

# HOTELS & RESTAURANTS INDIA fhrai magazine

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A MONTHLY ON HOSPITALITY TRADE

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*Dear FHRAI Members,*

**T**he year 2023 started on a high note for the hospitality businesses, a trend that continued in February as well, witnessing an uptick with a robust demand for hotel rooms across all segments, bringing positivity and enthusiasm for the industry.

The G20 Presidency Summit under which a series of meetings are being conducted in various cities across the country has also largely contributed to the surge in demand for hotel rooms in the country. As the tariff for rooms have gone up, the ARRs and RevPar have also been on an incline, bringing further cheers for the hospitality sector. It is worthwhile to note that the meeting of the 1st Tourism Working Group under India's G20 Presidency was held at Rann of Kutch, Gujarat from 7–10 February 2023. During this working group meetings, discussions were held on the Indian Presidency identified five priority themes which was also endorsed by all G20 members, guest countries and international organizations.

Another important initiative of the period is that a series of post-Budget webinars were organized by the Government of India with an aim to brainstorm ideas for effective implementation of the initiatives announced in the Union Budget 2023-2024. The webinar for the tourism sector on the theme Developing Tourism in Mission Mode, was held on 3 March 2023. The Hon'ble Prime Minister Narendra Modi addressed the webinar and emphasized on the significance of tourism for the socio-economic development of the country. Along with other stakeholders, FHRAI attended the breakout sessions and shared our inputs on the priority areas identified in the Union Budget for tourism sector.

While continuing its policy advocacy efforts, FHRAI met the Director General of Foreign Trade, Santosh Kumar Sarangi to take up the long-pending issue of relaxation in the secondary

condition under the EPCG Scheme. During the meeting, FHRAI requested for an appropriate and immediate relief in the matter in the interest of the hospitality sector. The Director General took a note of FHRAI submissions and assured his support.

FHRAI submitted a representation to the Tourism Secretary with suggestions and measures to make NIDHI+ portal for hotel classification more efficient and hassle free. In addition, FHRAI has written to the Secretary, Department for Promotion of Industry & Internal Trade sharing hospitality sector's concerns and pain points related to public performance of music at hotels and restaurants. FHRAI also shared some suggestions to bring relief for the hospitality sector that can also ensure Ease of Doing Business for all stakeholders.

Another significant development for the sector came from the domain of hospitality education as the prestigious Jawaharlal Nehru University (JNU) has signed an MoU with the National Council for Hotel Management & Catering Technology (NCHMCT), to foster academic collaboration and promote research in the tourism and hospitality sector. As part of the MoU, starting academic year 2023-24, students enrolling in UG and PG courses in hospitality at various institutes under the NCHMCT will be awarded degrees from the JNU after completion of their programmes.

It is highly encouraging to note that the Indian consumers are showing great enthusiasm in travelling across the country leveraging every available opportunity. We have had two fruitful months right at the beginning of the year and we are hopeful that the momentum continues through March to the whole year helping the sector to revive and prosper.

With best regards,  
**Jaison Chacko**  
Secretary General, FHRAI



**Jaison Chacko**  
Secretary General  
FHRAI

**“  
FHRAI MET THE DIRECTOR  
GENERAL OF FOREIGN  
TRADE, SANTOSH KUMAR  
SARANGI TO TAKE UP THE  
LONG-PENDING ISSUE  
OF RELAXATION IN THE  
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”**

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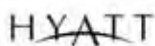


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12

## THIS MONTH

- 03 SECRETARY GENERAL'S MESSAGE  
10 FHRAI DESK  
70 MOVEMENTS

## FEATURES

- 12 **MULTIPLE AGENCIES CLAIMING ROYALTY FOR PLAYING MUSIC**  
FHRAI writes to Department for Promotion of Industry & Internal Trade flagging numerous concerns related to misuse of Copyright Act by agencies.
- 20 **EASING OF LICENSING PROCESSES IN DELHI COMMENDED**  
HRANI welcomes initiative of Hon'ble Delhi LG V K Saxena for reducing number of documents required for licensing and launching Modified Unified Portal.

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20



26

## SECRETARY GENERAL

Jaison Chacko - sg@fhrai.com

## PUBLISHER

Devika Jeet - devika@ddppl.com

## ASSOCIATE EDITOR

Lipla Negi - lipla.negi@ddppl.com

## PRODUCTION MANAGER

Anil Kharbanda

## DESIGNERS ADVERTISEMENT

Nitin Kumar  
Aditiya Pratap SinghMARKETING & SALES  
DELHINikhil Jeet - Nikhil.jeet@ddppl.com  
Director Advertising (+91 9910031313)Meetu Malhotra - meetu.malhotra@ddppl.com  
Manager Marketing (+919650911399)Jaspreet Kaur - jaspreet.kaur@ddppl.com  
Marketing Manager (+919650196532)

## MUMBAI

Harshal Ashar - harshal@ddppl.com  
General Manager (+919619499167)Samantha Pereira -  
Samantha.pereira@ddppl.com  
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Razi Haider -Country Manager +91-9920384666

Deepak Chandan – Manager Sales- North & East +91-  
9717457411

Pradeep Chauhan – Manager Technical Services & Projects  
+91-9811546663



## EXPANSION PLENTIFUL 38

In exclusive interview, Puneet Dhawan, Operations, Accor India & South Asia talks about brand's growing footprint in India, G20 Presidency and strong domestic demand.



## MEET THE BEST IN BUSINESS

Armed with innovation and latest technology, industry's most versatile brands gear up to showcase future of food & hospitality business at AAHAR 2023, from 14-18 March.



## FOOD TRENDS TO WATCH OUT FOR IN 2023 44

Millets-based foods will dominate Indian palate in 2023 as it will continue to evolve and gain acceptance besides super foods such as jackfruit, yams, sweet potatoes and amaranth, writes KK Pant.



## EMBRACING ECO-FRIENDLY PACKAGING 48

Eco-friendly packaging is proving significant measure in hospitality industry's path to sustainability, believe industry experts and reckon it will entail more technological advancements in future.



### THE FEDERATION OF HOTEL & RESTAURANT ASSOCIATIONS OF INDIA

B-82, 8<sup>th</sup> Floor, Himalaya House  
Kasturba Gandhi Marg, New Delhi 110001  
Tel: 91-11-40780780, Fax: +91-11-40780777  
Email: fhrai@fhrai.com

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# Make NIDHI+ portal simpler for hotel classification

Federation shares its members' plight to Tourism Secretary stating that they are confronting difficulties while executing classification inspections under new system in NIDHI+ portal.



FHRAI has written to Arvind Singh, Secretary, Ministry of Tourism suggesting to upright NIDHI+ portal for hotel classification and making it more hassle-free. "On behalf of the hospitality industry in the country, we would like to applaud the various efforts taken by the Ministry of Tourism recently for empowering hospitality and tourism businesses through enhanced role of technology and digitalization. Among these, the launch of Nidhi+ portal is a significant initiative which aims at facilitating ease of doing business for hospitality and tourism establishments by bringing a host of services under its ambit, including the hotel classification programme," said FHRAI in a letter to Singh. "However, we have received representations from our members, regional associations and classification committee members about the hardships they are facing while undertaking the classification inspections under the new system."

## Following are the suggestions put forth by the Federation:

- The hotels constructed before 2012 do not require STP. However, the Classification App has no provision to show this option for such hotels.
  - The parameters/checklist for 5 Star Deluxe, 1 Star and 2 Star are different as per the classification guidelines of the Ministry of Tourism. Accordingly, several parameters are desirable, whereas the App does not differentiate between desirable and mandatory parameters. Thus, the assessment team has to spend a lot of time to capture the desirable elements. If this can be skipped, a lot of valuable time of the inspection team members can be saved.
  - The App is auto assigning dates for inspections on government holidays and Sundays and also, inspections are being scheduled on Sundays by the system which is the only off day for most of the people. The technical team of Nidhi+ portal should be sensitized to take into account of these factors while assigning dates for classification inspections.
  - It has been observed that the syncing of the captured data takes time during inspections of hotels in remote areas.
- This takes a lot of time of inspection team members who cannot leave the assessment venue without completion of the process.
- While we get the notification of the inspection date, the email does not mention information such as the number of rooms or whether it is classification or a re-classification.
  - After completion of the inspection, the assessment committee members do not have any access to the final report, to be viewed as an inspection committee member. It is requested to share a copy of the final report with FHRAI and the respective regional association.
  - Also there have been instances where the mandatory requirement is indicated as optional in the classification App under the new system.
- Specifying above-mentioned suggestions, FHRAI said, "We therefore request your good self to take cognizance of the above said problems in the classification program under NIDHI+ portal and do the needful to remove the deficiencies to make the process more efficient and hassle-free."

The process being followed in new system is very cumbersome and time consuming as evidence has to be captured across various sections of a hotel



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# Multiple agencies CLAIMING ROYALTY for playing music



FHRAI writes to Department for Promotion of Industry & Internal Trade flagging numerous concerns related to misuse of Copyright Act by agencies.

FHRAI has written to Department for Promotion of Industry & Internal Trade (DPIIT) highlighting that “the hospitality industry and its customers are undergoing untold hardships on a day-to-day basis for usage of the copyright music, which makes it evident that some concrete measures are required to provide real relief to the industry and millions of its customers/public”.

Following issues were flagged by FHRAI to DPIIT:

- **Multiple agencies claiming royalty for the same class of work or multiple agencies representing different class of works, demanding royalty for the same event or use:** The proviso to Section 33(3) of the Act provides that the Central Government shall not ordinarily register more than one copyright society to do business in the same class of works. Despite such clear provisions, societies such as IPRS, ISRA have been registered, leading to multiplicity. It seems that these agencies have misconstrued the words “shall not ordinarily register” in the proviso to Section 33(3) to mean that the Act permits registration of more than one copyright society and thus leading to a situation where more than one society is doing business in same class of work resulting in chaos and harassment to the users of copyright.
- **No harmony among the agencies and entitlements of agencies not decided:** After the amendment of 2012, it is evident that

revenue has to be shared between the societies and there is no need to obtain licenses from multiple agencies. Despite such a clear law in place, IPRS as well PPL, Novex, among others are demanding charges for the same event.

- **Non-copyright society in the business of issuing copyright licenses:** Unfortunately, the entities such as Novex who are not copyright societies have also entered into the business of issuing licenses which further adds to the plight of our members. These entities have put on their website a library of songs in respect of which it claims to have right to issue licenses.
- **Denial to accept the sanctity of Section 52 (1) (za):** As per Section 52 (1) (za) of Copyright Act, there is no requirement for obtaining a license for a marriage procession and other social festivities associated with a marriage. The copyright agencies are not willing to accept this exemption in law and continue to harass the industry with legal notices, trespassing the venues and other coercive measures.

Federation suggested following measures to resolve all the said problems:

- **A single window system for collection of license fees:** There should be a single window for obtaining the license and any other clearances at a fixed and reasonable cost. The

said single centralized society should be the sole body for collecting license fees and no one else should be permitted to collect license fee for the same category of works relying either on Section 30 of the Act or otherwise.

- **One copyright society for each category of work:** As contemplated by Section 33(3) of the Act, there should be a single copyright society for a particular class of work, which could be a government-controlled body with transparent and clear scheme for distribution of the revenue. The centralized structure of the registered copyright society shall be directly controlled by the Government of India while safeguarding the rights of the relevant stakeholders.
- **Amendments in law to reinforce the authority of Section 30 and to weed out the lapses in Section 33:** Appropriate clarification may be issued that performer's society like ISRA must claim their share of royalty from the producer/owner of recorded music or from the music companies as the case may be and not from hotels and restaurants.
- **Measures to ensure sanctity of Section 52 (1) (za):** The government should remove all the ambiguities in law to ensure a conducive environment for the enforcement of the Copyright Act in the country.

Entities such as Novex who are not copyright societies have also entered into the business of issuing licenses which further adds to the plight of our members

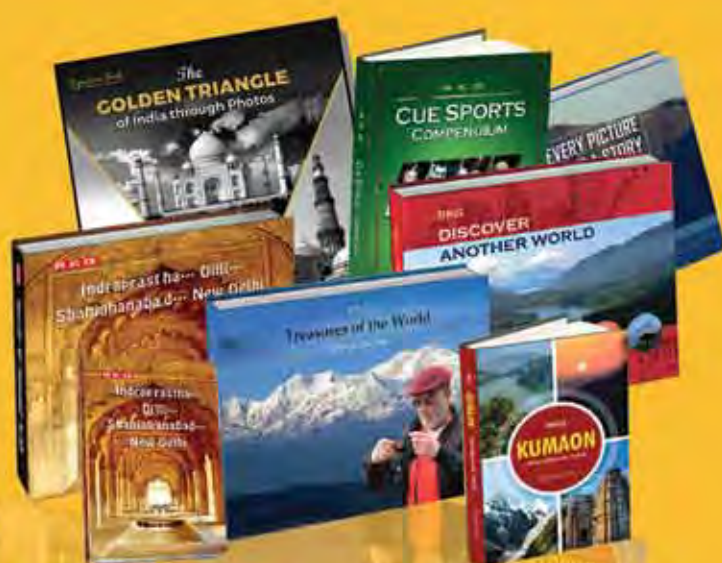


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# HRAWI joins Food Connoisseurs India Convention 2023-West India Edition

Conference brings together hospitality professionals on one platform and sharing insights on various trends such as cloud kitchens, food deliveries, among others that are reshaping palate.

The Food Connoisseurs India Convention 2023-West India Edition recently hosted the largest congregation of professionals from the hospitality industry. Hotel and Restaurant Association of Western India (HRAWI) participated in the Convention. Pradeep Shetty, President, HRAWI spoke to the audience on Venture into a Food and Beverage: Turning Dreams into Reality. The conference focused on micro-trends that are altering the palate, brand and capacity building, food tech, cloud kitchens and food deliveries, among other developments. The Convention aimed to foreground the inventive ways in which different champions of the industry conquered the challenges of contemporary times, opening the door to greater profits and expansion.

“The Food Connoisseurs India Convention 2023 was a great opportunity for professionals from the hospitality industry to come together and share insights on the latest developments



and trends. The industry has pulled through from one of the worst times in recent history and going forward we need to ensure that the industry continues to innovate and adapt to changing market trends and consumer needs. We must prioritize the use of technology and innovation to enhance guest experience and improve operational efficiencies. This will enable the industry to become more

sustainable, eco-friendly, and future-ready,” said **Pradeep Shetty**, President, HRAWI.

The Food Connoisseurs India Convention is an initiative to bring industry experts and think tanks under one roof to discuss, debate and reflect on a wide range of opportunities the food industry, particularly the home-grown cuisine, could offer, which can help one decode probable business strategies.

The Convention aimed to foreground the inventive ways in which different champions of the industry conquered the challenges of contemporary times

## HRAWI facilitates FoSTaC programme in Diu

Third FoSTaC programme was successfully conducted by HRAWI in collaboration with FSSAI wherein 33 hospitality professionals gained knowledge about best levels of safety and hygiene standards.

The Hotel and Restaurant Association of Western India (HRAWI) in collaboration with the Food Safety and Standards Authority of India (FSSAI) conducted its Food Safety Supervisor Training in Advance Catering (FoSTaC) programme on 20 February at Hotel Kohinoor in Diu. The programme was inaugurated by Shivam Mishra, Deputy Collector & Additional Director, Tourism, Diu; Dr Sultan, Health Officer, Diu; Rohit Solanki, Food Safety Officer, Diu; Yatin Fugro, UT Coordinator, HRAWI and Vivekanand, Trainer, FSSAI. 33 hospitality professionals participated in the training programme that was conducted by Vivekanand.

“This was the third training programme organized by HRAWI within the month and we plan to increase the frequency for the benefit of hospitality professionals across the Western region. FoSTaC is an



initiative of FSSAI for inculcating the best levels of safety and hygiene standards among food handlers in hospitality. Hospitality establishments are realizing the value of training staff in FoSTaC and HRAWI is committed to providing this training to

as many professionals as possible,” said **Pradeep Shetty**, President, HRAWI.

HRAWI has successfully trained and certified 2,499 hospitality professionals across India's Western region in FoSTaC and FSSAI's management training programme.

FoSTaC is initiative of FSSAI for inculcating best levels of safety and hygiene standards among food handlers in hospitality



# NCHMCT's UG, PG programmes in hospitality get JNU's recognition

NCHMCT enters into pact with JNU to promote research in tourism and hospitality sector; besides facilitating recognition of two degree courses—B.Sc. HHA and M.Sc. HA.

National Council for Hotel Management and Catering Technology (NCHMCT) has signed a MoU with JNU which enables JNU to recognize the two programmes, run by NCHMCT and award degrees from 2023-2024 session. Students enrolling into B.Sc. HHA and M.Sc. HA programmes at these institutes will be benefitted from this MoU. The B.Sc. HHA programmes is enriched with skill input, business input and managerial input required in the hospitality and other service industry. The M.Sc. HA, is enriched with management and research inputs. It is highly demanded by the candidates wanted to pursue their career at managerial level as well as wanted to be a teaching faculty in any hospitality institutes. Senior officers of Ministry of Tourism, authorities from JNU, professionals from hotel/hospitality industry, academicians

from IHMs and students were present during the MoU signing.

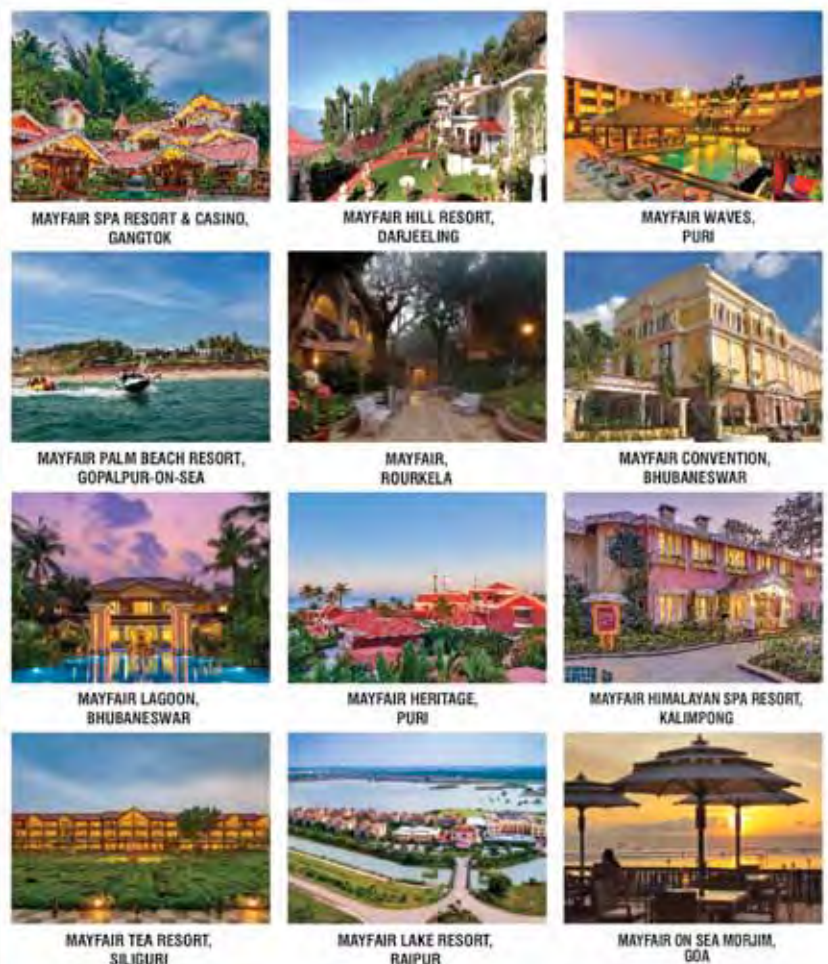
The IHMs under the academic umbrella of NCHMCT are ranked on the top in India and 14 in the world among the best hospitality and hotel management schools by CEO World of USA for the year 2021.

With the recognition of the UG and PG degree programmes of NCHMCT by JNU from 2023-24 academic year, students from IHMs under the academic umbrella of NCHMCT will be receiving the degrees from JNU, which will immensely benefit them in better employment not only in India but across the



globe and also enrolment into higher studies in foreign universities. Also, the IHMs will be benefitted with better admission of foreign nationals and NRIs. The job prospects of these pass outs will see a major step up in terms of better placements—both in India and abroad.

**Students from IHMs will be receiving degrees from JNU, which will benefit them in better employment not only in India but across globe**







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# SIHRA proposes EC members to FHRAI Executive Committee

Hotels and restaurants association organizes series of meetings across Tamil Nadu discussing hoteliers' concerns such as hotel classification, among others.

Executive Committee of SIHRA at its meeting held on February 25, 2023 has nominated following EC members of SIHRA to FHRAI Executive Committee.

1. K Nagaraju
2. B D Prabhushankar
3. D Venkadasubbu
4. D V S Somaraju
5. M Balakrishna Reddy
6. S K Hari Arumugam

Manav Goyal has been nominated as the co-opted member from South to FHRAI Executive Committee.



**K Syama Raju**  
President,  
SIHRA

## HOTELIERS MEET AT THIRUVANANTHAPURAM

SIHRA had organized a meeting of the hoteliers from Kerala at Thiruvananthapuram on February 24, 2023. SIHRA Executive Committee members, including SIHRA President, K Syama Raju were present at the meeting. More than 20 hoteliers were present at the meeting and had discussions on issues including hotel classification, among others.

## PRE-BUDGET CONSULTATION MEETING

SIHRA was invited to participate in the Tamil Nadu pre-budget consultation meeting and Sundar Singaram, Director, Operations participated in the meeting on behalf of SIHRA. The pre-budget consultation meeting was attended by Hon'ble Finance Minister, Hon'ble Minister for Commercial Taxes and the Secretaries to Government of Tamil Nadu. On behalf of SIHRA, Singaram submitted a letter requesting the Government of Tamil Nadu to consider granting industry status to the hotels in Tamil Nadu.

Singaram also submitted a letter requesting Government of Tamil Nadu to remove value added tax on liquor sales in hotel bars in Tamil Nadu, which is a tax on tax resulting in consumers paying higher prices and the businesses get lesser revenue.

## FELICITATION BY IHM CHENNAI

At a function held in IHM Chennai, B Chandramohan, Secretary, Tourism and HR&C,

Government of Tamil Nadu, felicitated SIHRA for its support to IHM Chennai.



SIHRA had organized meeting of hoteliers from Kerala. SIHRA Executive Committee members, including SIHRA President, K Syama Raju were present at meeting



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# Easing of licensing processes in Delhi commended

HRANI welcomes initiative of Hon'ble Delhi LG V K Saxena for reducing number of documents required for licensing and launching Modified Unified Portal.

In an enabling move that will go a long way in giving a boost to the hospitality sector in Delhi, the Hon'ble Lt. Governor, V K Saxena recently launched the Modified Unified Portal for licensing of eating, lodging and boarding establishments.

This Single Window Portal will help entrepreneurs, businessmen and start-ups in the hospitality sector by way of ensuring that a single easy to fill form, enables them to get/renew licenses from five different agencies, including Delhi Police, MCD, NDMC, Delhi Fire Service and DPCC, simultaneously within a fixed timeframe of 49 days. Establishments will now be able to operate under a much simplified, minimal and enabling licensing regime in the National Capital.

Addressing the gathering of restaurateurs, hoteliers and others, Saxena said, "Enabling the hospitality sector, with these simplified

licensing norms, would prove to be the first step in the direction of a robust Night Time Economy in Delhi. Since the existing license regime in the city was found to be restrictive in terms of the requirements and demands of the entrepreneurs and people, a high-level committee under the Principal Secretary, Home, comprising top officers from all stakeholder departments was constituted to ease the same."

In the new Common Application Form, 140 fields have been removed and the uploading of 28 documents has been done away with. Instead of five affidavits that was supposed to be submitted earlier, the applicants will now have to submit a single



common undertaking for all five agencies. The requirement of documents for the renewal of licenses has been minimized and no fresh documents, barring those whose validity has expired, will be required. The applicants will have to submit just a common undertaking.

**Establishments will now be able to operate under a much simplified, minimal and enabling licensing regime in the National Capital**

# HRANI partners with Google for Google Hotelier Summit 2023

Google Hotelier Summit 2023 will witness panel discussions & presentations by industry experts who will be sharing knowledge on enhancing brand visibility of hotel unit on Google.

Continuing the efforts of facilitating members, HRANI has partnered with Google for its Google Hotelier Summit 2023 in India. The Summit is scheduled to be held on 29 Mar 2023 from 1300 hrs to 1800 hrs at the Leela Ambience Gurugram Hotel.

The Summit will witness the presence of senior officials from the Ministry of Tourism, Google experts and industry professionals from the travel and hospitality sector.

The Summit will include presentations and panel discussions by industry experts. The objective of the Summit is to enhance the brand visibility of a hotel unit on Google and make it stand out on Google and drive direct bookings.

**The event will comprise of following agenda and deliberation:**

- Travel insights and how to tap into travel demand this year.
- Google Hotel Search overview and tips on how to make the most out of your Google Business Profile.

- Activating hotel Free Booking Links to drive direct bookings.

The Summit can be attended

in-person and also through a livestream link. For registration, visit the website [www.hrani.net.in](http://www.hrani.net.in).

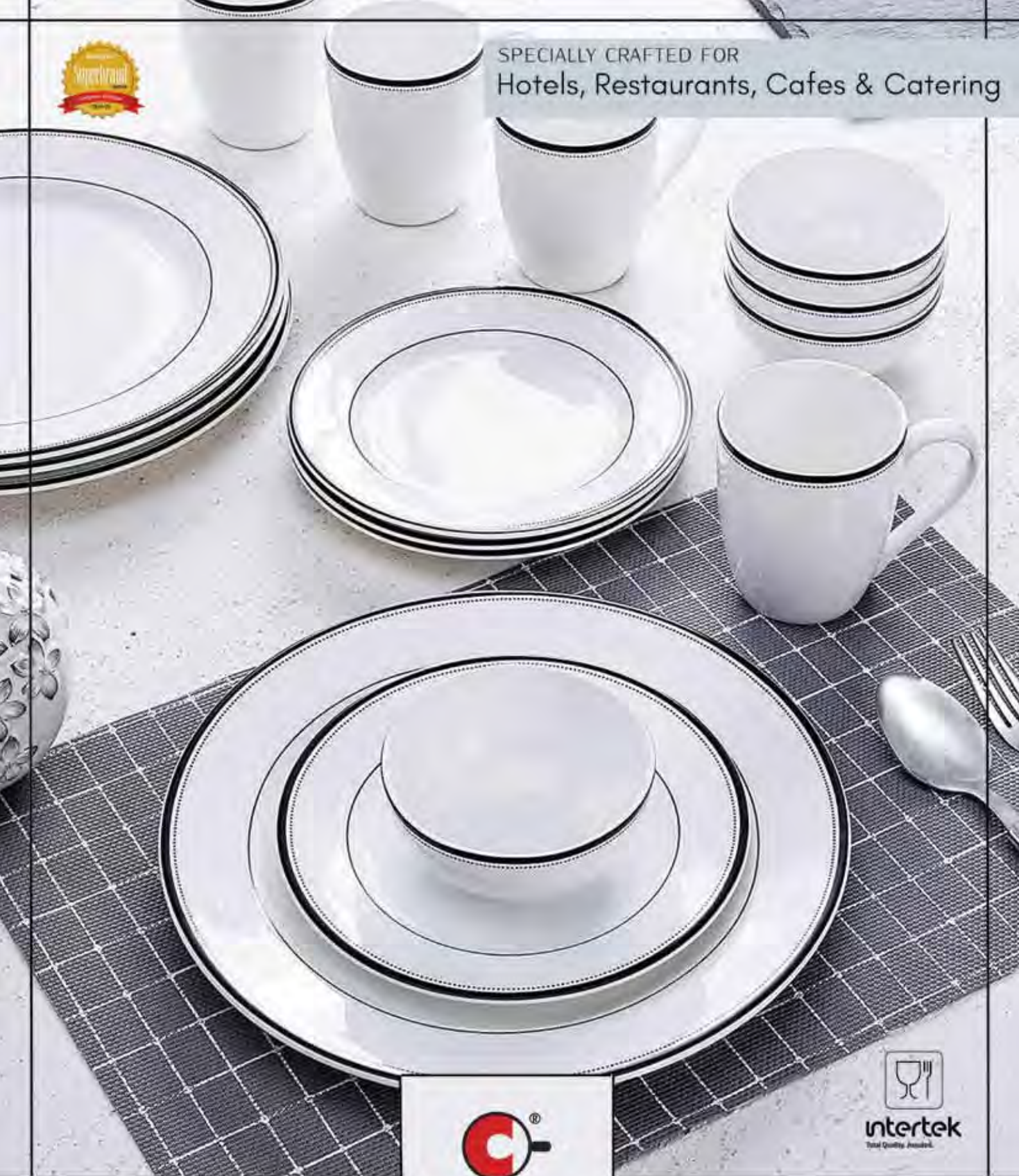


**Summit will witness presence of senior officials from Ministry of Tourism, Google experts and industry professionals from travel and hospitality sector**





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# INTERNATIONAL YEAR OF MILLETS 2023

## Pearl Millet Vegetable Fritters



### Ingredients

Pearl Millets Flour	250 grams
Onion	50 grams
Carrot	50 grams
American Sweet Corn	80 grams
Cabbage	60 grams
Ginger paste	10 grams
Garlic paste	25 grams
Green Chilly (Julienne)	05 grams
Mint	15 grams
Coriander	30 grams
Refined Oil (frying)	500 ml/Amchoor Powder 03 tsp
Jeera Powder	04 tsp
Red Chilli Powder	02 tsp
Curd	50 grams
Salt	to taste
Black Salt	1 tsp
Coriander Seeds	05 grams

### Method

Slice the onions, julienne carrot and cabbage, crush the corns and add salt to it leave aside till it leaves water. Prepare fritter batter with Pearl Millets flour, add salt, black salt, cumin powder, amchoor powder. Crush coriander seeds, mix well and keep aside. Meanwhile add oil to kadhai (Indian wok), switch on the flame and let it heat. Squeeze out the excess water and add them into batter and mix well. Fry them properly till crisp over medium heat. Serve with mint chutney, tomato sauce and salsa sauce. (Serving suggestion).

## Vegetable Barnyard Biryani



### Ingredients

Barnyard Millets	150 grams	Cauliflower	40 grams
Onions chopped	30 grams	Kewra water	few drops
Green Chillies	05 grams	Rose essence	few drops
Ginger	08 grams	Curd	200 grams
Garlic	10 grams	Cinnamon	02 grams
Mint	02 grams	Green Cardamom	05 grams
Coriander	05 grams	Black Cardamom	02 grams
Carrot	40 grams	Clove	02 grams
French Beans	25 grams	Bay Leaves	01 grams
Green Peas	30 grams	Mace	02 grams

### Method

Soak Barnyard Millets for 15–20 minutes and keep aside. Meanwhile cut all the vegetable in small dices, finely chop the onions and prepare ginger garlic paste and keep aside. Shred mint and coriander and keep aside. For biryani jhol, take brass degchi, add desi ghee and add whole spices mentioned above and let it crackle. After crackling of spices add chopped onions and let it cook till light golden-brown colour. Then add ginger garlic paste and chopped green chillies. Add turmeric powder, chilli powder and whisked curd to it, cook it well then add vegetable and cook it with curd. Add some water to it, add kewra water for aroma and mint leaves for freshness. Add soaked Barnyard Millets, add few drops of rose essence and chopped coriander over it. Cover with aluminium foil and let it cook over dum process of heat. Serve it with burani raita/vegetable raita. Garnish with barista (golden fried onions).

### Recipes Credit:

**Rishabh Misra, Lecturer,**  
**FHRAI IHM**

**Rohit Singla, Teaching Associate,**  
**FHRAI IHM**



# FHRAI IHM



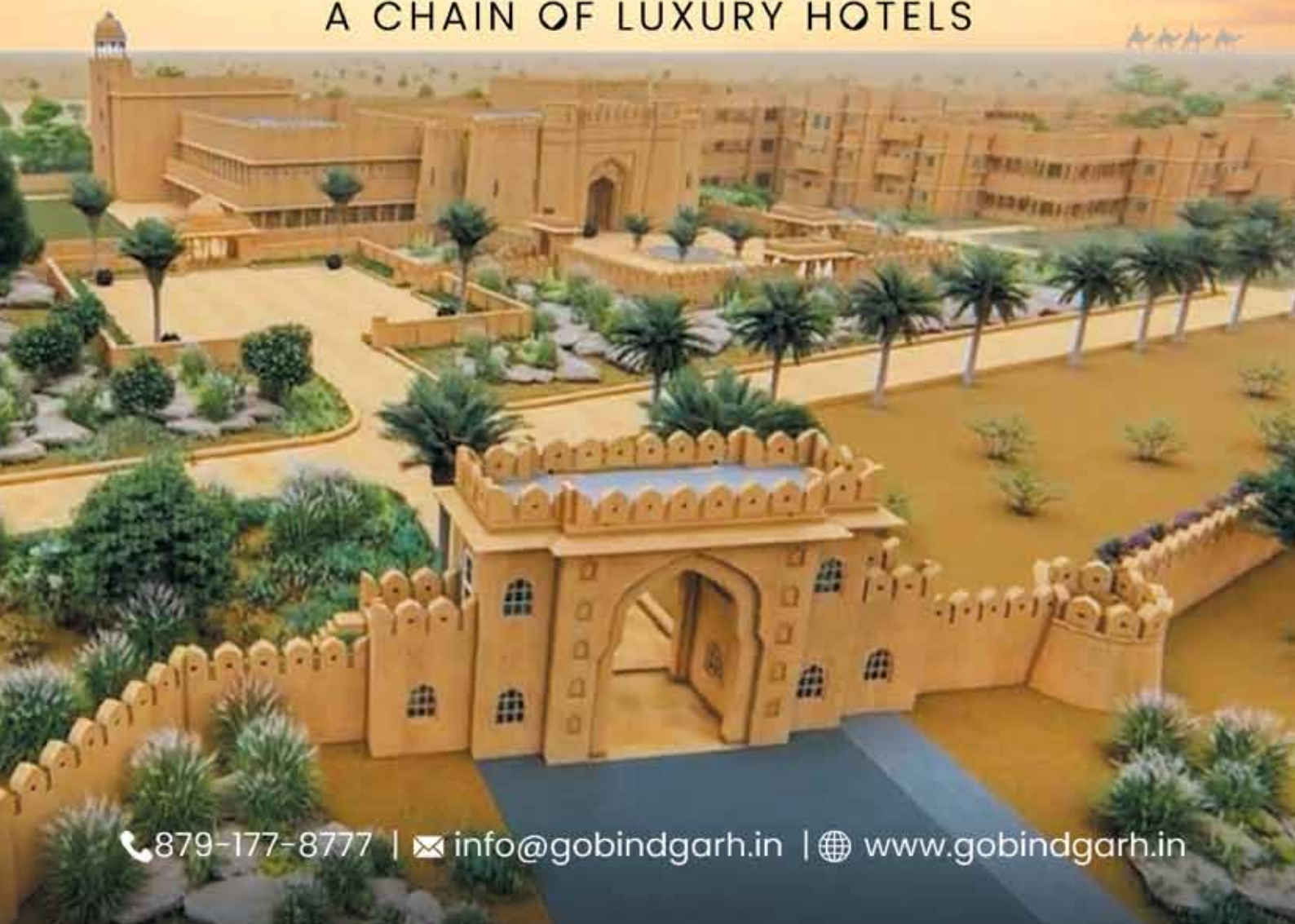


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# Tourism Ushering new era of growth



PM Narendra Modi underlines in post-Budget webinar that this year's Budget focuses on holistic development of tourist destinations and every destination can develop its own revenue model.

Addressing a post-Budget webinar on Developing Tourism in Mission Mode, Prime Minister Narendra Modi underlined the need to think out of the box and plan ahead to take tourism in India to new heights. Throwing light on the parameters before a tourist destination is developed, Prime Minister listed out the potential of the place, ease of travelling to the destination, and new ways to promote the destination. He further added that emphasizing these parameters helps in preparing a roadmap for the future.

Prime Minister highlighted the huge scope of tourism in the country and listed out coastal tourism, beach tourism, mangrove tourism, Himalayan tourism, adventure tourism, wildlife tourism, eco-tourism, heritage tourism, spiritual tourism, wedding destinations, tourism via conferences and sports tourism. He also gave the example of Ramayan Circuit, Buddha Circuit, Krishna Circuit, Northeast Circuit, Gandhi Circuit, and pilgrimages of all saints, and stressed the need to work together collectively on this. Prime Minister informed that several places in India have been identified through the route of competitive spirit and challenge in this year's Budget while also focussing on the holistic development of the destinations. Modi asked for a

detailed discussion on how different stakeholders can be engaged.

He noted that yatras have been a part of India's cultural and social life for centuries and people used to go on pilgrimages even when there were no resources available to them. He gave the example of Char Dham Yatra, Dwadash Jyotirling Yatra, 51 Shaktipeeth Yatra and said that it is used to connect the places of our faith while also strengthening the unity of the country.

Observing that the entire economy of many big cities of the country was dependent on these yatras, Prime Minister lamented the lack of development to enhance facilities suited to the times despite the age-old tradition of yatras. He pointed out that hundreds of years of slavery and the political neglect of these places in the decades after Independence were the root cause that inflicted damage to the country. "The India of today is changing this situation," Prime Minister interjected as he noted that the increase in the facilities leads to an increase in the attraction among the tourists.

"Our villages are becoming centres of tourism," Prime Minister remarked as he underlined that remote villages are now coming up on the tourism map due to their improving

infrastructure. He informed that the Central Government has started the Vibrant Village Scheme for the villages situated along the border and emphasized the need to support businesses such as homestays, small hotels and restaurants.

Throwing spotlight on the increasing number of foreign tourists in India, Prime Minister noted the growing attraction towards India and informed that eight lakh foreign tourists have come to India in January this year compared to only two lakhs in January last year. Prime Minister also underlined the need to profile such tourists and create a special strategy to attract them to the country who have the maximum spending capacity. He informed that foreign tourists who come to India spend an average of \$1,700, while international travellers spend an average of \$2,500 in US and around \$5,000 in Australia. "India has a lot to offer to high-spending tourists," he pointed out. Prime Minister stressed that every state needs to change its tourism policy to align with this thought. He gave the example of bird watchers who camp in the country for months and underlined that policies should be made to target such potential tourists.

PM Modi noted that yatras have been part of India's cultural life for centuries & people used to go on pilgrimages even when there were no resources available to them



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# Gearing up to change tourism landscape



MoT is set to embark upon first Global Tourism Investors Summit from 17–19 May, 2023 in New Delhi, which will see plethora of initiatives being showcased by states.

 **Nisha Verma**

The first Global Tourism Investors Summit (GTIS) which will be held from 17–19 May, 2023 in New Delhi, is aimed at promoting India as an investment destination for tourism and provide a common platform for the Central/state governments and the investors to discuss investment possibilities in the tourism industry of India.

Sharing details for the same, Arvind Singh, Secretary, Ministry of Tourism, said, “The main aim is that we have been seeing significant investment from both domestic and foreign investors mainly in the hospitality and accommodation sector in the past. However, there was no investment in the last two years because of COVID. Thus, GTIS is to rekindle interests of the investors in that sector and to show them the new areas or new products where there are possibilities of investment. Thus, we have roped in the states, and we are doing roadshows in various parts of the country. States have come out in a very encouraging way. They will showcase the investible projects they have in hand in different parts in the Northeast, in deep South, Lakshadweep or Andamans, in front of the investors.”

He informed that leading representatives from the domestic sector will be there, and it will be a well participated event. “The states will put forth hospitality projects, amusement parks, theme parks, or any other place of tourist interests, infrastructure creation, taking over of

some facilities which have already been created by the states, operation and maintenance of such products, ropeways and many others. Anything that supports tourism infrastructure, and the operation and maintenance of tourism related infrastructure will be showcased at GTIS,” he said.

## PARTICIPATION IN TRADE FAIRS

Despite overseas tourist offices closing in March, the MoT will take part in all trade shows wherever the tourist offices are there till they are open. “They will not vanish and the officers will be here as part of National Tourism Board of India (NTBI). We had a successful participation in WTM and FITUR. We expect a very strong participation at ITB Berlin also. Going ahead, we will be participating with the help of local missions and local ambassadors are taking keen interest. In fact, our ambassador in Berlin wants to do many events on the sidelines of ITB Berlin in March and we are going ahead with the same,” he added.

## BUSINESS LEADS

Speaking on how inbound operators would be able to take help of NTBI, Singh said, “As

per the proposed structure of NTBI, there will be someone to head all regions in the board. There will be a trade’s pointsman in the board for every region, who will connect tour operators to relevant persons in the embassy or the market representative. If we have someone there, they will give the leads to local travel agents or tour operators to the Indian operators. The local persons will then facilitate the Indian tour operators. The job of the person in the NTBI will be to connect Indian trade with the person stationed locally on ground. On the ground will be the mission person from the embassy and the local marketing representative agency, whom we appoint through a process of selection.”

## MARKETING CAMPAIGNS & ROADSHOWS

Singh said that they also want the marketing campaigns to start early. Before the NTBI comes into being, he informed, “We are taking case by case approvals for participation in exhibitions and shows like we did at WTM and FITUR. Now, we are going to do the same at ITB Berlin. Alongside we will do an event in Berlin. If we get the approvals or permissions to do roadshows before, we will try and get approval for that as well.”

Anything that supports tourism infrastructure, and the operation and maintenance of tourism related infrastructure will be showcased at GTIS



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# Redefining hospitality

From boutique hotels to increased use of artificial intelligence & machine learning, hospitality industry is set to witness different trends which will lead it address future challenges.

## TRENDS THAT WILL SHAPE FUTURE OF HOSPITALITY

The Indian hospitality industry is a vital sector that has experienced significant growth in recent years. However, due to COVID, the industry suffered a major setback in 2020 with hotel occupancy rates dropping to historic lows. However, as India continues to recover from COVID, the hospitality industry is expected to slowly recover as well.

Alongside, the industry is also in the midst of a transition to incorporate new age tech and lifestyle changes to make hospitality an exhilarating experience for its customers. Hoteliers and restaurateurs, who have their ears to the ground, are aware of the changing expectations of the consumer. Many players in the industry are creating experiences that are a blend of conventional and traditional to keep their establishments relevant. Unlike a decade and half ago, trends are evolving at a much faster pace today. Some have gotten off the ground while others are in various stages of implementation. Below are a few trends to look out for in the times to come:

**Increased focus on sustainability:** With growing awareness about the impact of climate change, hotels and restaurants are increasingly adopting sustainable practices to reduce carbon footprint. This includes the use of renewable energy, water conservation and waste reduction.

**Digital transformation:** COVID has accelerated the adoption of digital technologies in the hospitality industry. Hotels are now investing in contactless check-in and check-out, mobile keyless room entry and digital concierge services to enhance guest experience.



**Pradeep Shetty**  
President,  
HRAWI

**Rise of boutique hotels:** Boutique hotels are gaining popularity in India, especially among millennials and Gen Z travellers. These hotels offer a more personalized experience with unique design, local cultural experiences and personalized services.

**Casual dining in vogue:** Casual dining is gaining popularity since these sit-down eateries offer affordable prices, a relaxed atmosphere and a menu that includes a mix of both traditional and contemporary dishes. It offers a more relaxed atmosphere than fine dining restaurants, making it a popular choice for families, groups of friends and couples looking for a more laid-back dining experience.

**Increased use of AI and machine learning:** Hotels and restaurants are now leveraging AI and machine learning to improve operational

efficiency, personalize the guest experience and optimize revenue management.

**Growing demand for wellness and health-focused hospitality:** With rising awareness about health and wellness, hotels are now offering a range of wellness-focused services such as yoga and meditation classes and spa treatments. Restaurants are offering vegetarian and vegan options as well as gluten-free options to cater to customers with dietary restrictions.

**Emphasis on local experiences:** Many travellers are now seeking authentic local experiences when they travel. Hotels are responding by offering curated tours, cultural experiences and restaurants offer food and beverage offerings that showcase local culture and traditions.

**Collaborations with technology start-ups:** Indian hospitality companies are partnering with technology start-ups to create innovative solutions that can enhance the guest experience, improve operational efficiency and optimize revenue management.

**Social responsibility:** Consumers are increasingly concerned about the social responsibility of the companies they do business with. Hotels and restaurants are responding by supporting local communities, reducing carbon footprint and implementing ethical business practices.

**Alternative accommodations:** Alternative accommodations such as vacation rentals, glamping and co-living spaces are becoming increasingly popular among travellers.

Unlike decade and half ago, trends are evolving at much faster pace today. Some have gotten off the ground while others are in various stages of implementation





## INDIAN HOSPITALITY SECTOR SEEING THROUGH DIVERSE TRENDS

Several trends are currently shaping the Indian hospitality industry. SIHRA constantly educates its members about current trends through various modes. In the recent SIHRA convention at Bengaluru, various business sessions were curated to reflect the current trends in the Indian hospitality sector and created learning opportunities for our members.

**Franchising with brands:** The advantage of associating with brands vs running standalone hotels. SIHRA convention allowed its members to interact with the CEOs of all top brands in the country and to understand the franchising model.

**Emphasis on local experiences:** More and more travellers are seeking authentic, local experiences when they travel. This has increased demand for hotels and resorts that showcase local culture, traditions and cuisine.

**Technology integration:** With the rise of the digital age, hospitality businesses are increasingly integrating technology into their operations. This includes everything from mobile check-ins to chatbots and artificial intelligence-powered personalisation.

**Sustainability:** Eco-friendliness is becoming increasingly important to consumers, and the hospitality industry is no exception. Many hotels and resorts adopt sustainable practices, such as using



**K Syama Raju**  
President,  
SIHRA

renewable energy, reducing waste and implementing green initiatives.

**Storytelling is the key to digital success:** How restaurants are becoming more experiential in current trends. The millennium is often referred to as the Experience Economy. When given a choice over collecting things or experiences, millennials often choose experiences. This has led to hotels redefining themselves to be more experiential. How can hotels and restaurants become more innovative and engage the guests to become more compelling and profitable?

**Health and wellness:** Health and wellness have become a top priority for many consumers, especially after the COVID. As a result, hotels and resorts offer more wellness-oriented amenities such as yoga classes, meditation sessions and healthy dining options.

The Indian hospitality industry is evolving to meet consumers' needs and expectations. By staying current on these trends, businesses can better serve their guests and remain competitive.



**SIHRA convention allowed its members to interact with CEOs of all top brands in country and to understand franchising model**



## VEDIC WISDOM PROMOTES HEALTHY & NUTRITIONAL FOODS

**A**AHAR, the international food and hospitality fair, is the most awaited event of the year 2023. It is a flagship B2B event that brings together all sectors in the food and hospitality segment under one roof. The festival is named so for scientific reasons following ancient Vedic practice of medicine. Aahar plays an important role in maintaining health. The food taken in appropriate quantity, helps individuals in bringing out strength, complexion, happiness and longevity without disturbing the equilibrium of dhatus and doshas of the body.

According to an enlightening research paper in *Global Journal for Research Analysis* (a Medical Council of India recognised journal), The 12 aahar varga described in Charak Samhita are Shook, Sahmi, Mamsa, Shak, Phala, Harita, Madya, Jala, Gorasa, Ikshu, Krutanna, Aaharupyogi, varga. As per modern classification there are energy rich foods, body building foods and productive foods, among others.

The classification of Ahara Varga in Charak Samhita is almost comparable to a modern balanced diet. Shak varga: Śākavarga is the Sanskrit name for a group of medicinal plants, classified as potherbs/vegetables, of which the leaves, stems and fruits are used. It was and originally composed by Caraka in his Carakasamhitā sūtrasthāna XXVII. The collection of herbs named Śākavarga is one of the seven groups that were classified based on its dietetic value.

In Ayurveda, aahar is also classified as Satvik, Rajsik and Tamsik. The different groups of foods listed below may be broadly classified under three heads from the nutritional point of view: energy yielding foods, body building foods and protective foods.

**Energy rich foods:** Major nutrients are carbohydrates and fats. Food sources are cereals, oil, nuts, sugar and sugar products. **Body building foods:** Major nutrient protein food sources are meat, fish, poultry, legumes and pulses, milk and milk products, nuts and oilseeds.

**Productive foods:** Major nutrients are vitamins and minerals. Food sources are green leafy vegetables, other vegetables and fruits, milk, eggs, flamm food for planning of adequate diet, food have been conventionally grouped as cereals, Millets, pulses, vegetables and fruits, milk and milk products, eggs, meat, fish, oil, fats, nuts, oilseeds and sugars. **Cereals, grains and cereals products:** This group includes cereals, such as whole



**Sudesh Poddar**  
President,  
HRAEI

are calcium, protein, invisible fats, vitamin A, B2 and B12.

**Meat, fish and poultry:** All types of meat such as chicken, lamb, poultry, eggs, fish and sea foods are in this group. The major nutrients provided are protein, invisible fats, vitamin B2, B12, vitamin A and calcium.

**Fruits and vegetables:** All fruits such as apples, bananas, apricots, dates, grapes, oranges, melons, peaches, pineapple, raisins and strawberries and vegetables are included in this group. The yellow orange fruits and vegetables such as mangoes, carrot pumpkin, dark green leafy vegetables such as amaranth, spinach, drumstick,



wheat jowar, bajra, ragi, maize, rice, oats. The cervical products such as wheat flour, refined wheat flour, other cereals flour. Bread (white and red), rice flakes, pastas, noodles are also included in this group.

The major nutrients provided are energy, protein, invisible fats vitamin B1, B2, folic acid, iron, calcium and fiber.

**Pulses and legumes:** This group includes all the whole pulses and dals and other legumes. Pulses and legumes included in this group are red gram, Bengal gram, black gram, lentils, coupe peas, rajma, soyabean, among others. The major nutrients provided are protein energy, invisible fats vitamins, B1, B2, folic acid, iron and calcium fiber.

**Milk and milk products:** All types of milk and milk products such as cheese, yoghurt, cottage cheese are included under this group. The major nutrients provided

leaves, mustard leaves, fenugreek leaves are included in this group.

Also other vegetables such as brinjal, ladies finger, capsicum, beans, drumsticks, broccoli, potatoes, tomatoes, among others are included in this group. The major nutrients provided are carotenoids, vitamins, fiber, invisible fats, iron, calcium, folic acid and carbohydrates.

The classification of Ahara Varga in Charak Samhita is near to a balanced diet. These vargas are the rich source of carbohydrates, protein, fats, vitamins and minerals in the body. Modern classification is according to energy rich, body building and productive foods.

All modern hospitality, especially culinary techniques, must keep this in mind while curating a food festival and event like AAHAR.

**Classification of Ahara Varga in Charak Samhita is near to a balanced diet. These vargas are rich source of carbohydrates, protein, fats, vitamins and minerals in the body**





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# Domestic tourism *Bolstering hospitality*

EC members aver that domestic tourism continues to soar post-COVID and contributing to massive hotel bookings across country. It will continue its momentum in months to come.

## DOMESTIC TOURISM WITNESSING SHARP REBOUND

India has been one of the fastest growing economies of the world for the past few years. Even now when all the economies of the world are shrinking, ours is the only economy in the world which is doing well. The entire world is gung-ho about the anticipated growth of India at a time when the overall outlook around the world is not so great.

As a result of economic prosperity there is more money in the hands of common Indians, especially among the middle class. Unlike the earlier generations, the youth today is more interested in living the life today rather than saving it for tomorrow. They are spending whatever they are earning. The automobile industry is also showing decent numbers. More and more people are buying vehicles. All these factors contribute significantly to the hospitality industry.

With the government focus on infrastructure and improvement in the conditions of highways plus the construction of new expressways connecting the entire country, more and more Indians are preferring to travel to various places in their cars. During COVID, we have developed this practice of going to faraway places in our own vehicles. It has become more of a habit now.

Every weekend, people plan to go out of the city to nearby places. That is the reason, hill stations and other tourist destinations which are closer to metros or bigger cities are always sold out. If we take example of



**Param Kannampilly**  
Chairman & MD,  
Concept Hospitality, The  
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Mumbai and Pune, hill stations such as Lonavala and Mahabaleshwar which are closer to these cities are always booked during the weekends. In fact, it is very common to witness traffic jams on highways on Friday nights or Saturday mornings.

All these tourists contribute significantly

to the hospitality industry. Be it the bigger chains or small standalone hotels all are completely booked. The domestic hospitality industry is benefitting greatly due to it.

As far as making the most of this domestic tourism trend, the hoteliers are doing their best to make these trips memorable. However, there is a lot which can be done to make the guests happy. The buzzword these days is personalized service. Hoteliers and their staff are going great lengths to make each and every aspect of the stay as personalized as possible. It is just not confined to food preferences any more, it is the overall stay that matters to the guests these days.



**As far as making the most of this domestic tourism trend, the hoteliers are doing their best to make these trips memorable**



## PRODUCT OFFERINGS NEED RADICAL SHIFT

**Y**es, it is finally happening and we are happy to note that the tourism tide has turned in 2022-23, making us put the COVID years behind us. Indian hospitality industry is now certainly becoming truly, genuinely more Indian as both the leisure and business segments of our domestic tourism are on a major upswing.

Our dependence on foreign inflow of tourists is now significantly less, these have its plus points as well as the negatives. We are witnessing short and medium-term changes, shifts in patterns, which can give us a sense of self-reliance, self-sufficiency; though in a globalized world, we do admit that each country is dependent on the other.

The Ukraine War has adversely affected a host of businesses. In the long-term, we will certainly see a balance emerging between domestic and foreign tourism, especially for fast-developing countries like us who are opening the doors to foreign capital, technology and resources.



**Lakshyaraj Singh Mewar**

Executive Director, HRH Group of Hotels

What is more important than capitalizing or optimising the present opportunities is the need to develop new tourism products. We have to bring a major facet of newness into our product offerings for the growing market. India, as a year-round destination for both

leisure and business segments, has to re-emerge and make itself an attractive proposition for a host of geographies, both the traditional markets and the new emerging ones.

I can right away think of South Korea and Japan, with whom business ties are getting stronger but leisure tourism is waiting to be incubated for the present and the longer term. This is where the thought-processes and ideation should be focussed at the industry-level with facilitation by the governmental agencies. There is no dearth of talent or positive energy in the travel and tourism industry, and the government, we can move up the ladder of global success to emerge as the Asian leaders, setting the new benchmarks in tourism, travel and hospitality.

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**What is more important than capitalizing or optimising the present opportunities is the need to develop new tourism products**

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# Expansion plentiful

In exclusive interview, **Puneet Dhawan**, Operations, Accor India & South Asia talks about brand's growing footprint in India, G20 Presidency and strong domestic demand.



**Lipla Negi**

## What are you most excited about Accor in 2023-24?

2023 will be another strong year of growth for Accor and we are excited to introduce new properties to our loyal guests. We are looking at everything quarter by quarter to stay aligned with changing guests' preferences and economic scenarios, while focusing on sustained positive business recovery.

We will focus on our corporate travelers—domestic and international. MICE and Weddings segment will continue to play a pivotal role for business for the hotels. International inbound segment revival is giving leisure locations an additional impetus.

The last two years were filled with vigorous learnings that paved the way for vital evolution in the hospitality industry. We entered 2023 equipped with better resources that gave us the confidence to stabilize our business and reinforce our development plans. In the last two years, we opened doors to Raffles Udaipur, India's first Raffles hotel, offering a fresh perspective on the city of Udaipur and inaugurated the 21st ibis hotel in the country with the launch of ibis Bengaluru Hebbal. We also added our 22nd Novotel—Novotel Mumbai International Airport adding to our footprint in the Maximum City.

Keeping in line with our growth story, we have recently announced the signing of Fairmont Udaipur, set to open with 340 rooms and Fairmont Shimla Fagu with 105 keys. These upcoming properties are committed to offering a place for special occasions and unmatched guest experiences at the most beautiful locations around the country.

## Luxury, midscale, or economy—where do you see the most demand?

With the introduction of luxury brands such

as Raffles and Fairmont, we are able to solidify our position in the country. Guests are very keen to explore these brands for newer experiences. The recently opened luxury property Raffles Udaipur, has been garnering strong occupancy levels indicating that the Indian market is looking forward to experiencing the world-class luxury synonym to the brand.

We strongly believe that in a dynamic market like India, there is scope across economy to luxury brands. With the change in the consumer buying behavior, the Indian domestic traveler is far more open to exploring luxury properties within the country. This has propelled the growth of the luxury brands within the India marketplace. There is an equal impetus on the business brands as our Indian economy brands continue to grow. Our focus remains to grow our portfolio across various brands within all segments.

## How does recently launched Handwritten Collection add to Accor's portfolio?

Handwritten Collection enriches Accor's offering in the collection brands within the midscale segment with a curated selection of hotels that exhibit charming and one-of-a-kind concepts. Our aim, beyond delivering a truly authentic guest experience, is to support the growing number of independent and boutique hotel owners looking to boost their global profile, connect with more audiences and grow their revenue without losing their identity. The Handwritten Collection portfolio is expected to reach more than 250 hotels globally by 2030.

When referring to the luxury segment, the Indian luxury traveler now is more discerning and looking at curated experiences to create ever lasting memories. They prefer to choose newer less travelled destinations to satisfy their travel cravings.

## How do you view infra developments in Tier III & IV cities and their impact on hospitality industry?

We are optimistic as our well-rounded portfolio of leading hotel brands across the luxury, premium, mid-scale, and economy categories, including Ibis, Novotel, Fairmont, Sofitel, and Raffles, compliment the multilayered Indian market while supporting our long-term growth strategy. With our presence across cities, we have been able to capture our fair share of the market. We continue our foray into Tier II & III markets as they continue to shine, as they did through COVID while leading recovery.

We currently operate Novotel Guwahati and are actively looking at further business development opportunities in the North East region.

## In terms of revenue growth, what are your targets for 2023?

Domestic travel was the driving force for business in 2022 and managed to lead the hospitality wave in the country successfully. Driven by pent-up demand, 2023 will continue to see growth in domestic travel, however we also see international travel coming back. People are on the look out to explore new and untapped destinations as we enter a new year.

**With change in consumer buying behavior, Indian domestic traveler is far more open to exploring luxury properties within country**



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# Tapping opportunity

**Ajay Bakaya**, MD, Sarovar Hotels and Resorts shares Sarovar's commitment to providing experiences to travellers globally & his disappointment on hospitality not receiving infra status in Union Budget.



**Janice Alyosius**

**S**arovar Hotels and Resorts has announced expansion plans involving partnership with Louvre Hotel Group. Ajay Bakaya, Managing Director, Sarovar Hotels and Resorts emphasized that Sarovar is beyond just Sarovar, and they are part of a bigger picture now. "While we have over 100 hotels, Louvre has over 1,000 hotels. We are taking our expansion to the next level by introducing the Louvre brands of Golden Tulip, Royal Tulip, Tulip Inn and Campanile, in addition to our existing Sarovar brands of Sarovar Premier, Sarovar Portico and Hometel," said Bakaya.

## EXPANSION PLANS

Speaking of expansion plans, Bakaya said, "Our expansion will follow a two-pronged approach, and we are looking at adding around 10 hotels per year for the next five years. Our expansion plans are not limited to India but extend globally. Our plan includes the opening of two hotels in 2023, one in Kampala, Uganda, and the other in Hargeisa, Somaliland."

## FOCUS ON TIER II & III MARKETS

Bakaya mentioned that they were the first to venture into Tier II, III & IV markets, which has given them an edge over their competitors. "We have been in these markets for a long time, and we believe that this is where the larger expansion lies," pointed out Bakaya.

## BUDGET AUGURS WELL

Speaking of the Budget, Bakaya said, "Our



**Ajay Bakaya**  
MD,  
Sarovar Hotels and Resorts

**In terms of numbers, Sarovar aims to add 10 hotels a year for next five years, with particular focus on Tier II & III markets**

response to the Union Budget is mixed, as we are grateful for the government's indirect benefits, such as the improved visa regime for foreign visitors and better infrastructure, including significantly improved roads, top-notch airports, and improving seaports. From an indirect infrastructure perspective, this is fantastic news. Additionally, the Finance Minister's announcement of 50 new destinations with all necessary infrastructure and linkages is a significant boost to the

hotel and hospitality industry. However, we are disappointed that we did not receive infrastructure status, which we have been advocating for a long time."

## INVESTMENT IN TECHNOLOGY

The travel and hospitality sector has made significant investments in utilizing technology to enhance their operations and improve customer experiences in recent years, Bakaya said, "Over the past two to three years, we have invested a significant amount of time and money into our technology to unify all of our hotels under one system. This has resulted in a centralized reservation system that is now live and seamless, as well as a global distribution center that directly links to a mainframe in Paris to distribute our hotels worldwide."

## TOP PRIORITIES FOR TRAVELLERS

Bakaya revealed that the top priorities for travellers today are value and safety, hygiene, and security. "To meet the travellers' needs, hotels are adapting by transforming their room designs. The traditional large desk is being replaced by a multipurpose table that allows guests to work wirelessly and also have meals. Other key features include easy-to-use technology, reliable Wi-Fi, and large television screens," Bakaya emphasized.

In conclusion, Bakaya was optimistic about the future of India's hospitality industry and believed that the next five to ten years belong to India.



# Enabling lifespaces

With automated state-of-the-art manufacturing facilities in Himachal Pradesh, Ozone Overseas is committed to 'Make in India' growth story, shares **Rakesh Awasthi**.

Digital locks with fingerprint access, next-gen video door phones with infrared LED illuminators, shower enclosures along with an extensive range of hardware, and single and double-glazed partitions—the world of Ozone Overseas is thriving with innovation and technology that is committed to offering efficient and elegant solutions for homes, hotels, offices, banquets, schools, and similar establishments. "We are in line with the Made in India vision. We have zeroed in the location for our new plant in Rajasthan. We want to participate in the overall growth story. As far as market penetration is concerned, we are present in every nook and corner of India. We have dealers, distributors, and salespeople available even down South in Trichy, Madurai, Coimbatore, and Pondicherry. Our focus has been on Tier II & III cities for a very long time now," said **Rakesh Awasthi**, Head, Business Development, Ozone Overseas.

Talking about the brand's global expansion plans, Awasthi informed that the group has been regularly exporting to more than 45 countries. "We have our own offices in Melbourne, Australia, and in Dubai. These products are made and manufactured in India.

He highlights the latest trends for the year and puts the spotlight on the color black. "Earlier people used to go for silver, matt and glossy but now people have started showing an interest towards black. We also offer a sliding system for showers completely in black," added Awasthi.

According to him, the hospitality industry experienced a digital transformation post-2020 by focusing on hygiene and safety. He added, "Touch-free operations are in demand. People are requesting interactive hospitality minus human interaction. We have designed hotel locks where guests will receive an OTP on their phones to access the hotel rooms. The rooms can be operated through applications."



**Rakesh Awasthi**  
Head, Business Development,  
Ozone Overseas



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# Meet the Best in business

Armed with innovation and latest technology, industry's most versatile brands gear up to showcase future of food & hospitality business at AAHAR 2023, from 14-18 March.



Lipla Negi

The most awaited and one of Asia's largest International food and hospitality fair AAHAR 2023 is all set to showcase the future of food and hospitality business with an incredibly versatile line-up of brands. This year, the show is scheduled to take place at Pragati Maidan, New Delhi from 14-18 March. A cut above in its category, this five-day show is known for the variety of brands it brings under one roof and for catching the pulse of the industry. "It is the biggest F&B platform to showcase solutions to the entire food industry. It has always helped to get exposure to what is happening in the market," asserted **Yamini Gupta**, Senior Brand Manager, Nestle Professionals.

Since its inception, the show has establish itself as a deeply engaging and knowledge-sharing platform for new and old hoteliers, industry professionals, global brands, local vendors, hospitality institutions and students and scores of other national and international visitors. "Aahar is a great platform where every hotelier would have a representative visiting, and it is an excellent opportunity for us as participants to meet some of the hoteliers whom we would have lost contact with over the years or newer hoteliers with their new project plans. It keeps us busy for months

following up on the leads generated," said **Andrian Goldwyn**, Managing Director, Wyntronix Innovations.

## WITNESS THE LATEST LAUNCHES

From products to be showcased to the design of the stall, brands strive to put their best foot forward in order to attract the buyers coming from all parts of the country. "This time, we have booked a 77m two-side open stall designed to maximise visibility from both directions where we will be displaying the concepts this time to showcase the real picture and optimum operations," revealed **Razi Haider**, Country Manager, ITW India. It is going to be power play of revolutionary ideas and cutting edge technology for many brands. "This year, our stall is dedicated to our new and improved Brewmac line, and its accompanying accessories and equipment, which we have spent many years refining and perfecting. The theme of our stall centres around the fusion of robotics and AI with modern lifestyle and innovation, reflecting our unwavering commitment to developing revolutionary products

that elevate the user experience," shared **Rajendu Mitra**, CEO and Co-founder, Cogmac Technologies.

Creating unique experiences and space for visitors that encourage exchange of ideas is also the top priority of the exhibitors. "This year we will be launching our plant-based solutions for the first time on AAHAR platform. We are also planning to showcase versatility of our seasoning range which comprises of Indian (Biryani mixes), Italian (pasta mixes), oriental cuisines (Rice seasoning and Manchurian Sauce mixes). Our marquee brand—Maggi coconut milk powder, will be seen with some coastal regional cuisine, dessert and Thai applications. Some delicious freshly cooked food will be showcased using our food solution range. A great coffee lounge with whole roasted beans coffee will be awaiting the visitors," shared Gupta.

Hoteliers visiting the event will be welcomed with new ideas and products to enhance guest experience at their properties. Giving a glimpse of its latest products range, Goldwyn said, "Wyntronix

A cut above in its category, AAHAR show is known for the variety of brands it brings under one roof and for catching the pulse of the industry



has a booth in Aahar Hall 7A – 1B, our focus this time is to have an open space with display of all our options of electronic technology products ranging from electronic door locking systems, Bluetooth technology locks, Electronic Guestroom safes, Eco-friendly ThermoElectric Minibars including the latest to add Drawer Minibar. Hoteliers who walk into our booth will get a complete range of electronic and electrical products to choose for their hotel rooms. We have ensured we have a sit in place to have meaningful discussions with our valued potential and existing customers.”



### FIRST-HAND EXPERIENCE OF FUTURE

Touted as the best place to get a peek into the future of food and hospitality business, the show lives up to the expectations of offering first-hand experience of products that score high on innovation and sustainability. “We will be showcasing some of our latest innovations, such as world’s first two-level washer, the first of Hobart’s exclusive reusable wash ware washing concepts, and a display of dishwash room concepts. The food waste treatment systems and the two-level washer and reusable wash

ware washing concept represent Hobart’s commitment to developing innovative and sustainable solutions for commercial kitchens and food service environments,” revealed Haider.

Talking about the new future-forward products, **Sanjay Jain**, Director, Elanpro said, “The mushrooming of fast-food chains, tea and coffee outlets and standalone

units has prompted the need of compact products. We will introduce a professional range of coolers for the refrigerated storage of food waste. Elanpro Garbage Cooler refrigerates the garbage and stops further decomposition until its final collection. The product is ideal for restaurants and commercial kitchens, as well as shops, which prepare and/or sell perishable food items.”

**AAHAR show lives up to the expectations of offering first-hand experience of products that score high on innovation and sustainability**

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RKG Publishing is not just restricted to books but also has a unique collection of signature paper and cloth carry bags by the name of World With U. The paper bags feature eight high-definition photos printed on high quality craft liner/SBS paper and cloth tote bags feature four high-definition photos printed on premium handpicked cloth.

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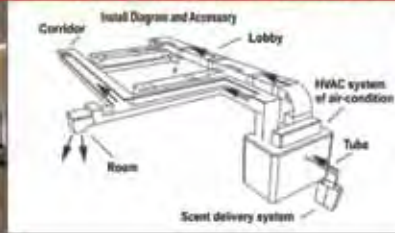
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Millets-based foods will dominate Indian palate in 2023 as it will continue to evolve and gain acceptance besides super foods such as jackfruit, yams, sweet potatoes and amaranth, writes **KK Pant**.

**T**he innate nature of human beings, which differentiates it from all other animals, is the ability to slice time into intervals, attach events to each one of them and attribute the reasons behind them turning out one way or the other. This ability to view time as slices of eternity makes us to study events and phenomenon effectively and to predict and pre-empt the future occurrences with reasonable measure of accuracy. Let us try to find out how the next one year would pan out as far as the choices of food being consumed by urban Indians.

A single strong influence affecting choice of food in the foreseeable

# Food trends to watch out for in 2023



**KK Pant**  
Principal,  
IHM Pusa

**Organic food, prepared in the traditional way, the slow food movement stuff, is going to come back in favour**

future is going to be the learning from COVID. People have learnt the hard way that abusing their bodies with ultra-processed, or junk food coupled with little activity and erratic lifestyle made them vulnerable to life threatening health conditions. Healthy nutritious diet, especially immunity boosting ones came into the limelight. Nutritionists have revised their dietary recommendations since the start of COVID and the commercial food servers have responded to those in a little time. I feel the wholesome food is going to remain in trend for the near future involving whole grains, seeds, beans,





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and other non-traditional ingredients. Organic food, prepared in the traditional way, the slow food movement stuff, is going to come back in favour. Salads as a means of consuming raw or little cooked food will also be in vogue. Increasing interest is there in maintaining good gut health and therefore awareness about consuming pre-biotic and probiotic foods must greatly increase. I have been very pleasantly surprised to find traditional products such as homemade Kanji, fermented vegetables, and the like on the buffets in restaurants alongside the commercially packaged pro-biotic drinks.

The target market for the upscale food and beverage service market is the millennials, who have the purchasing power as well as the spirit to imbibe new trends. This generation thankfully is more sensitive to environmental issues than the previous generations, especially when it comes to paying premium for sustainable options. This cohort is going to make a difference in consuming food prepared from locally produced ingredients rather than exotic one. Plant based food options with the recently unearthed knowledge about their nutritional profile holds a lot of promise with the patronage of this group. Superfoods such as jackfruit, yams, sweet potatoes, amaranth and moringa to name a few are going to feature in more and more menus not only in upscale

restaurant menus but in workplace cafeterias. People going out to dine together are increasingly going to try out the plant origin proteins (plant-based meat) and dairy substitutes to make it a reality.

One very strong impact that I foresee inclusion of nutri-cereals or Sri Ann as different Millets are being called, in the dietary habits of people in the International Year of Millets. The patronage of the government has triggered the interest off as a campaign in which people are participating enthusiastically. There are numerous hybrid or fusion recipes by the professional chefs and food enthusiasts, which are available on social media platforms for people to learn from. To further aid the trend, there is a vast array of products which have been developed by numerous start-ups to take the sweat and toil out of fixing Millets-based meals. There is a wide choice of products to fix a quick breakfast. Coupled with nutrition benefits of abundance of micronutrients, fibre and proteins, they are going to appeal to the public in a big way. It has been a delight to see interesting products such as cookies, pastas and cakes made from diverse Millets grains to be tried at any

time of the day. There is wide variety of precooked Millets to be added to salads including sprouted Millets grains. But the icing on the cake is traditional Indian desserts such as payassam, pradhama, halwa, among others along with cheesecakes, healthy beverages and even ice cream being prepared out of Millets.

The food delivery option which became a habit is going to remain popular during the weekdays with a break of dine in option on weekends and special occasions as the risk of venturing out has nearly gone away and little social distancing restrictions. I also see an increasing trend in people ordering not only ready to consume food but cooking kits with all the ingredients packaged together by the food delivery vendors for convenience and still leaving room for the consumers to personalize the preparation and add value to them.

With these handful of predictions about the food trends in the next one year in 2023 and 2024, I look forward to taking stock of the situation along the way and look back this time the next year to evaluate how far they pan out the way I foresaw them, and if successful, may be make the next episode of yet another prediction again.

**I foresee inclusion of nutri-cereals or Sri Ann as different Millets are being called, in dietary habits of people**





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# Embracing eco-friendly packaging

Eco-friendly packaging is proving significant measure in hospitality industry's path to sustainability, believe industry experts and reckon it will entail more technological advancements in future.



Sakshi Singh



A year ago, representatives from 175 countries met in Kenya to chalk out a plan to end plastic pollution and create a legally binding system to deal with the entire life cycle of plastic. The United Nations Environment Assembly session like the one in Kenya was not a one-off event, governments across the world are clamping down on the use of plastic and one of the sectors most affected by the move is the hospitality sector. From the dental kit in washrooms to the food wrap used to keep meals warm, plastic has been a mainstay of the industry. There have always been luxury environment-conscious resorts with sustainable practices at the centre of their operations, but eco-resorts are a small portion of the \$7-billion revenue Indian hotel sector.



**Rajiv Kapoor**  
General Manager,  
Fairmont Jaipur

**“Guests much appreciate the sustainability initiatives (use of reusable, eco-friendly packaging) taken by Accor globally**

Sustainability is a broad umbrella encompassing several eco-friendly practices such as water conservation, waste reduction, energy conservation and the use of biodegradable products. The shift towards eco-friendly packaging products is a small step for hotels but could be the most significant one. While a combination of several factors such as pollution, government regulations and rising awareness have played a critical role in pushing the hospitality

industry towards eco-friendly packaging, do the people at the centre of the sector—

guests—care?

“Guests much appreciate the sustainability initiatives (use of reusable, eco-friendly packaging) taken by Accor globally,” said **Rajiv Kapoor**, General Manager, Fairmont Jaipur.

With an increase in the media coverage of environmental issues, consciousness among travellers has grown in recent years. Sustainability has become a differentiating factor for many hotels and eco-friendly packaging is the most visible proof of a hotel’s sustainable credentials. “We have found that our guests generally appreciate and support our sustainability initiatives. While some guests may not be familiar with all the measures we have implemented, they are generally understandable and well-received by our guests,” averred **Sohil Bhargava**, Food & Beverage Manager, Raffles Udaipur. “We believe that by promoting sustainability and offering eco-friendly options, we are able to attract like-minded guests,” Bhargava added.

It is estimated that around 26,900 tonnes of plastic waste are generated in the country every day. Even though a substantial portion is recycled, the bulk of the waste ends up in landfills. The rising adoption of eco-friendly packaging by the hotel industry is a welcome move, however, it needs to make financial sense for wider acceptance. “It is undeniable that these products can



**Sohil Bhargava**  
Food & Beverage Manager,  
Raffles Udaipur

**“We have found that our guests generally appreciate and support our sustainability initiatives**

be more expensive than regular alternatives,” Bhargava informed. As part of sustainability efforts, Raffles Udaipur has invested around ₹20 lakh for a water treatment plant to eradicate plastic



**Chakradhar Rao**  
CEO,  
Nestin Ventures LLP

## Sustainable packaging products will cost much less than what it costs now with technological advancement in field

bottles in addition to phasing out plastic packaging in food and beverages and replacing tissues with linen napkins.

Eco-friendly packaging is relatively expensive and not budget-friendly. One of the major reasons for the pricing of biodegradable packaging material not being on par with plastic packaging is the evolving nature of the manufacturing technology as new technologies need to attain a certain scale to become economical. "The technology is in a fairly nascent stage and thus it costs more to create sustainable packaging products as compared to making traditional plastic products which have seen significant technological progress over the years," said **Satish Chamyvelumani**, Business Head, CHUK. "It is expected that making sustainable packaging products will cost much less than what it

costs now with the technological advancement in this field," Chamyvelumani added.

Even though eco-friendly packaging costs more in the short term, the cost of plastic packaging is immense when the entire life cycle is considered. Most hotels are banking on the long-term benefits of using eco-friendly packaging as sustainability has taken centre stage and the cost of handling and disposing of polluting materials has gone up in recent years. The adoption of eco-friendly packaging is gaining pace despite the pricing differential with plastic products.

CHUK has an average monthly sale of 20 million pieces with the bulk of supplies going to restaurants and cafes. "Although the number of orders coming from hotels is still not sizable, there is an increasing demand for compostable tableware for catering in hotels," Chamyvelumani informed. Similarly, Nestin Ventures, a brand that focuses on FSC certified eco-friendly products is witnessing a rise in demand. "We are supplying to all major 5-star and 4-star chains across India and to the HoReCa segment," said **Chakradhar Rao**, CEO, Nestin Ventures LLP. "Providing sustainability through what we do is not costly, but it is value for money," Rao claimed.

Eco-friendly packaging is an evolving strategy for hotels in India. There are no clear ground rules but a clear shift towards biodegradable packaging is being observed. Most hotels have formulated a strategy that is a



**Satish Chamyvelumani**  
Business Head,  
CHUK

## Providing sustainability through what we do is not costly, but it is value for money

combination of various sustainable practices. For instance, while some hotels have replaced plastic wraps on soaps with paper others have altogether shifted to soap dispensers.

Although it comes at a higher cost, guests appreciate the sustainable initiatives, making it a visible proof of a hotel's commitment to sustainability. As technology for sustainable packaging improves, costs are expected to decrease. The hospitality sector is well on its way towards a greener future.





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# LEVERAGING INDIA'S G20 PRESIDENCY

Women hospitality heads feel that G20 Presidency provides big opportunity to hospitality sector to reclaim pre-COVID levels as it will lead to massive surge in inbound tourism.

## G20 PRESIDENCY: REVITALISING INDIAN HOSPITALITY

The G20 Presidency in 2023 is an extremely proud moment for every Indian. It offers an excellent opportunity to showcase India's economic potential and growth story along with our rich heritage and cultural diversity.

With G20 Presidency, the horizon for the tourism and hospitality industry of the country has expanded tremendously. We have seen that the G20 summit have worked wonders for the hosting countries. We understand that more than 200 meetings will be conducted in the year where dignitaries from all member countries will be attending the same.

India's hospitality industry is looking to fly in 2023 cashing on G20 Presidency with different avenues to explore, especially the group and meeting segment, which is upbeat. 2022 has been a year of consistent growth for us and the industry as a whole and with all that is going on around the G20, Delhi is well set for a good strong year in terms of travel and tourism in general. It is an amazing opportunity that will benefit the entire Delhi NCR region. From my perspective, it will be great for Delhi to not only have the leadership of some of the most important countries, but it will also be an incredible way to showcase the capital to the rest of the world. There will be waves of meetings,



**Mansi Mehta**

Director, Sales & Marketing,  
JW Marriott New Delhi Aerocity

according to our awareness. Other meetings may be scheduled depending on India's leadership and performance. Typically, when business delegations travel, with them, there may be other corporations who come down and that can happen parallelly.

We at JW Marriott New Delhi will leave no stone unturned to showcase India's cultural essence blended with Marriott service standards. We are excited to witness and break all our records when it comes to parameters and we remain committed to tailoring our indulgences and services to provide our guests with truly unique experiences. We expect 2023 to bring us continued growth and anticipate setting new records on multiple parameters for our hotel.

Hospitality industry is looking to fly in 2023 cashing on India's G20 Presidency with different avenues to explore, especially the group and meeting segment



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## MILLETS CUISINES WILL BE PROMOTED AGGRESSIVELY

The G20 Presidency offers a unique opportunity to the tourism and hospitality industry to showcase the rich culture and heritage of India like never before. The team at Ambassador, New Delhi - IHCL SeleQtions is excited to welcome all the delegates to the hotel and the spotlight they bring along. While the hotel has been seeing a great increase in the occupancies and footfalls to their F&B outlets, the service team has been busy curating several HyperLocal Experiences



**Sheetal Singh**  
General Manager, Ambassador,  
New Delhi – IHCL SeleQtions

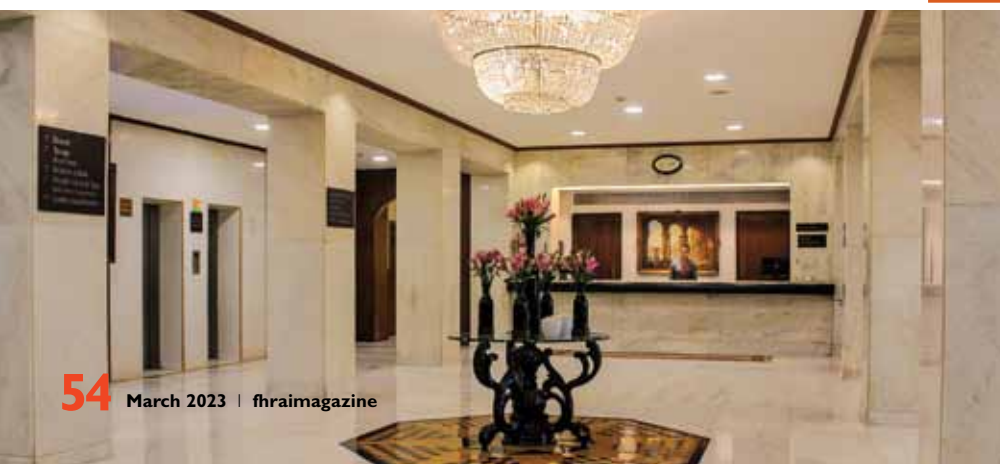


so that the delegates from other countries and cities can taste the flavours of Purani Dilli with Dilli Ka Nashta.

Celebrating the theme of International Year of Millets and Taste the World, the hotel's culinary team has been participating in a series of food festivals, such as the G20 Food Festival, with the aim of spreading awareness on hyperlocal dishes created from this superfood. This includes live demonstration counters with chefs engaging with the visitors sharing nutritional information and significance of including Millets in daily food habits.

Overall, the G20 Presidency shall bring forth the much-needed impetus required by the tourism and hospitality industry. This is a golden opportunity to showcase our traditional values of Athiti Devo Bhava and global travellers to experience Tajness.

**Celebrating theme of International Year of Millets and Taste the World, the hotel's culinary team has been participating in a series of food festivals**





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## INDIA'S G20 PRESIDENCY TO ACCELERATE TOURISM REBOUND

**T**ourism and hospitality holds immense significance as two key sectors of the Indian economy. With India assuming the G20 Presidency in 2023, a prime opportunity arises to demonstrate the exceptional capabilities of India's tourism and hospitality industry. The G20 serves as a global platform that brings together the world's most significant economies, and India's leadership position provides a remarkable chance to showcase the country's tourism potential and draw in more foreign investment. India's abundant cultural legacy, multifarious terrains and monumental landmarks place it among the world's leading destinations for tourism. The nation's tourism industry has been making steady strides over time and has the capability to make a substantial contribution to the country's GDP.

Nevertheless, there is a vast amount of untapped potential within the sector, and the G20 Presidency offers a golden opportunity to exploit it.



**Barnali Sarkar**  
Executive Director,  
Cygnett Hotels & Resorts

In order to capitalize on this opportunity, the tourism industry should concentrate on a select few essential strategies. Firstly, it is crucial to market India as a secure and safe destination for tourists. COVID has brought about a significant shift in the way people travel, hence it is vital to ensure that visitors feel safe and at ease during their sojourn in India. This can be accomplished by implementing stringent health and safety protocols and offering top-notch services to tourists.

Secondly, the tourism sector must give precedence to enhancing the overall experience for visitors. This can be achieved by providing distinctive and

authentic encounters that highlight India's diverse natural and cultural beauty. From the tranquil Himalayan mountain ranges to the enchanting landscapes of Northeast and Uttarakhand, India offers numerous awe-inspiring vistas.

Thirdly, the industry should emphasize the development of sustainable tourism practices. The G20 Presidency offers an outstanding opportunity to promote sustainable tourism practices that are environmentally friendly and advantageous to local communities. This can be achieved by collaborating with local communities to establish a tourism infrastructure that is sustainable and by encouraging eco-friendly practices among tourists.

Cygnett Hotels & Resorts is dedicated to executing the aforementioned strategies with a focus on providing exceptional services and enhancing the overall guest experience. Some of these strategies have already been implemented and are generating favourable results. Our philosophy is grounded in the conviction that by offering guests a genuine glimpse into India's affluent cultural heritage and natural diversity, we can attract more tourists to visit the country. We remain fully committed to executing these strategies and contributing to the expansion of India's tourism and hospitality sector.

**Nevertheless, there is vast amount of untapped potential within the hospitality sector, and the G20 Presidency offers golden opportunity to exploit it**





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# Coherent thinking

**H**ow often or after how many years a hotel should change its in-room amenities/products?

The frequency of changing in-room amenities/products largely depends on the type of product, usage, and wear and tear. For instance, bedding and linens need to be replaced more frequently than furniture items or room amenities.

Typically, hotels should aim to update their in-room amenities and products every 4-5 years to ensure they are up to date with the latest trends and meet guests' changing expectations. However, if an amenity or product is still in good condition and functioning well, it can be retained for a longer period.

At Laxree Amenities, we work closely with our clients to provide them with high-quality and sustainable products that meet their specific needs and help them stay ahead in the competitive hospitality industry.

**How has the in-room experience vis-à-vis amenities evolved in past three years?**

At Laxree Amenities, we believe that in-room amenities play a crucial role in enhancing the overall guest experience. Our products are designed to provide guests with comfort, convenience, and luxury, while also reflecting the hotel's brand and values. From high-quality amenities, bedding and linens to furniture, our range of products is carefully curated to meet the diverse needs and preferences of modern-day guests.

We understand the importance of providing guests with an exceptional in-room experience, and our products are designed to elevate and enhance that experience. We remain committed to providing innovative and sustainable products that meet the evolving needs of the hospitality industry and modern-day travellers.



**Ashish Agarwal**  
CEO & Founder,  
Laxree Amenities

**Our products are designed to provide guests with comfort, convenience, and luxury, while also reflecting the hotel's brand and values**

**How much attention is being given to safety and sterilization? How are you innovating towards touchless products/amenities?**

With respect to COVID, there is a heightened awareness around safety and sterilization, and hotels need to adopt best practices to ensure the health and wellbeing of their guests and staff. At Laxree Amenities, we take safety and sterilization very seriously and have implemented strict protocols and guidelines to ensure that our products are safe and hygienic for use.

In addition, we are constantly innovating to offer touchless products and amenities that help reduce the risk of infection and transmission of germs. For example, we offer touchless dispensers for hand sanitizers, soaps, and shampoos, as well as keyless entry systems and digital control panels that allow guests to operate room amenities using their mobile devices.

**How has design philosophy of hotels changed over years and how your brand caters to changing customer behaviour?**

At Laxree Amenities, we understand the importance of design in creating memorable guest experiences. We work closely with our clients to understand their brand and vision and offer

Hotel amenities providers continue to move ahead and ensuring hotel needs by bridging gap between sustainability & affordability, says **Ashish Agarwal**.

customized solutions that cater to their specific needs and preferences. Our product range is designed to complement and enhance the hotel's overall design philosophy, with a focus on quality, innovation, and sustainability.



Regarding our most successful products, our line of amenities, furniture bedding and linens, including our microfiber duvets and pillows, has been a popular choice among our clients. Our furniture and lighting solutions have also been appreciated by our clients for their durability, functionality and aesthetic appeal.

**Where do you see maximum growth for your brand, and do you have plans to expand overseas?**

As part of our expansion plans, we are investing in our supply chain and franchise network and are working to establish a strong presence in all major cities and towns across the country. We are also investing in research and development to stay



ahead of industry trends and offer innovative and sustainable solutions that meet the evolving needs of our clients and their guests.

**Anything else that you would like to share regarding your vision for future?**

Looking towards the future, our vision is to become a one-stop-shop for all hotel-related supplies and services, offering a comprehensive range of products and solutions that cater to the evolving needs of the hospitality industry. We also aim to expand our presence across the country and establish ourselves as the leading provider of hotel amenities, furniture, roofing solutions, linen, upholstery, curtains and other supplies in India.





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# Travellers are prioritising self-care & wellness

Hospitality business in India will continue to evolve and witness interesting trends such as Bleisure travelling, hotel work spaces, among others, reveals **Aveek Sengupta**.



Lipla Negi

**R**ecently PM Modi highlighted need to develop tourism potential of destinations. How can state tourism boards and industry stakeholders work together to realise this vision?

The different stakeholders need to form teams and work cohesively and come up with campaigns and proper marketing strategies. As PM Narendra Modi has rightly pointed out that long-term vision and out of the box thinking is desired and we must brainstorm regularly and implement newer ideas.

**In past two years, several hospitality professionals have shifted to other industries. How to tackle talent shortage?**

These days, hoteliers are very ambitious, if given the right training, exposure, multi-tasking from the early years can assist to retain them as it is extremely imperative to keep them engaged and involve them in decision making and give them the empowerment to be creative and express themselves. We need to have realistic career planning for the right talent, youngsters are mobile, adaptable and flexible, and they are ready to take up a position in remote areas too, if it matches their goal. Also, we need to start hospitality tie-ups to train early on and provide them with detailed on-the-job training and study material and then absorb them—to give us the much-needed bench strength.



**Aveek Sengupta**  
Cluster GM-Gujarat & GM,  
Taj Skyline Ahmedabad

**Working remotely has become commonplace for many employees and is forecasted to become more than just passing trend**

**Has room occupancy bounced back for you to pre-COVID levels?**

Yes, the occupancies have bounced back, and we are better than pre-COVID in terms of turnover, EBITDA, ADR, RevPAR and we are the market leaders in ADR and RevPAR. I am very confident that this trend is here to

continue for 2023-24, there are still a lot of spill over business left from 2020-2021.

**What all immersive experiences have you planned for delegates travelling for G20 Summit?**

While hosting G20 here in Ahmedabad, we had to closely co-ordinate with the local authorities and be in contact daily. From traditional welcome experiences for the delegates such as Garba and Dhol to specially created tricolour garlands—the experiences were unique and culturally immersive. The special Millets counter was a resounding success along with thoughtful turndowns such as Copper water, soaked almonds, foot soaks, among others.

**Which hospitality trends that you see gaining dominance in coming years?**

Bleisure travellers and hotel work spaces: Working remotely has become commonplace for many employees and is forecasted to become more than just a passing trend.

Holistic hospitality, health and well-being: Preventative medicine and self-care are undisputedly trending right now.

Digitalized guest experiences: Apps are increasingly important in the way hoteliers manage the services they provide to their customers and can now control many aspects of the guest cycle and experience.



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# ADVANCING NEW AVENUES



Restaurants and hotels are increasingly relying on POS technology to track sales, products, operations, and inventory and therefore choosing right restaurant software becomes crucial to maximize growth and revenues.

**A**s an owner or manager of a multi-location restaurant chain, managing multiple locations, staff, and customers can be challenging. To streamline your operations and manage your business effectively, an integrated suite of application is essential.

You need to be able to capture table side orders, accept mobile payments, manage purchases and inventory, engineer menus, streamline operations, and generate insights using big data. Here are some tips to help you choose and use the right restaurant software for your business.

## ROBUST TECHNOLOGY

The technology behind the restaurant software you choose should be tried and tested, robust enough to handle the complex needs of a multi-location restaurant chain. You want a software solution that can handle high volumes of transactions and data without experiencing downtime or slowdowns. Look for a solution that is cloud-based, so that you can access it from anywhere, and that it is integrated across your operations. Make sure the software solution is scalable and configurable to meet your specific needs.

## BIG DATA AND EASY TO USE BI DASHBOARDS

The restaurant software you choose should be able to generate meaningful insights using big data. By capturing data from your multiple locations, you can analyze customer trends, sales



**Amit Sharda**  
Chief Operating Officer,  
Prologic First

## Robust technology and innovative suite of products is key to running successful chain of restaurants

patterns, and inventory levels to make informed decisions. Big data can also help you identify issues early on, such as underperforming items, outliers for your stock or sudden price variation in your purchases, which can help you take corrective action.

Often data lies in silos and is not presented in an easily consumable manner. Our Touché POS product suite puts great emphasis on the Managers Dashboard giving owners and managers a configurable, comprehensive view

of the business and the ability to drill down for finer details.

## WELL INTEGRATED SOFTWARE

If the different parts of your technology stack do not sit together comfortably or are not allowing data and functions to flow smoothly, it may impact the operations negatively. Not only will there be errors in reporting, human resources, training time, dealing with several support teams to make sure every product is working well are just a few of the issues that you may face. Go for a completely integrated solution, that can handle diversity of your business from Point of Sales till the bottomline of your P&L. Prologic First offers a comprehensive Restaurant Management System that is not limited to just printing cheques.

## CENTRAL BACK OFFICE

Look for a software solution that has a centralized back office with features such as menu management, inventory management, and recipe costing. The back office should be easy to use, so that you can manage your operations across all locations from your head office.

In conclusion, choosing the right restaurant software for your multi-location restaurant chain can help you streamline your operations, generate insights using big data, and manage your inventory effectively.

We at Prologic First would be happy to help you with all your hospitality technology needs. Please write in to [info@prologicfirst.com](mailto:info@prologicfirst.com), if you have any queries.



# Redefining guest experience in hotels

Leveraging technology has become essential part of hotel operations and hotels must ensure that their technology lives up to guest expectations, avers **Manoj K Mohanty**.

**T**he hospitality industry is redefining their services, as businesses are turning towards digitalisation to optimise and satisfy modern day demands.

Fortunately, today's technology offers a solution for almost every hospitality operation, enabling businesses to boost their game in the challenging industry. Digitalisation empowers hospitality to redefine their guest services and revenue strategies in multiple ways.

**Personalisation:** Bespoke services have always been the core element of hospitality today. Hotels can cater to the individual needs of their guests using data stored on hospitality ERP software. Delivering personalised services, amenities and messages can entice guests to engage, purchase and repeat sales with a hotel brand.

**Optimised resource planning:** A cloud solution that streamlines housekeeping, inventory and guest services with prompt notification of tasks can accelerate resource planning. Hotels can automate task allocation,

streamline stock management and ensure that guest requests are met as swiftly as possible.

**Efficient communications:** Digital channels such as chatbots can automate and accelerate a hotel's response to guest queries. Hotels can also update their databases and keep track of the constantly changing buyer behaviour and optimise their sales and revenue strategies to align with purchasing trends.

**Streamlined operations:** Integrated cloud solutions can improve communication across teams, venues and outlets. The more productive a hotel's team is, the more capable they are at catering to needs. As a result, there will be a better flow of information and one central database that improves the consistency and responsiveness of the hotel staff.

Providing guests with what they need at the right time empowers hotels to enhance guest experiences at every touchpoint, boosting brand loyalty and encourage more purchases. This will in overall boost hotel revenue streams and increase profits.



**Manoj K Mohanty**  
SVP, Sales, South Asia &  
South East Asia, IDS Next

**Digitalisation empowers hospitality to redefine their guest services and revenue strategies in multiple ways**



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# Sustainable products: Leading way for hotels

In line with their commitment to become sustainable, Indian hotels are embracing environmentally smart disposable products, reckons **Chakradhar Rao**.

Nestin ventures aim to provide sustainable solutions from across the world to HoReCa segment. Our main product is Duni, a premium napkin and tabletop solutions brand which focuses on sustainability by providing FSC certified and eco-friendly products. We are environment friendly and provides biodegradable solutions to hospitality segment.

Today, all major hospitality clients looking for sustainable concepts to provide hygiene to guests. Most of the hotels today opting for eco-friendly products to avoid cross contamination at the tables and guests also looking for personalized products when they visit hotels.

Today, we are supplying to all major 5-star and 4-star chains across India. If we plan properly providing sustainability—what we do is not costly, but it is value for money.

After all, we need to protect our environment for future generations. We are glad that HoReCa professionals in India appreciate this effort, and they continue to support.

Accelerating climate change, resource challenges and biodiversity loss put pressure on us all to act. Duni



**Chakradhar Rao**  
CEO,  
Nestin Ventures LLP

**We have already set several actions in motion to make our products and operations even more sustainable & circular**

Group has strived for many years to lead the development of environmentally smart disposable products. Products that provide maximum functionality and long-term solutions for recycling, composting, or reuse. The updated 2030 strategy, Our Decade of Action, steps up our sustainability efforts even more. The ambition is to give back more than we take. We want to enable regenerative business

models that let both current and future generations prosper socially and economically without adverse environmental impact.

The backbone of our updated strategy is three new sustainability initiatives. These distinct focus areas are based on thorough analysis and guide everyone working within the Duni Group:

- Becoming circular at scale
- Going net zero
- Living the change

Based on our updated business strategy, sustainability and circular models should be integrated into all operations. All key functions are responsible for contributing to the results and it is a common responsibility for all parts of the company.

In line with our new strategy and initiatives, we have already set several actions in motion to make our products and operations even more sustainable and circular. One of them is the launch of fossil free premium napkins and table coverings under the Duni brand. The company has developed new Bio Dunisofit napkins, using OC-BioBinder made from corn, lemon peels and other food waste. In addition, new Bio Dunicel premium table coverings will use a renewable binder made with potato starch, developed by Duni's factory team in Germany. Both napkins and table coverings are recyclable as paper.

"These product innovations embody how we are leading the transformation in our industry. The upcoming launches sends a strong message of commitment to shift our entire operation towards circular thinking, still offering our customers world class products they always can expect from the Duni brand," said Robert Dackeskog, President & CEO, Duni Group.





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# Hyatt plans to scale up operations in India

Global hotel chain reveals plan to expand its footprint in India, especially in Tier II & III markets besides focussing on MICE & weddings segment in 2023 to maximize revenues.

 **Janice Alysius**

**H**yatt is planning expansion this year with the aim of opening hotels in Tier II & III markets in India. According to Shrikant Wakharkar, Area Vice President, North and General Manager, Hyatt Regency Delhi, the brand is on expansion spree this year following the opening of 10 hotels last year. “These openings include large-format hotels such as Grand Hyatt Gurgaon and the Hyatt Regency in Trivandrum. The hotel chain is also looking to expand its footprint in Bangladesh next year,” said Wakharkar.

Last year, the domestic movement within India was significant, and Wakharkar expressed that it was great to see a bounce back of sorts. “This year, there is a revival of international movement as well, especially with the G20 summit happening in India, which is good for the industry. There is movement happening across India where several G20 summits will take place,” said Wakharkar.

Hyatt has been focusing on MICE and weddings this year. Hyatt’s recent campaign Weddings at the Hyatt has been successful, with videos going viral on social media, shared Wakharkar. “The brand is looking at weddings in a big way and will focus on MICE at large-format and destination hotels in Goa, Cochin and Jaipur.”

Adding to what Wakharkar said, **Barun**

**Gupta**, Director, Sales and Marketing, Hyatt Regency Delhi said, “Given our vast inventory and impressive banquet facilities, our primary focus will be on weddings and MICE events. We have three sets of banquet halls, including the mansion and the Regency Ballroom, that are perfect for hosting a mix of weddings and MICE events. This year, with the availability of inventory in the city and the increasing amount of MICE and group business, we are well-equipped to cater to them.”

Elaborating further on the wedding segment, Gupta said, “Many people prefer resort locations for residential weddings, but we have also seen a rise in residential weddings happening in city hotels, especially in the west. We are pioneers in providing complete residential wedding setups within hotels, with the number of rooms and various banquet spaces and outdoor areas that we offer. In addition to catering to local weddings, we also host inbound weddings from markets such as USA and UK, with numerous NRI weddings scheduled for this



year. Our brand has become stronger this year, with a focus on weddings and social events across Hyatt hotels in South Asia. Our critical focus will be on hosting the G20 meetings this year and residential weddings.”

Hyatt has tied up with travel planners, agents, and wedding planners, and last year, they also organized fam trips at various wedding destinations. Several initiatives were implemented last year, and most of them will come to fruition this year, he shared.

Wakharkar believes that despite the challenges posed by COVID, the hotel chain is optimistic about the future of the industry. “The hotel chain is fortunate to have witnessed a strong bounce back in the post-COVID era and is bullish about both the near and distant future,” he added.

**The brand is looking at weddings in big way and will focus on MICE at large-format and destination hotels in Goa, Cochin and Jaipur**



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## SPRING CUSHION COLLECTION BY THE BLUE KNOT

Celebrating the season of renewal and growth is The Blue Knot's piquant spring cushion collection which consists of A Posy of Blossoms, Geometrical Musings, The Bohemian Rhapsody, Zen Blues dotted with florid hues, fresh blooms and eloquent patterns. Endowed with ethereal elements of nature, this zesty collection embodies lustrous satins and breezy cotton with playful embroideries that bestow a free-flowing spirit and vibrant energy.



## JANE BY FURNITURE DESIGN STUDIO MOHH

Furniture Design Studio Mohh's latest collection of furniture titled Jane is an embodiment of Founder Pritika Singh's vision of coalescing global design idiom into contemporary language. The collection encapsulates the burgeoning trend of ribbed and fluted surfaces in architecture and home spaces and makes an efficacious impact using the minimalist style. With the warmth and grains of wood being the focus, the collection has been designed keeping trending aesthetics, intricate detailing and design languages in mind.

## ENSO COLLECTION BY SAGE LIVING

Enso Collection by Sage Living includes The Tama, a sofa that attracts and engages with its soft contours, marble ball feet and Boucle upholstery that exudes cosy warmth. The Kyoto chair which personifies the yugen aspect, meaning subtle profound grace, where its poetic curves immerse you into its circle of enlightenment. The Nara dining table which beams unconventional elegance with its asymmetrically shaped travertine top, where whimsical veins of the stone dance around creating exquisitely subtle patterns.





## HANDMADE RUGS BY THE RUG REPUBLIC

When you gift a handmade rug or a piece of home decor, you are not only giving a tangible object, but also a piece of art that is created with care and attention to detail. Handmade rugs and home decor items are not mass-produced, meaning that each piece is unique and has its own story to tell. Gifting a rug or a piece of home decor is also a great way to show your love and appreciation for your partner's personal style and taste.



## HARLEY KITCHEN & BATH COLLECTION

GRAFF has introduced the Harley Kitchen & Bath Collection inspired by the imagination of the automotive world. Harley is a faucet collection that revolutionizes ergonomics and aesthetics in kitchen and bathroom spaces. Harley kitchen is designed for beautiful and sophisticated kitchens and perfectly combines classic elements with contemporary details. The Harley Kitchen & Bathroom Collection offers sophisticated options for enhancing capabilities in the culinary space.



## T&S Brass announces launch of EverSteel line

EverSteel line, new offering by T&S includes pre-rinse units, commercial faucets, glass fillers and workboard faucets—all produced from premium steel and comes with five-year warranty.

**T**&S Brass and Bronze Works, the leading provider of commercial plumbing fixtures, will be launching its new EverSteel line at the upcoming AAHAR Show 2023.

The new EverSteel line offers time-proven designs in premium stainless steel. Lead-free and built for commercial use. The line includes commercial faucets, pre-rinse units, glass fillers and workboard faucets—all crafted with premium steel to meet the highest global standards.

“As we continue to expand the EverSteel line, we are providing even more heavy-duty stainless-steel products and offering more lead-free options for both national and international customers,” said Ken Gallagher, Vice President, Global Sales, T&S.

Available at affordable prices, the EverSteel line meets WRAS, SASO, CSA, PUB, NSF and DVGW global certifications. In North America, EverSteel meets the following

compliance/certifications: ASME A112.18.1/CSA B125.1, NSF 61 and NSF 372.

The line will debut during the AAHAR Show, 14–18 March, in Pragati Maidan, New Delhi. Attendees can visit Hall 14, booth 14-06-A to see EverSteel in person and learn about T&S’ innovative, water-saving commercial plumbing products. For more than 75 years, T&S has been setting standards for new products designed to keep up with evolving needs and applications while also cutting both carbon footprints and installation times.

Learn more about the new EverSteel line from T&S: <https://www.tsbrass.com/g/eversteel-stainless-steel>. Contact Punit Singh, Marketing Coordinator, India & Sub-continent, T&S Brass and Bronze Works at [psingh@tsbrass.com](mailto:psingh@tsbrass.com).



The line will debut during AAHAR Show, 14–18 March, in Pragati Maidan, New Delhi. Attendees can visit Hall 14, booth 14-06-A to see EverSteel in person

# MOVEMENTS



**PRIYESH C B**

**Director, Sales,  
Hyatt Regency Trivandrum**

★ Priyesh C B possesses an experience of over 12 years in sales, working for hotels such as IHG Taj and Lemon Tree, and as the Director, Sales, Holiday Inn Chennai OMR. As Director, Sales, Hyatt Regency Trivandrum, he will be bringing his expertise and knowledge to the field. Priyesh has graduated in hotel management from Mangalore University in 2010. In his leisure time, Priyesh loves traveling and exploring new places, spending time with his family, and watching football.



**BRIJESH SINGH**

**General Manager,  
Balaji Sarovar Premiere**

★ A passionate hotelier with having experience of more than 20 years into the industry, Brijesh Singh has joined Balaji Sarovar Premiere, Solapur as General Manager. Prior to joining the Sarovar Hotels, he has worked with The Hilton Mumbai, Sahara Star, Accor, Grand Hyatt and Oberoi Hotels. His last assignment was with Hilton, Mumbai in the role of Director, Food & Beverage. Singh is a Diploma holder in Hotel Management from Rizvi College of Hotel Management, Mumbai.



**SANJAY GUPTA**

**General Manager,  
Sheraton Grand Bengaluru Whitefield  
Hotel & Convention Center**

★ Sheraton Grand Bengaluru Whitefield Hotel & Convention Center has appointed Sanjay Gupta as their new General Manager. A seasoned and versatile hospitality professional with a career spanning over two decades, Gupta has worked with brands such as Hilton, Hyatt Hotels, Grand Hyatt and Oberoi Hotels and Resorts. Over the years, he has honed his skills in managing a diverse team of people and has championed operational excellence. Gupta is a graduate from IHM Kolkata and is an alumni of St. Xavier's College, Kolkata.



**TAPAJIT BHATTACHARJEE**

**F&B Manager,  
DoubleTree Hilton Goa**

★ In his new role as F&B Manager, DoubleTree Hilton Goa, Tapajit Bhattacharjee brings a wealth of knowledge and expertise from his yesteryear experiences both in India and abroad. Having risen the ranks from being a restaurant server to leading a team, Bhattacharjee has engaged with numerous hospitality brands in his career. In his last assignment, he was overseeing a heritage property offering bespoke hospitality. Having worked in Goa in the past, he is well aware of market dynamics of this populace state.



**MANOJ JANGID**

**Hotel Manager,  
Fairfield by Marriott Kolkata**

★ Fairfield by Marriott Kolkata has announced the appointment of Manoj Jangid as their new Hotel Manager. Jangid is a hospitality veteran and has an intrinsic understanding of hotel operations and guest aspirations. He would be responsible for looking after the strategic initiatives and overall operations of Fairfield by Marriott Kolkata and the banqueting facilities at Ozone Convention Centre. Manoj started his career in F&B operations and has experience both in curated fine dining spaces as well as large scale catering events.

## Form - IV

Statement about ownership and other particulars about newspaper FHRAI Magazine to be published in the first issue every year after the last day of February

1. Place of publication : Durga Das Publications Pvt. Ltd.  
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New Delhi - 110001
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Nationality : Indian  
Address : 72, Todarmal Road  
New Delhi - 110001

6. Name and address of individuals who own the newspaper and partners or shareholders holding more than one percent of the total capital : Federation of Hotel and Restaurant Associations of India, B-82, 8th Floor, Himalaya House, 23, Kasturba Gandhi Marg, New Delhi - 110001.

I, Devika Jeet, hereby declare that the particulars given above are true to the best of my knowledge and belief.

Date : 01/03/2023

Sd/-  
Devika Jeet  
Signature of the Publisher





## Elanza Series Wireless Guest Room Lockset

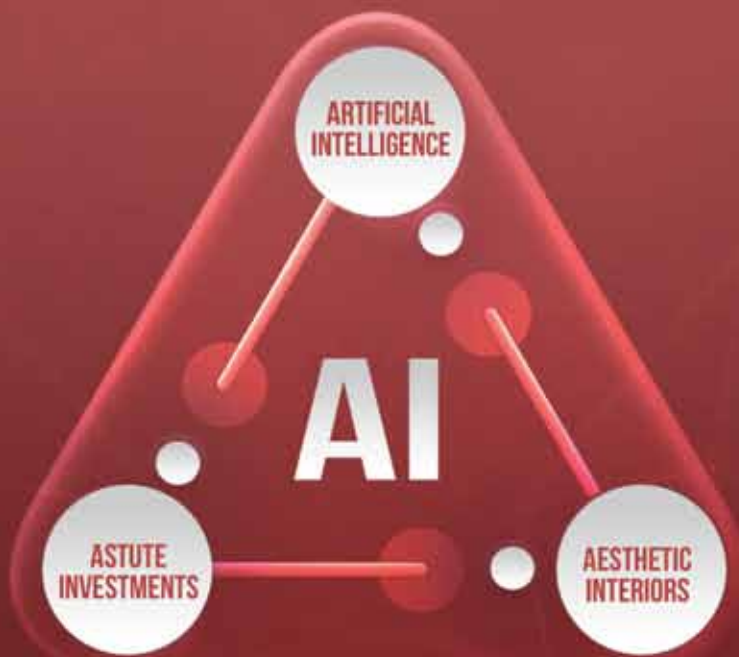
Elanza is designed for new construct or renovation properties to fulfill the desire for design continuity for hotel corridors, guestrooms, suites and also multi-residential apartments.

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**Nikhil Sharma**  
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**Puneet Chhatwal**  
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**Rajesh Magow**  
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**Zubin Saxena**  
MD and Area Senior VP-South Asia  
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