide a 12 per cent GST option to restaurants with full set offs. With so many state taxes on tourism, travel, and hospitality, including GST on fuel, interstate transportation



Hotels and MICE venues need to be labelled as vital social infrastructure



concurrent list to organise the industry and prepare it for post-COVID.

To double India's MICE share, a Global Mice Bidding Fund of ₹500 crore must be established. In order to resume post-COVID corporate travel, the government could incentivise Indian

taxes, power cess, liquor excise, and property taxes, the cess on parking rates had to be made available as an input tax cost. Hotels should be allowed to levy IGST to provide GST credits to Indian corporations holding interstate events and secure the domestic retention of Indian MICE.



Surendra Kumar Jaiswal
President, HRANI

exchange should be treated as 'Deemed Export' and an exemption from GST should be made available. Hotel projects with a threshold of more than ₹25 crore must be delinked from commercial real estate and infrastructure status in order to qualify for long-term loans at low interest rates.

There should be a rationalisation of GST and the provision of input



A MUCH-NEEDED STIMULUS

As an industry, we have seen unprecedented times in the last 15-20 months. With news of the third wave and the new variant, the hospitality industry seeks a much-needed financial life raft from the government to buoy it through the next few months. The government should boost investment through a special package to result in employment. Placing tourism on the concurrent list will facilitate seamless coordination. Hotels should be granted industry status so that the benefits of lower electricity, water, and property tax rates can be extended to them. Hotel taxes should be rationalised and made globally competitive. Tourism services provided to foreign tourists in India on receipt of foreign



The government must boost investment via a special package



credit on all services provided by the industry. Meetings and conferences held in India should be incentivised with a 200 per cent weighted deduction as tax expenses against GST invoices for Indian corporations.

Due to the volatility of business in the short to medium-term, credit rating agencies must be advised to maintain a standstill on the ratings assigned to firms over the next six to nine months. There should be collateral and interest-free loans for up to five years for SMEs in tourism.

HSAA Reveals A Sneak Peek of Midway/Highway Interiors/Exteriors



Ms Hema (Vice President) & Mr. Shubash Ahuja (M.D) focuses on craftsmanship and style. The main aim of the creative heads is to express the aesthetical vision through astonishing designs. With on-time completion and precise detailing, they make the client satisfied and content with the final production.



Below is a list of the top 2 most well-designed restaurant interiors by the HSAA team

Swagath Restaurant, Near KFC, Barnala, Punjab

The recently completed project with an entirely magnetic ambiance is class apart. The planning and execution are simultaneously done with a very effective plan. The earthy and gold-tone run parallel with red furniture. The entrance allows a more exclusive and beautiful ambiance once entered and it also allows the design to sit perfectly well together with the restaurant theme creating a cohesive blend.



Other than midway projects HSAA has been active in many fields like residence, restaurants, villas, resorts, office projects in cities like Bhopal, Srinagar, Himachal, Delhi, Punjab, Karnataka, and Indore covering PAN India. HSAA is an award-winning company coming up with many more new projects. HSAA is the "One Stop Solution for all" i.e. it includes civil work to interior designing with complete turnkey Interior solutions from Planning to execution.

Hotel Jas, Visakhapatnam

Jas Hospitality Hotels & Resorts gives a touch of modern classic hotel concept. The design offers a comfortable, organized room and fresh air to relax. The main challenge of this project is the vastness of the area and accommodating all the demanding entertainment sections as per the client's needs. This big hotel space also had to be made into a restaurant with a thoughtful blend of the old and new world relevance under a contemporary theme.





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Architectural Interior Designer Consultants

Turnkey Interior Solution From Planning To Execution



KITCHEN



RESTAURANT



RESTAURANT



OFFICE



HOTEL



RESORT

30
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The new age of L&D

L&D strategies must be developed to fill the skill gap in the current workforce, opines **Rishabh Misra**, Lecturer-Food Production, Nutrition & Hygiene, IHM.



Rishabh Misra



Companies, in fact, have begun to invest in equipping their L&D managers



Learning and development (L&D) has emerged as an important practice in organisations worldwide. Hospitality leaders are now understanding the need for L&D while facing challenges and opportunities within and outside the industry. L&D comprises a set of practices concerned with ensuring organisations have knowledgeable, skilled, and engaged employees who can contribute to achieving organisational objectives. As the Indian market is eyeing international tourists again after COVID-19, it has become important for us to cater to them as per their expectations and standards. Hence, L&D has to play a pivotal role in equipping and nourishing the current hospitality needs, helping to fulfill the rising demand for high-standard service and hygiene at hotels and workplaces.

To ensure that Indian hospitality businesses can compete on a global scale, L&D strategies must be implemented to fill the skill gap in the current workforce. Most of the Indian hospitality conglomerates expanding overseas have also invested heavily in training and development of employees. This has become a prerequisite for empowering them to sustain themselves in the global market. Most organisations have redubbed the term 'training' as 'learning and development' to make it more meaningful and not restrict it to just the induction or orientation

phase, but also impart hands-on skills, attitude building, and on-the-job learning. The past few years have seen classroom-based training in India evolve into a serious tool for developing specific skills, actively conducted by in-house L&D managers. Companies, in fact, have begun to invest in equipping their L&D managers.

L&D managers face different challenges, including language barriers, technological gaps, and a lack of skilled manpower. To overcome all these hurdles, a lot of time is invested in employee profiling by the L&D department and training blocks are formulated. The department must focus on both proactive and reactive training, which enables employees to handle guest issues in a better way. Proactive training is based on learning systems and standards to accomplish their daily tasks, whereas reactive training is formulated based on situations that have caused a negative impact on guest experience. Training single point of contacts (SPOCs) should be appointed in departments to become the eyes and ears of the L&D team. Training analysis is a must for all employees.

Therefore, it is imperative for hospitality leaders and L&D personnel to rethink strategies for designing work, enriching job profiles, and reskilling the workforce to support the ongoing evolution of the industry.

Personalised to perfection

From the grandest banqueting facility to carefully conceptualised spaces, the Radisson Blu Hotel & Spa, Nashik is a unique five-star hotel offering delights of a leisure destination.



Lipla Negi

It would not be an exaggeration to say that COVID-19 turned the world upside down for the tourism industry. The world stopped, and so did the industry. It was not the kind of start that the industry had expected while entering a new decade. But that is not how **Rishi Mehra**, Partner, RP Hospitality, LLP, the owning company of the Radisson Blu Hotel & Spa, Nashik, views the decade or the future, for that matter. Grounding his leadership in optimism and a 'forward-looking' approach, he asserts, "The decade belongs to leisure destinations." The affirmation in his statement is believable when one looks at some recent studies that credit the leisure segment with boosting the sector's strong recovery. "When this property was just a sketch on paper, we asked ourselves – are we here to sell a commodity or an experience? For most brands, sadly, the focus is on selling the commodity. We chose to sell the 'experience'. We believe that getting the right talent on board is a strong driving force," he says. This modern five-star urban hotel, located at the foothills of the Trirashmi Hills and the two-millennium-old Pandav Caves, boasts unparalleled views of the mountains and untouched scenery surrounded by lush green landscape.

It has banqueting space of over 8,000 sq. ft. With over 5,000 sq. m., of flexible indoor and outdoor event space, the hotel offers a sophisticated setting for banquet functions, offsite business meetings and conferences, premier launches, executive retreats, grand weddings, and celebratory events. "Revival is on an uptick. Besides a busy wedding season, we also received bookings for small-to mid-size meetings of 20–50 rooms. While small-scale MICE activity is on the rise, the larger conferences would take another year," he adds. The property takes pride in the conceptualisation and curation of each space and the experience it offers. "We have the concept of a Chef Studio where all the food trials take place. So what you see, smell, and taste is what you get on the day of your event or function," says Mehra. Weddings are one of the key segments for the hotel where it aims to redefine the concept of destination weddings and set the bar high. He adds, "Every query that comes is assigned an event curator who takes all your headaches, taking care of all the inter-department coordination." The needs of millennial leaders are given special thought while conceptualising spaces. "The board rooms are conceived as living rooms and are even called so! It is a 12-seater space designed with

private get-togethers, close-knit social gatherings, and conferences in mind. It is consciously given a residential-type setting with its own pantry area, cooking space, and in-room refrigeration from Williams. The dining table lies next to the chef's table for a seamless gastronomic experience," explains Mehra.

The property will unveil a unique concept in the kids' entertainment segment, in addition to a few F&B outlets set to open in the coming months. "Post pandemic, people started exploring within the country, and this trend worked out well for us. Nashik is a new destination



Rishi Mehra



offering new experiences. An experiential luxury like this is a great addition to the destination," he adds.

The resort also features ATMAN-The Spa, GYMKHANA, a fully equipped gym and fitness center, an internationally acclaimed ASB squash court, a temperature-controlled outdoor pool and jacuzzi, and a hair and beauty salon with an exquisite Bridal Vanity lounge.



The decade belongs to leisure destinations



Navigating connectivity

FHRAI EC members discuss how MoCA's UDAN scheme has improved air connectivity for better opportunities, encouraging regional connectivity to remote locations.



Param Kannampilly

Param Kannampilly

Chairman & MD, Concept Hospitality Pvt. Ltd., The Fern Hotels & Resorts

The UDAN scheme has been providing regional connectivity to far-flung areas. This scheme serves two-fold purposes. Firstly, the people of that area have better connectivity and can reach bigger cities and metros easily, and secondly, it opens the entire place for tourism and related activity. The case in point is the Union Civil Aviation Minister, Jyotiraditya Scindia, recently inaugurating greenfield Sindhudurg airport under the UDAN scheme by flagging-off the first flight connecting Sindhudurg with Mumbai under UDAN.

Sindhudurg is approximately 500 km from Mumbai and takes at least 10 hours to reach via road. The place has some unexplored beaches and a few historical places. With the opening of the airport, the entire Konkan region is now connected to Mumbai, and people can go there for the weekend. Imagine how many hotels

will come up in that belt once people start visiting the region, further giving rise to employment for locals.

The biggest benefit will accrue to distant places in the North-East. There are so many places with exquisite and amazing flora and fauna that cannot be reached due to treacherous terrain. Air connectivity can provide so much relief to the inhabitants and can carry tourists from far and wide to these places.

The government can do a lot to connect these areas and bring them into the mainstream. Regional connectivity is the right step to put these places on the map of navigable India. Our country is blessed with everything. What we require is a judicious approach to ensure that the right balance is maintained and the eco-balance is not disturbed.



The government can do a lot to bring these areas into the mainstream





Vineet Taing President, Vatika Hotels

More than a decade ago, the biggest challenge that ordinary people faced was that the fastest modes of transportation were the most expensive. Farmers had an entirely different difficulty; they were unable to transport their produce to distant locations where demand was much higher, resulting in a lower value for their produce. This paved the way for the development of a very forward-thinking scheme that would not only tackle the concerns of regular people and farmers at the highest level but also improve connectivity and opportunity for all regional locations.

On October 21, 2016, Prime Minister Narendra Modi launched a flagship scheme, Ude Desh ka Aam Naagrik (UDAN), or the Regional Connectivity Scheme (RCS). The plan was launched by the government and the Ministry of Civil Aviation (MoCA) to address the long-standing problem of agricultural product waste and connect local farmers with other urban areas of the country so that they can earn a better price for their produce. The scheme had a significant impact on many people's lives. Common people, who were earlier forced to take cheaper but more time-consuming modes of transportation, can now easily take a flight under the scheme, which offers them much cheaper rates in comparison to those previously. The farmers, who could not share their produce for a better price with other parts of the country and the rest of the world, have now begun to flourish, and last but not least, small towns and regional locations have gained more job and business opportunities as a result of the improving infrastructure and better reachability.

In a memorandum to the Ministry of Home Affairs, Government of India, the FHRAI has requested that the government increase flight capacity to the

Andaman and Nicobar Islands from the present four flights per day to at least 10 flights in order for the travel and tourism sector to thrive. The government has taken a significant and beneficial step toward the improvement of sectors that were previously underserved. Our suggestions would be to add more rural locations, lower fares so that the lower-middle-class can also benefit from the changing times, and finally, connect the local tourist gems well enough to lift the tourism and hospitality industry and protect it from the hard-faced impact of the pandemic.

The deeper penetration air connectivity has, the better it would be for the tourism sector since it would allow people to discover the regional gems that are yet difficult to reach. Affordable air travel in the country would help boost the domestic travel business. Many travellers (mostly the middle class) hesitate to opt for air connectivity as a means of travel due to the exorbitant costs. Once travel becomes more affordable, this segment will contribute extensively to the upliftment of the travel and tourism sector. Upgrading underserved air routes would also help shine a spotlight on unexplored regional destinations. 'Reachability' is the key for tourism to flourish. Air travel and the hotel industry are the sources of development for each other. Both the travel and tourism industries go hand in hand. We cannot imagine one sector without the other. For each to flourish, they are equally important to each other.



Vineet Taing



Air travel and the hotels industry are the sources of development



Upskilling is the New Normal

As many struggle against the New Normal, the global health crisis is proving to be an ideal opportunity for hotel staff to upgrade skills and stay relevant with industry practices.



Sarbendra Sarkar

Sarbendra Sarkar

Founder & Managing Director, Cygnett Hotels & Resorts

UPSKILLING: AN ENDLESS PROCESS

Education and learning continue indefinitely throughout our lives. The business environment is such that it keeps evolving, so the learning aspect of hospitality has to be given the utmost importance to keep staff at the top of the management of hotel services. Therefore, training and development have become essential for a hotel to offer a supreme service standard to guests. This aspect

of upskilling staff is an ongoing process, keeping the momentum of unlearning and learning as per the current trends and customer demands. Given the fact that training is a process carried out over a period of time, it is a tedious task for hospitality companies. Attrition is the major challenge in upskilling the staff. Upskilling has long-term payoff for a hotel property.

That said, we try to make learning and development a continuous process. Cross training is also taken into consideration. These measures ensure that staff are constantly learning and improving their abilities, which eventually reflect on our service standards. It also helps us nurture future managers and expands the scope of promotions. As we open new properties, we are always in need of personnel who understand our service standards and brand ethos. Those who perform exceedingly well are given more responsibilities, offering them a rise on the career ladder.

Upskilling is not restricted to technical skills. Training and knowledge offered to our staff help them gain a sound understanding of discipline, know the culture of our work, improve performance, meet and interact with people/guests, and, in general, learn about being hospitable in whatever they do. Understanding new technologies and smart understanding, all help them become complete hospitality professionals, and to achieve this, upskilling is a necessity.

The good thing is that, today, there are numerous opportunities to learn, be it online or offline. We encourage our staff to indulge into learning under the guidance of their reporting managers and also learn online through various soft skills tutorials available easily. Upskilling is critical for success, not only for an individual but also for an organisation. It becomes the barometer of success. Therefore, at any given point in time, upskilling is paramount to meet industry and customer demands who seek quality stay, which is dependent on quality service professionals.



Training and development have become vital for hotels to offer supreme services



Nikhil Sharma Regional Director, Eurasia, Wyndham Hotels & Resorts EMEA

PREPARING FOR THE FUTURE

Today, people are becoming more knowledgeable and are advocating for sustainable consumption. This is causing an immediate increase in their expectations about the benchmarks of various services. Hence, upskilling one's hotel staff has become inevitably necessary. Here are a few things to consider on the path of creating a skilled force of workers.

CHALLENGES IN INCULCATING CHANGE

Even individuals who profess to be open to new ideas find it difficult to adapt. On the other hand, the scientific community reminds us that human beings are motivated by their feelings and will rely on evidence to back up their beliefs. Employees' daily tasks and client interactions are critical to success of a business, so defining how the new solution will improve their job, the customers' experience, and overall business performance before implementing it is very important. It is easier to get team members on board with a new solution if they are aware of how it will benefit and support their day to day.

COST-CUTTING AND SPENDING

Investing in improving employee engagement and motivation while reducing unnecessary amenities is a great way to save money without jeopardizing the business of the guest experience. Reviewing systems and operations and implementing technology that improves day to day operations or will support cost-savings is

important to utilise as well as support in maintaining the success of the business.

FUTURE PLANNING

Online travel markets are constantly evolving, and hotel technology will follow throughout and after the industry's recovery. Because of this, education and training should be an ongoing approach to guarantee that hotel team members and staff are always up to date with their knowledge and abilities. Apart from high profitability and price setting, emphasis must be laid on guest retention and loyalty. By monitoring a hotel's performance regularly, hoteliers can set benchmarks, and keep an eye out for areas of development, and room for growth and improvement.

CONCLUSION

With a growing demand for enhanced guest experiences, amenities, and services, it is vital for hoteliers to invest in upskilling their team members and staff. Improving and increasing the capabilities of team members is a worthwhile investment that will support the longevity and success of a hotel.



Nikhil Sharma



Apart from high profitability, emphasis must be laid on guest retention





Rahul Rai

Rahul Rai
Executive Director, UMIL (Parent company of Renest Hotels and Resorts)

NEW WORLD, NEW SKILLS

The global health crisis is proving to be an opportune time for hotel staff to upgrade skills while waiting for the hospitality industry to relaunch. Upskilling is more common these days, and the new world need new skills. For us and other boutique and mid-segment hotels, upskilling the staff became more than a necessity. After unlocking, staff movement was severely constrained because they had to multitask. Hence, businesses that had engaged in staff upskilling prior to COVID-19 were able to run their operations smoothly, and we were one of them. Hotel employees must now be multifaceted and more present throughout the hotel. During the pandemic, leadership meant acting swiftly, planning for the long run, developing creative solutions, taking social distancing seriously, caring for employees, being socially responsible, and communicating empathetically with staff and guests. Critical thinking, creative problem solving, flexibility and adaptability, communication and emotional intelligence, negotiation, and relationship management are all part of the soft skills spectrum. Furthermore, social media will become increasingly important for the hospitality business, not just for branding, messaging, and marketing, but also for

reassuring of safe practices, data gathering, and engaging with new audiences.

Setting the time period available to upskill our staff was and continues to be a challenge, as a new hotel and resort firm that was hit by the pandemic just five months after opening and then another wave just a year later, and with eight operational hotels and a few more on the way, conducting training sessions or on-the-job training for a large number of people is difficult. Further, with the market opening up in the latter half of this year and a high demand for workers across hotels, it is challenging to keep well-trained and skilled personnel. At the same time, there is an opportunity for firms like ours to position themselves as a place where people's skills are valued and developed. People who work for us look to the company for prospects to grow because they are already responsible for more than their given roles. Employees now understand that if the firm supports them with programmes and plans for upskilling them, they will have better opportunities to learn and will be more keen to engage in such plans, making L&D an even more integral part in the hospitality sector. When employees feel uninvolved, they will make every effort to move to an environment where they will be more engaged. Hence, the L&D vertical must be prepared to serve such a large number of people all across, while the hospitality industry must be ready to absorb this highly trained and skilled staff in the future.



For hotels like ours, upskilling has become more than a necessity





Sethumadhavan R. Director-Talent and Culture, ibis New Delhi Aerocity

KEY TO REVIVAL AND RECOVERY

Benjamin Franklin said, "Tell me and I forget. Teach me and I remember. Involve and, I learn." How relevant is it in today's scenario? The pandemic has had a negative impact on every industry, with the hospitality industry being one of the sectors that has suffered a massive short- and long-term setback. Having said that, the positivity and passion with which we work every day, as well as the smile we wear when greeting our visitors, are what motivates hoteliers. The last quarter has been good for the business, as hotels are opening positions like never before, giving teams more options to choose from and build a career. But wait, are we looking at the same skill set, or have our lenses changed?

This pandemic has acted as a 'catalyst,' requiring the most drastic changes in the workplace and businesses. The hospitality sector is no exception, and instead of perpetually reinventing the wheel to satisfy today's needs while preparing for tomorrow's and new age hospitality, we are building new knowledge and new ways of welcoming and serving our guests. To be relevant in the current age of hospitality, ongoing skilling is emphasised. If I may use the ibis New Delhi Aerocity as an example, we set an example for many when our hotel's talent and culture head began working in operations, eventually becoming the operations head for one of our southern units. Our L&D director also left, having taken a unique post as the guest services manager, overseeing both F&B and front-of-house operations. As everyone knows, upskilling is not just about honing your skills for a better tomorrow; it is also about staying relevant today. Hotels

are on the lookout for talents who can add value to their job descriptions while also adapting to the demands of today and tomorrow.

We, as a brand, ibis, have swiftly adapted to the technological needs in demand, while also understanding and adapting to stringent hygiene practices. We have always strived to be innovative, and with multiskilling as our mantra, you might find a chef overseeing not only the kitchen but also conversing with guests. Wherever the operations get busy, our F&B associates pitch in to handle front desk; our techs are always handy because they are multi-skilled. Our back-of-house managers are always on hand to provide operational support. This systematic cross exposure turned out to be a blessing in disguise in a situation when we needed to execute operations as efficiently as possible. We made an impact on the soft skills of critical thinking, flexibility and adaptation, and creative problem solving. While we focussed on improving our employees' skills, we also invested in their emotional health. We launched several initiatives to keep our teams motivated throughout this time to better support them. With pride, I conclude that upskilling and reskilling are part of our brand DNA, and technological advancements are here to stay, allowing us to remain a relevant and preferred hospitality brand.



Sethumadhavan R.



We, as a brand, have swiftly adapted to the technological needs in demand





Standardisation will pave the way

Standardisation could be the game changer for the tourism sector in the post-pandemic world, say industry stakeholders at the BIS Seminar on 'Service Requirements for Hotels'.



Lipla Negi

Picture courtesy: The Lodhi New Delhi

It is often said: Never let a crisis go to waste. While COVID-19 has deeply impacted the tourism and hospitality industries, it has forced their leaders to look for ways to turn the disaster around. Customers' expectations of hospitality have risen due to new emphasis on safety and hygiene. The new norms have also focussed on how hospitality has been perceived and experienced over the years. Customers now expect outstanding levels of safety and health standards, as per many surveys, and the majority of them prefer hotels that offer 'certified clean' stays. Hence, standardisation has become integral to the tourism industry's revival. In other words, the new normal, the path to recovery, is paved with standardisation, a key to customer satisfaction, and here is where the industry's chance lies.

Around 40 tourism and hospitality industry stakeholders, experts, and representatives from

in the services sector. **K.B. Kachru**, Chariman, Emeritus & Principal Advisor, South Asia, Radisson Hotel Group, spoke at the seminar about how consumers' needs and expectations have changed post-pandemic. "Your customer is not the same as pre-COVID. Business dynamics have shifted too! We need to remodel the essentials of our business to meet changing customer expectations." Targeting the mind with standardisation is vital to both survival and revival in an industry where first impressions are not only lasting but also deal makers or breakers. He advises, "You do not have to be good; you just have to be seen as good."

CRISIS BRINGS OPPORTUNITY

"We are in the midst of a pandemic. The industry is looking at how to survive before a revival", Kachru said, while calling COVID-19 an opportunity for the industry to 'upgrade'. "The leaders' expectations have



K.B. Kachru

We need to remodel the essentials



hospitality institutions attended the BIS Seminar on 'Service Requirements for Hotels,' held in a hybrid mode at the Lal C. Verman Hall, New Delhi, in association with PATA India and QualStar, to discuss the need and scope for standardisation. The seminar's main goals were to raise awareness about the application of the IS/ISO 22483: 2020 Service Requirements Standard for Hotels and the need for industry standardisation.

EVOLUTION OF HOTELS

Sanjay Pant, Deputy Director General, Standardisation-II, Bureau of Indian Standards (BIS), provided background for the seminar by tracing the journey of hotels from 'home away from home' to today's 'luxurious escapes'. "A hotel is no longer a night shelter. People nowadays regard hotels as 'something different from home'. Quality, ambience, aroma, and hygiene – all of which jointly set the standards for service providers – define this 'different'," he explained. The evolution of the industry is well grounded in the development and improvement of service standards over the decades. Due to the importance of services in the national economy, he also emphasised the importance of standardisation

changed. We must accept what is wrong and work to fix it. The pandemic has given us with a chance to prioritise safety. Safety is more important than security," Kachru asserted.

Sanjay Kaushik, Senior Regional Director, Radisson Hotel Group, agreeing to his views and stated, "Standardisation is now the voice of the customer in terms of their safety, well-being, and quality of the hotel. It will help the brand gain credibility, whether it is a two-star or three-star. People's faith in the hotel industry will be restored. After that, the resonance occurs through internet platforms and travel partners to ensure that the guests are safe in their hands, hence returning to the hotel time and again."

The COVID-19 crisis caused the sector to rethink the value of domestic tourism. International travellers suddenly disappeared, and domestic travellers emerged in the minds of the industry's major players. Domestic travel has been no less than a saviour for the industry in the past few months, and has proven to be a big boost for it. "Domestic travel has now completely dominated the tourism industry. Rates and occupancy



Sanjay Pant

Stakeholders are key in creating the framework



Kamal Kant Pant

The industry size would grow manifold



Picture courtesy: The Lodhi New Delhi

at our leisure destinations are higher than they were pre-COVID-19," Kachru said. "Ads such as 'dekho apna desh' gave domestic tourism a new lease on life and pushed people to visit within the country. You must assure them that they are safe to travel with you. You must focus and seize this opportunity," he said.

BLUEPRINT FOR BENCHMARK

Pant elaborated on BIS's standardising activity, emphasising the role of stakeholders in creating a framework for standardisation. "Stakeholders can assist in understanding both parts of standardisation: what needs to be controlled and what does not. By defining the cardinal principles of the process and its implementation, the players have a crucial role in deciding how to achieve this," he said. He further opined that one of the guiding factors in letting India and its indigenous aspects to become the source of ISO

standards should be 'culture'. He emphasised the need of adopting a cultural perspective, which "can help us become leaders". "We can launch a certification scheme and raise the benchmark with the help of well-drafted standards," he said, referring to the Ministry of Tourism's 'Dekho Apna Desh' campaign."

Sanjay Goswami, Head (SSD-I), BIS, informed the attendees that the tourism sector is one of the champion service sectors, and that work on development of standards in the tourism sector has been carried out through a Technical Committee, SSD 02. He gave a presentation of the tourism industry's standardisation efforts. He apprised the members about the technical committee's scope, its liaison with ISO/TC 228, published standards, subjects that are being considered, and standards under development by BIS. He urged industry leaders and stakeholders to actively engage in the seminar and share their ideas and recommendations.



Taking over from him, **Shikha Rana**, Scientist D, SSD-I, BIS, took the attendees through a presentation on IS/ISO 22483:2020 'Tourism and related services—Hotels—Service Requirements', including the scope of the standard, quality requirements, and recommendations for hotels in the areas of staff, service, events, entertainment activities, safety and security, maintenance, cleanliness, supply management, and guest satisfaction. Pant described the entire standardisation process as democratic, "Through our well-balanced technical committees, all industry stakeholders are involved. The industry can have a say by making contributions to the drafts, comment submissions, sharing with their own partners, and finally



finalising the standards. We will now disseminate the standards that have been formulated."

THE CHALLENGES

The biggest challenge identified collectively during the seminar is the effective implementation and monitoring of standards. "If execution is done once and not monitored, it is of no help," asserted Kachru. Driving attention towards the absence of an effective monitoring system, he said, "Standardisation monitoring is really not available. There is a gap between the standard criteria. For example, the budget and economy categories have different standards in different places. There is also a gap in standards between states. About 40,000 hotels are awaiting classification. We need to decide what we can deliver right and on time." The need for compliance and conformity to the standards was also highlighted during the discussion, as these are essential to establishing uniformity in the industry. "Standards would have no value without compliance," he added.

Taking enforcement of standardisation into account, the participants discussed the nature (optional or mandatory) of the standards. Everyone agreed that enforcement and monitoring of standards are vital to the whole aim of setting the standards. Sanjay Kaushik suggested, "While ranking is terrifying at times, pushing standardisation in the business model could be a viable option. If standardisation brings them business, they would happily do it. The BIS mark would create a trust. Most certified hotels feature at the top of the list of hotels on OTAs. Getting neutral agencies would emphasise the trust factor, while OTAs (like MMT, Expedia, TripAdvisor, etc.) would help in branding the

standardisation." The participants agreed that creating and resonating it through all channels is crucial for its success. "Trust factor needs to be established in the mind of the customers and as community we have this collective responsibility," said **Vikram Challur**, Vice President-Hotel Supply Network, MakeMyTrip (India) Private Limited.

STAMP OF TRUST

Manoj Virmani, Founder, MGM Hospitality Solutions, emphasised that the quality of services is the most important factor. "It is quality that determines the price. The products, processes, and people (3Ps) involved in the service, particularly in the tourism sector, all have an impact on quality. This is where standardisation comes in. Effective standardisation of 3Ps means that there is one defined way to complete a particular task, which is clear, measurable, and has a better end result," he said.

The participants stressed the advantages of the 'stamp of trust' that standardisation offers. MGM Hospitality Solutions has partnered with QualStar, which is the only Indian organisation credited by BIS, NABCB, and QCI to conduct hotel classification audits of various kinds. And it is the audits that will eventually help all companies to evaluate where they stand and how they can improve the quality," he explained.

Towards the end of the seminar, the officials, leaders, and stakeholders unanimously emphasised the need for certification, monitoring, and audits. It is unfair to expect that only the government can do everything. Governments, in coordination with the industry, should formulate processes. And there should be neutral bodies who should be monitoring whether whatever has been specified is being implemented and executed at all levels. At the same time, if executions are done once and not monitored, they are of no help. There are so many agencies nationally who should be considered. The industry should work together. This will show great value to the guests and meet expectations of guests.

The speakers and participants unanimously agreed on the role of standardisation in strengthening the trust of customers in the hospitality industry. "Developing, adopting, and adhering to standards gives a kind of confidence to the buyer and to the market that the product or services s/he is going to receive are going to be of certain standards. If we can implement these standards in the Indian hospitality industry, the size of our industry will grow exponentially. We would get the rightful place among the leading countries of the world that we so truly deserve," said **Kamal Kant Pant**, Principal, IHM, Pusa. It is time that the industry accepts and makes standardisation a 'norme du jour' and enables India to lead in the world of tourism. The crisis has indeed come with an opportunity!



Sanjay Kaushik

“
Standardisation
is now the
voice of guests
”



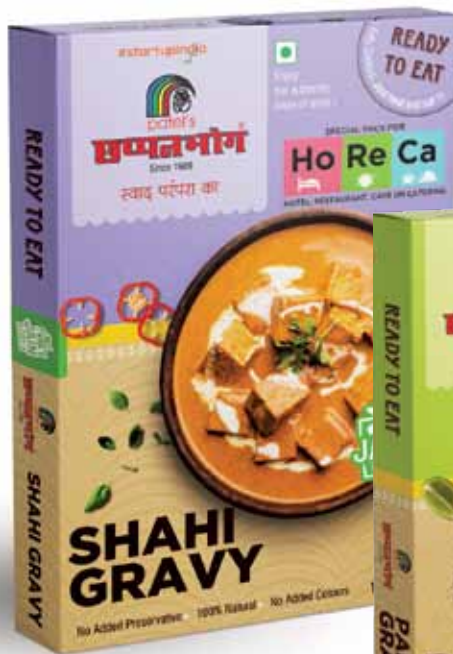
Manoj Virmani

“
Audits let firms
to see where
they stand
”



Vikram Challur

“
Trust factor
needs to be
established
”



Unparalleled satisfaction

Patel's Chhappanbhog has grown over the years with a strong commitment to providing its clients with the best taste, quality, and new recipes to ensure their satisfaction.

Patel's Chhappanbhog is a well-established food brand in Vadodara, Gujarat, since the year 1989. It has dedicated 30 years of service in the field of making sweets and food products in the hospitality and food and beverage (F&B) industries. We have carved a niche in the hospitality industry by offering customised and value-based products through a diverse selection of food and sweets that meet the Indian taste and quality.

food and the intricacy of flavours to the farthest reaches of the globe. We aim to expand into India's defence sectors by providing ready-made, high-quality meals through Amazon and grocery stores. This will allow our border and other army personnel to enjoy the flavours and comforts of home-cooked meals, regardless of where they are stationed. We plan to grow at an exponential rate, from 500 tonnes of ready-to-eat products in the first year to 1,500 tonnes in the next three years.

Patel's Chhappanbhog has grown over the years with a strong commitment to serving our valued customers with the best taste, quality, as well as innovative recipes, to their fullest satisfaction. Our diverse customer base consists of all leading multinational companies, government organisations, banks, railways, Indian Railway Catering and Tourism Corporation (IRCTC), hostel cafeterias, and corporate institutes, and we have their loyal support through business references.

However, in 2021, we started catering our ready-to-eat meals in trains and also have a contract with the IRCTC. We wish to bring the joy of eating home-cooked traditional Gujarati and North-Indian food to people all over the world. Gujarati people are one of India's most enterprising communities. Gujaratis have emigrated all over the world, but they have remained true to their core values.

We brought in ready-to-eat food products for our numerous chef-less cloud kitchens in 2018-19, but now our objective is to bring the delight of Indian

We have launched ready-to-eat food products with a shelf life of nearly six to nine months to honour our community and to further propagate this innate true-to-ourselves mindset. Khichdi, Kadhi, and Dal, a traditional Indian meal, may now be enjoyed anywhere in the world!

Our vision is for this innovative model to reach new heights, with a revenue forecast of ₹90 crore in the next five years.



We have carved a niche in the industry by providing customised products





King Koil, the first choice

With its extensive product portfolio, customised solutions, and guarantees on quality and innovation, King Koil is the first choice of premier hotel chains all over the world.

Kounded in 1898 in Minnesota, the United States, with the sole vision of providing the greatest sleeping experience possible through quality bedding solutions. What started with six employees, King Koil has since grown to be the most preferred and top-selling brand in the world, having a presence in over 100 countries.

As a brand, we value sleep and recognise the impact it has on our health and lifestyle, which is why our focus has always been on quality and innovation, and that is the key driver of its global success.

King Koil is a global leader in the sleep science and mattress industry, and continuous research and development, close partnerships with International Chiropractors Associations, and FCER are necessary for creating quality products that are essential for both hoteliers and guests.

Working with top hospitality brands requires flexibility and agility because each brand has its own specifications, such as size, fabric, spring count, construction, foam density, comfort, and support level. This can be achieved if you are well-versed in the industry's most recent developments and innovations. Top hotel chains across the Indian subcontinent and

around the world trust our hospitality bedding products, including Radisson, Marriott, Starwoods, Hilton, Hyatt, Taj, ITC, among others.

Aside from our customised bedding solution, we are the authorised manufacturer of the world-famous Westin Heavenly Bed. Our hospitality range comprises of three most preferred mattresses, i.e., Maharaja Grand, Roman Luxury, and GuestRest EuroSoft. Apart from these mattresses, other products such as rollaway foldable and non-foldable beds, mattress protectors, pillows, duvets, comforters, and high thread-count bed sheets are some the most loved bedding accessories among hotels worldwide. That is why, with its extensive product portfolio, customised solutions, and guarantees on quality and innovation, King Koil is the first choice of premier hotel chains all over the world.

For more information about our products, please visit our website at www.kingkoil.in/hospitality



Working with top hospitality brands requires flexibility and agility

Whole Home Concept 2022

◆ IOTA, the epitome of luxury lifestyle furniture in Kirti Nagar Market, New Delhi, has introduced its new collection, which highlights the 'Whole Home Concept 2022' current trend that luxury homeowners are anticipating. "Our current collection aims at creating pleasant and comfortable areas for entertainment, rest, work, and other activities," says **Namit Ajmani**, Founder and Designer, IOTA Boutique Furniture. The neutral and warm tones of the collection are the colours of cleanliness and order. The lasting designs strike the appropriate mix between construction, strength, and convention. The collection includes sofas, centre tables, side tables, mirror consoles, beds, wardrobes, and a luxury living room and bedroom idea.



Egypt-inspired collection

◆ The latest collection of wallpapers from UDC Homes is a timeless depiction of Egyptian design, drawing inspiration from their famed architecture and blending in parts of their culture. On a bright canvas, palm and date tree motifs, lilies, and murals in clean lines and patterns are designed to create rich textures and playful designs. "We wanted to bring a different flair to your interiors by adding Egyptian influence. Every wall art will fit in perfectly with all types of interior spaces, whether modern or classic," explains **Neha Jain**, Co-Founder, UDC Homes.



Rosabagh's capsule range

◆ Rosabagh has launched a capsule collection of five tables, inspired by the sentiment of ringing in holiday cheer and joy. Each table is bespoke and ageless, using the finest materials, vibrant colours, and stunning intricacy to create a unique standout piece. This coffee table, inspired by Persian design principles, evokes memories of regal household yonder. The entire table is hand-carved and imbued with the brand's signature flair of champagne leafing, with a marble top inlaid with semi-precious stones.

Eagle-eyed housekeeping

Since 1984 Mehta Furnishers has been adding value, style, and convenience to housekeeping with customised carts, caddies, hampers, and outdoor furniture.



The housekeeping department and its management are responsible for impeccably clean hotels. People's safety and health are dependent on appropriate housekeeping. Compact housekeeping carts and caddies from Mehta Furnishers bring value, style, and convenience to good housekeeping. This equipment organises supplies and is used in hospitality enterprises all around the world. These allow housekeeping staff to store fresh and used linens, guest essentials, chemicals, and cleaning supplies, all in one unit.

High-grade castors chosen for their use make the cart's movement effortless, and they are also made and sized to fit into standard elevators. With so many types to choose from, everyone can find a maids' cart that meets their needs. Choose from a range of housekeeping carts, mobile caddies, baskets, and hospitality supplies that are fairly priced for the value they provide and are made with edge protectors for professional work.

"I humbly thank all those who have been associated with us for a long time, guided us and expected more in this never-ending learning journey that continues. Customers' requirements are met with bumpers, lockable doors, additional storage, operational needs, and a

variety of desired features that add value to the style and smiles to good housekeeping," says **Y.K. Mehta**, Owner, Mehta Furnishers.

Minibar-replenishment carts, linen and luggage carts, as well as housekeeping and picnic baskets, strollers, bins, trays, front-office carts, and a wide range of accessories made of wood, cane, wicker, and steel, as well as all outdoor furniture and umbrellas, are among Mehta Furnishers' other products. Mehta Furnishers' products are compact, manoeuvrable, practical, and visible support for disturbance-free housekeeping, give an upmarket ambiance, and are vital for the safety of the people for whom they are designed. Since 1984, the company's reputation has been built on a solid steel structure, long-lasting liner and cabinet for linen and amenities, sturdy shelves, sturdy bars for handling and moving, hardwearing-coated fabric bags in the most popular colours, heavy-duty non-marking castors for easy carting and parking, and edge-protectors on all standard carts.



Castors chosen as per their application make movement of carts effortless



Organic recycling

Through the use of thermophilic bacteria and a fully automated composting system, ECOLEEN assists in the conversion of wet organic waste to compost.



Dr. Shekhar C Jindal

We 'SYNERGIA MÉTIER PVT. LTD.' are the manufacturers of 'automatic composting machines' for treatment of organic waste from kitchens and gardens, under the brand name ECOLEEN.

The basic principle applied is the use of thermophilic bacteria to convert the organic waste to compost through fully automatic composting machine.

The requisite environment and parameters are provided in the compact space in the machine.

The main features of this machine are:

1. It can convert organic waste to compost within 24 hours (under ideal set of conditions).
2. The foul smell and generation of any parasites, such as flies, is absent.
3. No dribbling of foul smelling liquids and noise pollution.
4. Within 12 hours, the volume is reduced by up to 80 to 85 per cent.
5. It is a computerised and user-friendly machine.
6. The compact designing of the machine has reduced the space occupied by the installed machine.
7. Compost formed is rich in different nutrients, in line with FPO standards.

8. If handled properly, following do's and don'ts, and kept maintained and clean, the machine can work efficiently for years together.

We, Synergia Metier Pvt Ltd., are an ISO 9001:2015 certified, QCI-verified GeM registered company engaged in manufacturing of composting machines. We also bagged 'The Best Innovation' Award from Manpreet Badal, Minister of Finance, Punjab.

ECOLEEN helps in converting the wet organic waste to compost and is successfully used in hotels, canteens, restaurants, home-stays, at any and every site, housing societies, kitchen, malls and theatres, municipalities, offices, hospitals, school and colleges, and likewise, where there is a generation of organic waste.

ECOLEEN is an automated machine, easy to operate and converts organic waste to compost in 24 hours, under the ideal set of conditions.

It is available in 25 kg, 50 kg, 100 kg and 200 kg regular models and above capacities as per the specific requirement. The 1,000 kg and above models are also tailored.

We are sure that once installed, it shall be an additional hand to your house/organisation and an innovative step towards Swachh Bharat.

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Compost formed is rich in different nutrients as per FPO standards



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Appointments



KIRON NAIR

Director-Operations
Zone by THE Park Hotels

★ Nair will be responsible for driving operational efficiencies throughout the Zone by THE Park Hotels. Nair has been in the hotel industry for almost two decades. He has previously worked with top hospitality companies throughout the country. His primary focus will be on positioning the brand as a market leader, enhancing and leading the operations, and helping foresight and guide the team. The brand is growing its portfolio of hotels with Zone Connect and plans to open four hotels in the coming six months.



SHARAD SINGH

Director-Food & Beverage
The Westin Goa

★ Singh, who has over 14 years of expertise in operations, strategy planning, marketing, customer relationship management, and identifying bar and restaurant trends, will oversee all aspects of the hotel's planning and service. He will be responsible for inventory, staff training, and ordering F&B supplies. His primary competencies include, strategic planning, policy and procedure formulation, restaurant management, vendor and team management, budgeting, sales and marketing, planning, and public relations.



JAYACHANDRAN C.R.

Area Director-Operations
Niraamaya Wellness Retreats

★ Jayachandran has been promoted from GM to Area Director-Operations at Niraamaya Wellness Retreats. He will be in charge of the operations for all of the retreats and private residences in Kerala, and will be working towards the reinforcement of the core ethos of the brand. He has 20 years of management experience with luxury hotels in India and abroad, handling the operations of pre-opening, opening, and functional hotels. He specialises in management experience with luxury hotels across India and abroad.



AJITH CHERUVATTATH

Executive Chef
Doubletree Suites by Hilton Bangalore

★ Ajith has been named Executive Chef at the DoubleTree Suites by Hilton Bangalore. He is well-versed in both international and Indian cuisines. Chef Ajith's new responsibilities include overseeing the seamless operation of the hotel's F&B outlets and managing culinary operations. Chef's main aim is to create exceptional dining experiences for his guests through customised Food Festivals. He holds a B.Sc in Hotel Management from Bharathiar University in Coimbatore, as well as various other professional trainings.



GIANFRANCO TUTTOLANI

Italian Chef
Grand Hyatt Mumbai Hotel and Residences

★ Chef Gianfranco will take over as Italian Chef at Celini. He strives to offer the flavours of the Abruzzi province to the world through his masterful culinary expertise. He has served as an ambassador on a number of fronts, including in 2011, when he became the Ambassador in the world of Abruzzi traditional cuisine, in 2014, when he became the Ambassador in the world of Italian Bio Extra Virgin Olive Oil, and most recently, in 2015, when he became the Ambassador in the world of Pentole Agnelli professional cookware.



SUCHIR JINDAL

Corporate Marketing Head
Sayaji Hotels Ltd.

★ Jindal brings with him over seven years of rich experience in 360-degree marketing. He holds strong digital, traditional marketing and PR management skills and a thorough knowledge of the hospitality market. In this role, he is committed to encouraging the team while nurturing a cohesive work environment. Prior to this, he has worked with reputed brands such as Accor hotels, Sarovar hotels in corporate office, where he handled marketing for brand and consultant for the properties.

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Join with us to bring revolution in
**F&B Industry after
COVID-19**

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Benefits of cloud kitchen

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14-18 months

10+
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