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**Union Budget
2023-24**

**TOP
Culinary
Trends**



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Dear FHRAI Members,

The hospitality sector has continued to have its share of good news and developments in January 2023. The business witnessed an uptick as demand for hotel rooms has remained robust in the month of January and the momentum is expected to continue in the coming months as well.

One positive development for the hospitality sector emerged from country's capital as the Delhi government eased out the licensing processes and operating norms for hotels and restaurants in the NCT of Delhi. The State government decided to allow the restaurants and bars in 5 and 4-star hotels to stay open for 24 hours. Also, restaurants and bars within the airport, railway stations, and the ISBT premises, are also allowed to remain open round the clock. While the eateries in three-star hotels can operate till 2 am, the rest are allowed to run business till 1 am. FHRAI welcomes this move and extend gratitude to the Delhi government for taking such a progressive step which will be immensely beneficial to the hospitality sector as well as to the customers.

Recently, the Ministry of Tourism has launched Visit India Year 2023 campaign to draw more international tourists to position India as a preferred tourist destination in Asia. The goal of Visit India Year 2023 is to unite all industry players to achieve a common goal of full recovery of inbound tourism by the end of 2023 and attract as many tourists as possible from all over the globe. By 2024, we should be able to usher in a new era in Indian tourism and hospitality.

The Hon'ble Union Finance Minister, Nirmala Sitharaman in her Budget 2023-24 speech, recognized the immense potential of the tourism sector in the country to be tapped. The announcement of the promotion of tourism to be taken up on mission mode, with active participation of states, convergence of government programmes

and public-private partnerships is an extremely crucial announcement and the industry believes that this will benefit the sector in the long term. The proposal to set up the Unity Malls in states and the development of 50 tourism destinations as a whole package will help in the growth of domestic as well as international tourism in the country.

Also, the announcement of additional airports, heliports, water aerodromes, and advance landing grounds to improve regional connectivity is a significant step for the development of tourism sector in the country. This will help to promote domestic tourism while giving a boost to investment in hospitality projects in the region. The industry is expecting appropriate allocation to be made to hospitality sector as per sector-specific planning envisaged by the Ministry of Tourism in conjunction with the industry.

As announced by the Finance Minister, enhancement of ease of doing business by reducing more than 39,000 compliances will also help to create a positive business environment in the country. It is worth mentioning that FHRAI is working closely with the Department for Promotion of Industry & Internal Trade on reducing the cost of doing business along with a plethora of compliance burdens of the hospitality sector in India.

We believe that the revamped credit guarantee scheme for MSMEs with an infusion of ₹9,000 crores into the corpus will help small and medium-scale hotels and restaurants.

We are hopeful that the year 2023 will be extremely successful for the hospitality sector and let us put our best foot forward in achieving the same.

With best regards,
Jaison Chacko
Secretary General, FHRAI



Jaison Chacko
Secretary General
FHRAI

“
**HON'BLE UNION
FINANCE MINISTER,
NIRMALA SITHARAMAN
IN HER BUDGET 2023-24
SPEECH, RECOGNIZED
IMMENSE POTENTIAL
OF TOURISM SECTOR IN
COUNTRY TO BE TAPPED**
”



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Ministry of Tourism's efforts towards making India a global tourist destination are bearing fruits, says FHRAI and suggests more measures to boost tourism.



Cover Photo

Image courtesy: W Goa



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UNION BUDGET: 26 HOTELIERS EVOKE MIXED REACTIONS

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THE FEDERATION OF HOTEL & RESTAURANT ASSOCIATIONS OF INDIA

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Booster shot for tourism



Nirmala Sitharaman, Hon'ble Union FM announces Swadesh Darshan Scheme, Unity Malls, among others in Union Budget to push tourism and hospitality sector.

Nirmala Sitharaman, Hon'ble Union Finance Minister, in her budget speech highlighted that tourism promotion will be a priority for the government. She said that the country offers immense attraction for domestic as well as foreign tourists. There is a large potential to be tapped in tourism. The sector holds huge opportunities for jobs and entrepreneurship for youth in particular. The tourism promotion will be taken up on a mission mode with active participation of states, convergence of government programs

and public-private partnership. Speaking about tourism at length, she said, "With an integrated and innovative approach, at least 50 destinations will be selected through challenge mode. In addition, aspects such as physical connectivity, virtual connectivity, tourist guides, high standards for food streets and tourist security, would be made available on an app to enhance tourist experience. Every destination would be developed as a complete package. The focus of development of tourism would be on domestic as well as foreign

tours," she said, adding that sector-specific skilling and entrepreneurship development will be dovetailed to achieve the objectives of Dekho Apna Desh initiative and theme-based tourist circuits, as well as Swadesh Darshan Scheme. "Under the vibrant villages program, tourism infrastructure and amenities will be facilitated in border villages," she said.

Speaking about the various tourism schemes, Sitharaman said, "Dekho Apna Desh initiative was launched as an appeal by the Prime Minister to the middle class to prefer domestic tourism over international tourism while Swadesh Darshan Scheme was launched for integrated development of theme-based tourist circuit."

With an integrated and innovative approach, at least 50 destinations will be selected through challenge mode



The Finance Minister announced that an App will be developed covering all relevant aspects of tourism. “States will be encouraged to set up Unity Malls in state capitals as the most prominent tourism centres to promote One District One Product (ODOP), GI products, handicrafts, and products of other states,” emphasized Sitharaman.

G Kishan Reddy, Union Minister of Tourism, Culture and DoNER expressed his gratitude to the Prime Minister Narendra Modi and the Finance Minister for the continued focus placed on the development of large infrastructure, connectivity and border linkages, which will play a major role in boosting tourism in India.

“Hon’ble PM Narendra Modi has been India’s biggest brand ambassador in promoting tourism and the Union Budget 2023-2024 reflects his vision.

Tourism, identified as one of four key transformative opportunities for Amrit Kaal, has been provided with a package to develop 50 tourism destinations. The tourism sector receives a massive boost through Union Budget. Dekho Apna Desh gets a well-deserved spotlight in Union Budget, highlighting the importance of domestic tourism and boosting the local economy,” Reddy said.

A total outlay of ₹2,400 crores has been allocated to the tourism and hospitality sector in the Union Budget 2023-24. Out of the total ₹2,400 crores allocated to Ministry of Tourism, major portion of the outlay amounting to ₹1,742 crores is allocated for development of tourism infrastructure and an amount of ₹242 crores for promotion and branding. An outlay of ₹1,412 crores has been allocated for the Swadesh Darshan Scheme. Swadesh Darshan is a flagship scheme of Ministry of Tourism.

An integrated and innovative Vibrant Village Programme for development of tourism infrastructure and facilities in border villages has also been suggested. An amount of

₹250 crores has been allocated for the PRASHAD Scheme. The PRASHAD Scheme aims for holistic development of selected pilgrimage destinations in the country. The Champion Service Sector Scheme has been provided an allocation of ₹196.22 crores. Allocation of ₹105 crores has been made for human resource development and capacity building to meet the requirements of trained manpower in the tourism and hospitality sector.



A total outlay of ₹2,400 crores has been allocated to the tourism and hospitality sector in the Union Budget 2023-2024

FHRAI lauds tourism stimulus in Union Budget

Federation welcomes promotion of tourism on mission mode in Union Budget 2023-2024 and says that it will benefit tourism and hospitality sectors in long term.

FHRAI has welcomed the Union Budget 2023-2024's announcements for the tourism and hospitality sectors. The announcements will provide boost to the sector, Federation said.

Applauding the announcements, Jaison Chacko, Secretary General, FHRAI said, "It is encouraging to note that the Union Budget has recognized the immense potential of the tourism sector in the country to be tapped. The announcement of the Hon'ble Union Finance Minister Nirmala Sitharaman that promotion of tourism will be taken up on mission mode, with active participation of States, convergence of government programmes and public-private partnerships is an extremely crucial announcement, and the industry believes that this will benefit the sector in the long term. The Unity Mall, other tourism promotion initiatives through States and the development of 50 tourism destinations as a whole package will help in the growth of domestic as well as international tourism. Also, the announcement of additional airports, heliports, water aerodromes and advance landing grounds to improve regional connectivity is a great step. Like the Golden Triangle, regional connectivity will give a major boost to the dedicated tourism corridors.



Jaison Chacko
Secretary General,
FHRAI

It is encouraging to note that Union Budget has recognized immense potential of tourism sector

This will help promote local tourism while giving a boost to investment in hospitality projects in the region. The industry is expecting appropriate allocation to be made to hospitality as per sector-specific planning envisaged by the Ministry of Tourism in conjunction with the industry. The enhancement of ease of doing business by reducing more than 39,000 compliances will also help to create a positive business environment. Lastly,

the revamped credit guarantee scheme for MSMEs with an infusion of ₹9,000 crores into the corpus is expected to help small and medium-scale hotels and restaurants. The hospitality industry's long pending requests for Infrastructure status, uniform GST, and placing tourism on the Concurrent List of the Constitution have not been met but the new announcements are positive signs of the government's intent about working on them in the near future."

Echoing the same sentiments, Pradeep Shetty, President, HRAWI also welcomed the announcements. "The fact that tourism got attention in the Union Budget is a big welcome. The Hon'ble FM recognized the country's potential for domestic as well as foreign tourists and the huge opportunities the sector holds for jobs and entrepreneurship. The FM stressed on promoting tourism on mission mode, with the active participation of States, the convergence of government programmes and public-private partnerships. This is especially good news for regional tourism and hospitality. Developing new airports, heliports, water aerodromes and advanced landing grounds to improve regional connectivity will unlock the vast potential for growth in the Western region of India," Shetty said.



Actual view of the property

At present all internal developments are complete like internal roads, electric supply, water tanks, septic tank, railing across the boundary, street lights etc. In all approx. 100 rooms & few cottages can be built along with amenities like Gym, SPA and other recreational facilities.

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Artistic layout of proposed Resort



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FHRAI thanks Delhi L-G for reducing licensing processes

Vinai Kumar Saxena, Hon'ble Lieutenant Governor, Government of NCT of Delhi permits all restaurants in 5 and 4-star hotels to operate 24x7 in capital.

FHRAI has written to Vinai Kumar Saxena, Hon'ble Lieutenant Governor, Government of NCT of Delhi, expressing gratitude towards the Government for easing out the licensing processes and operating norms for hotels and restaurants in Delhi. FHRAI commended the progressive and industry friendly measures taken by the Delhi Government including the decision to allow restaurants in 5-star and 4-star hotels, those within airport, railway station, and ISBT premises to operate 24 hours. The Association stated that the initiative will be immensely beneficial to the hospitality sector as well as to the customers.

"These steps will provide a much needed fillip to the hospitality business which has undergone tremendous losses in the last two years due to

COVID. The decision to ease out licensing requirements for restaurants and hotels with a provision for deemed approvals is laudatory," said FHRAI.

The Association thanked the Government for cutting down the number of documents required for obtaining a license, terming it an excellent step towards ease of doing business.

FHRAI also pointed that the initiative is a remarkable step towards the development of the hospitality sector as it coincides with India's G20 Presidency which offers a golden opportunity for the sector to showcase its world-class standards and facilities to the world. Such a guest-centric



approach by the Delhi Government will attract a lot of tourist traction in the capital along with inviting more investments towards the sector.

This guest-centric approach by Delhi Government will attract a lot of tourist traction in capital

FHRAI welcomes new FSSAI CEO

Federation pledges its support to all endeavours of FSSAI in achieving its mission of providing good and healthy food in the country.

FHRAI has congratulated newly appointed CEO of Food Safety and Standards Authority of India (FSSAI), Ganji Kamala Vardhana Rao.

"We are sure that under your dynamic leadership, backed by your rich experience, FSSAI will be able to play an effective and pro-active role in realizing its vision of safe and nutritious food in the country. We assure the fullest support of the hospitality industry to all the efforts of FSSAI in this regard," FHRAI wrote in the letter to Rao.

The Federation further stated in the letter, "We are very proud to share that FHRAI has been an active participant in all the endeavours of FSSAI since the inception of the Authority in 2011. We were the first organization to initiate TOTS with FSSAI across India. FHRAI was also the first to organize nationwide

campaign for adopting FOSTAC. With the help of our experts, senior professionals, owners, and chefs, we made significant contributions in drafting catering manual and in amendment of schedule 4 part 5 regulations. FHRAI and its regional associations have actively participated in Swasth Bharath Yatra, RUCO Campaigns and Eat Right Challenges of FSSAI in every state of India."

Rao is an IAS officer of 1990 batch from Kerala cadre. Prior to this, Rao was serving as the Managing Director of Indian Tourism Development Corporation Ltd.

He has earlier served as Principal Secretary, Public Works Department, and Principal Secretary, Finance and



G Kamala Vardhana Rao
CEO, FSSAI

Expenditure, Government of Kerala. He has also served as Secretary, Kerala Tourism and as Director Culture, Government of India.

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Concerted action

Ministry of Tourism's efforts towards making India a global tourist destination are bearing fruits, says FHRAI and suggests more measures to boost tourism.

FHRAI has lauded Ministry of Tourism's (MoT) efforts for making India, a global tourism hub. The Federation said, "Over the last few years, MoT has launched several campaigns and initiatives to promote India as a tourist destination. Initiatives such as Incredible India and Atithi Devo Bhava campaigns have been created to attract tourists, to promote Yoga and wellness tourism, and new tourist circuits have come up to increase the number of visitors to the country. The government's Visa on Arrival scheme for citizens of over 160 countries along with e-Visa and visa-free travel for citizens of certain countries is a great step to encourage tourism to the country."

FHRAI added, "The MoT has launched Visit India 2023 campaign to draw more international tourists and to position India as a preferred tourist destination in Asia. The goal of campaign is to unite all industry players to achieve a common goal of full recovery of inbound tourism by the end of 2023 and attract as many tourists as possible from all over the globe. By 2024, we should be able to usher in a new era in Indian tourism and hospitality sector."

Overall, MoT has taken several steps to promote India as a tourist destination, but the process of making India, a global tourist destination is ongoing, and

Incredible India and Atithi Devo Bhava campaigns have been created to attract tourists to promote yoga and wellness tourism

there may be room for improvement in some areas, the Federation noted and suggested following steps to make India a top destination in the world:

- The G20 Summit is expected to host over 200 meetings and conferences in over 50 destinations. In anticipation of its spill over benefits, the government is requested to reactivate the Champion Sector in Services Scheme to give a boost to the MICE tourism in the country.
- The yearlong event is a golden opportunity for the tourism and hospitality industry to shine on the

global stage. The government should intensify promotional initiatives under Incredible India to attract as many foreign tourists as possible during the year.

- Tourism and hospitality should be placed on the Concurrent List of the Constitution to make tourism into a national agenda. It will ensure better coordination between the Centre and the States for fund allocation and implementation of projects and programs aimed for the holistic development of tourism sector in the country.



SIHRA pushes forward HR skill development

Outreach meeting focussing on HR skill development in hospitality was recently organized by SIHRA. Participants discussed acute shortage of manpower in industry.

SIHRA organized an one-on-one meeting on January 10, 2023, with Vijay Shanker Pandey, Director, Training, Board of Apprenticeship Training (Southern Region), to benefit from National Apprenticeship Scheme (NATS). 35 HR Managers from hotels in Chennai had discussions on the SIHRA skill development model to produce human resources for the hospitality industry. Pandey made a presentation on NATS and interacted with the members about the significant benefits of the scheme. All participants appreciated the efforts of SIHRA in finding the solution to the acute manpower shortage in hotels. Everyone assured their support to SIHRA to produce additional footfall in human resources for the hotel industry.

FAM TRIP ORGANIZED

Ministry of Tourism, Southern Regional Office had organized as part of Pongal Festival Celebrations 2023, a four-day of tour covering Chennai, Mamallapuram, Puducherry, Gangaikonda Cholapuram,

Dharasuram, Thanjavur, Nanjikottai, and Madurai to give a glimpse of Tamil culture, tradition, cuisine, and heritage. SIHRA was an associate sponsor of the event.

The participants were taken for a site seeing visit to the famous world heritage site, Mamallapuram shore temple and other monuments. Thereafter, the participants were taken to Puducherry and participated in the cultural program organized at the Paradise Beach. From Puducherry, the participants were taken to Gangaikonda Cholapuram and visited the temples in Gangaikonda Cholapuram, Kumbakonam, and Dharasuram and then to Thanjavur. In Thanjavur, the participants had the opportunity to see demo of crafts making, games, and folk dances and then taken to Madurai, the last lap of the four-day tour. As part of the Fam Tour, the Department of Tourism had also organized

a day-long visit for foreign tourists. Around 100 foreigners, 25 tour operators, and social media influencers visited Meenakshi Temple, heritage walk to Thirumalai Naicker Palace, visited Vilacherry to meet the famous toy makers and excavation sites in Keezhadi and Kilkuyilkudi Samanar hills, a protected monument.

Mohamed Farouk, Regional Director (South), Ministry of Tourism, addressed the participants on the last day of the tour, at a function organized in Courtyard by Marriott. As part of the events, Sundar Singaram, Director, Operations, SIHRA elaborated on the tourism potential of State. G Vasudevan, Managing Director, Fortune Pandiyan Hotel, Madurai and Executive Committee Member, SIHRA, and Vani Senguttuvan, tour operator for the event and others were present at the function.

Everyone assured their support to SIHRA to produce additional footfall in human resources for hotel industry

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Maintaining momentum

Commencing Visit India Year 2023 initiative, Tourism Minister G Kishan Reddy says G20 foreign delegates will be brand ambassadors of India's culture and tourist destinations.



In a bid to further provide impetus to the tourism and hospitality industry, G Kishan Reddy, Minister of Tourism, Culture and Development of North Eastern Region has rolled out Visit India Year 2023 initiative and unveiled its logo recently.

On the occasion, Reddy said this in an important year as India is heading G20. "More than one lakh foreign delegates will visit India this year and they will be showcased entire gamut of India's culture, including monuments and festivals. Each foreign delegate of G20 will be a brand

ambassador of India's culture, heritage, and tourist destinations. Ministry of Tourism is coordinating with Indian missions and other stakeholders to have a conducive environment for foreign visitors this year."

Visit India Year 2023 logo is a visual identity that is shaped like a grand namaste inspired by Atithi Devo Bhava. Namaste holds cultural significance in India. Here, by folding the hands, India and its citizens are inviting the world to visit India. On a closer look, one will find that the Namaste is in fact, a colourful medley of the vibrant experiences, heritage, rich culture, delicacies, wildlife, art forms, and a lot more that India stands for. Every icon shown in the logo represents India, in its own unique way.

Encouraging the inbound travel and particularly in the backdrop of India's G20 Presidency as well as grand celebrations of Azadi ka Amrit Mahotsav, the Ministry of Tourism is celebrating this year as Visit India Year 2023. The focus is on inbound travel to India, to highlight



varied tourism offerings of India and showcase them to the global tourists. The priorities, include highlighting the unique tourism offerings of every state by leveraging country's richness in culture, heritage,

spirituality, natural beauty and focusing on promoting diverse categories of tourism such as sustainable tourism, rural tourism, medical tourism, MICE, and others.

The Ministry is on a mission to unlock the untapped potential of tourism in India, making India a 365-day destination. The Ministry is gearing up to improve both the infrastructure and other framework conditions impacting the growth of tourism within the year. To achieve synergies in the Ministry's efforts and requirements of the tourism sector, the Ministry of Tourism is working with all the relevant ministries and government agencies, partners, travel and trade industry, state governments and tourism boards, and key stakeholders which have influence and impact on tourism.

The focus is on inbound travel to India, to highlight varied tourism offerings of India

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Flexibility in design is further possible as these profiles can be customized as per the design and layouts, making it possible to incorporate changes or to adjust to site conditions without affecting the cost or project timeline.



Jimesh Shah
Founder,
Kubik-Discover Luxury



Alok Aggarwal
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With Ozone's vast reach and network, we aim to cater to every corner of the country with a vision to spread across borders

These versatile solutions have been created to cater to the requirements of the evolving Indian market. They are suitable for commercial setups such as co-working spaces, offices, banks, conferences, banquet halls, among others. Compatible with several different door types, the Kubik Demountable Partition Systems have been conceptualized to suit various market requirements and are available from low-cost to high-end specifications across the country.

Partnering with Ozone Overseas to expand its footprint in partitioning systems, Jimesh Shah, Founder, Kubik-Discover Luxury, said, "This collaboration with Ozone sees both brands move one step closer towards

With this venture, we aim to be the market leaders for new-age partitioning systems and provide inclusive solutions for the Indian market

providing the industry with complete solutions when it comes to high-quality demountable partition systems. With Ozone's vast and in-depth reach and network, we aim to cater to every corner of the country with a vision to spread across borders and serve international markets too."

Alok Aggarwal, Managing Director, Ozone Overseas and Ozone Secutech, sees this alliance as a strong window of opportunity. "With this venture, we aim to be the market leaders for new-age partitioning systems and provide inclusive solutions for the Indian market. Kubik has the product range, technical expertise, and manufacturing ability to make this happen and help bridge the gap in the market."



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INTERNATIONAL YEAR OF MILLETS 2023

Mix Millets Instant Uttapam



Ingredients (Serves 4 portion)

- Finger Millets flour - 50 gm
- Sorghum flour - 50 gm
- Little Millets flour - 50 gm
- Oil - 25 ml
- Curd - 60 gm
- Soda by carb - 2 gm
- Tomato - 60 gm
- Onion - 50 gm
- Green peas - 15 gm
- Green chili - 5-6 nos.
- Salt - to taste
- Coconut chutney and tomato chutney for serving.
- Sieve and mix Millets flour with curd and whisk for few seconds. Add salt and soda by carb and mix well to make thick batter.
- In a non stick pan, add few drops of oil and pour the batter.
- Add finely chopped tomatoes, onions, green chili and green peas over the batter and spread.
- Keep checking for doneness. As soon as the sides looks cooked, flip the uttapam and cook on the upper side.
- The uttapam will take 4-6 mins to cook on a hot pan.
- Serve hot as snacks or breakfast product with tomato and coconut chutney.

Barnyard Millet and Ragi Paniyaram

Ingredients (Serves 4 portion)

- Barnyard Millets - 150 gm
- Finger Millets (Ragi) - 50 gm
- Oats - 25 gm
- Curd - 40 gm
- Suji - 15 gm
- Refined oil - 20 ml
- Soda by carb- 3 gm
- Salt - to taste
- Chopped tomato and onion - 25 gm
- Coconut mint chutney for serving



- Soak Barnyard Millets and Finger Millets in water for four hours.
- In a grinder, grind the mix into batter consistency.
- Add salt, oats, and very small amount of suji (if required) to make thick paste like batter.
- In a paniyaram pan, add oil and heat the pan. Add chopped onion and tomato, and then pour the thick batter. Cover with lid.
- After three minutes turn paniyaram and cook all around till fluffy and brown.
- Serve with mint and coconut chutney.

Recipes credit:

Rishabh Misra, Lecturer

Ashima Chatterjee Misra, Assistant Lecturer,

Rohit Singla, Teaching Associate

FHRAI Institute Of Hospitality Management



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Hospitality industry hails tourism sops in Union Budget

Special mention to tourism sector in Union Budget and various announcements for tourism infrastructure creation was welcomed by hotel industry stakeholders.

UNION BUDGET 2023-2024 AUGURS WELL FOR INDIAN HOSPITALITY INDUSTRY

The Indian hospitality industry has undergone significant changes in recent years and 2023 marks a crucial year for the industry. The industry is facing both challenges and opportunities that will determine its future direction. This year's Union Budget was particularly important for the industry for the aforementioned reasons. While the Union Budget did not meet our exact expectations, it has set all the right signals for the industry's recovery and growth. The foremost thing to acknowledge is that the industry received a mention from the Hon'ble Finance Minister Nirmala Sitharaman in the Union Budget. The Minister explicitly stressed on the potential that tourism holds and its significance to India's GDP growth. The FM stressed on promoting tourism on mission mode, with the active participation of States, the convergence of government programmes and public-private partnerships. This is especially good news for regional tourism and hospitality. The industry expects appropriate allocation to be made to hospitality sector as per sector-specific planning envisaged by the Ministry of Tourism in conjunction with the industry.

The development of new airports, heliports, water aerodromes, and advanced landing grounds to improve regional



Pradeep Shetty
President,
HRAWI

connectivity will unlock the vast potential for the growth of hospitality and tourism. The FM also spoke about an integrated and innovative approach, through which at least 50 destinations will be selected through challenge mode and every destination developed as a complete package. This is just the kind of initiative that will help the industry to fast-track recovery and usher in a new era of tourism in the country. The enhancement of ease of doing business by reducing more than 39,000 compliances will also help to create a positive business environment.

Also, the revamped Credit guarantee scheme for MSMEs with an infusion of ₹9,000 crores into the corpus is expected to help small and medium-scale hotels and restaurants. The Unity Mall initiative too is a great step in the right direction that encourages States to promote regional tourism and sale of their own one district, one product, GI products and other handicraft products. The hospitality industry's long pending requests for Infrastructure status, uniform GST, and placing tourism on the Concurrent List of the Constitution have not been met but the new announcements are positive signs of the government's intent about working on them in the near future.

The Union Budget 2023-2024 also presented several opportunities for the Indian hospitality industry. The government's focus on boosting tourism and the growth of the middle class with increasing disposable income are expected to drive demand for travel and hospitality services. Additionally, the increased use of technologies, such as Artificial Intelligence and automation, is expected to improve efficiency and enhance the customer experience.

2023 is a crucial year for the Indian hospitality industry. The industry will need to navigate the challenges and seize the opportunities to secure its future. The industry has always been a key contributor to the Indian economy and with the right strategies it has the potential to bounce back stronger than ever.

Finance Minister stressed on promoting tourism on mission mode. This is especially good news for regional tourism and hospitality

GROWTH ORIENTED BUDGET

Another year, another Union Budget tabled and the same old warp and weft on the hits and misses on the hospitality sector, an eternal stepchild of all governments of all hue. For several decades—perhaps, over half a century—we have been used to the apathy feted to us during the annual ritual by the Union government.

That is why we were not surprised, when Hon'ble Finance Minister, Nirmala Sitharaman acknowledged the importance of tourism in her Union Budget speech this year but at the end we realised we did not get any concrete proposals to boost private investment into the sector. In other words, it was, as usual, a mixed bag of bonanza for the hospitality and tourism sector. When she mentioned our sector during the speech, initially, we had a flicker of hope expecting some tangible proposals to enhance access to long-term capital at low interest rates, benefits of the export sector to the tourism sector, and IT exemptions to boost domestic travel but then there was nothing concrete in the proposal.

On the plus side, the industry received a proposal for an expert committee to review the current harmonised list of infrastructure

sub sectors and the project thresholds. The FM proposed the constitution of an expert committee to review the harmonised infrastructure lending sub sector list for Amrit Kaal. We are glad that she acknowledged the potential of tourism sector (not the hospitality sector, categorically, though) and stated unequivocally the government's intent to put the sector on mission mode. However, direct measures to realise it went missing.

She also underlined the potential of the sector in creating jobs and opportunities for the youth. She added that in a bid to boost the sector, 50 tourist destinations would be chosen through a challenge to be developed into a whole package for domestic and international tourism. Apart from this, states will also be encouraged to establish a



Sudesh Poddar
President,
HRAEI

Unity Mall in the respective capital cities or in the most popular tourist destinations to promote and sell One District, One Product (ODOPs), GI products and other handicrafts, among others. Initiatives will also be taken to set up tourism in villages adjacent to the border. Soon after her announcements, stocks of tourism-related players started rallying, displaying initial positive reaction from the investors.

We were elated when she stressed the country offers immense attraction for both domestic and international tourists. With the government announcing that states will be encouraged to set up a Unity Mall in the capital city or most popular tourist destination for the promotion of ODOPs, such initiatives will help to unleash the potential vested in the tourism sector.

We also expect that change in tax regime announced in Budget will result in more disposable income for middle-class consumers

UNION BUDGET 2023-24: ANNOUNCEMENTS BODE WELL FOR TOURISM SECTOR

The announcement of 50 tourist destinations to be selected and developed as a whole package for domestic and international tourism will give a big boost to the tourism industry promising strong growth. We are also happy with the proposal of the revitalization of 50 additional airports, heliports, water aerodromes, and advanced landing zones. Like the Golden Triangle, regional connectivity will give a major boost to the dedicated tourism corridors. This will help promote local tourism while giving a boost to investment in hospitality projects in the region. It will also give impetus to the travel and tourism, including hospitality sector as a whole.

We also welcome the initiative by the government for encouraging States to set up a Unity Mall in the capital city or in most popular tourist destination for the promotion of One District, One Product



Garish Oberoi
President,
HRANI

theme. Such initiatives will also help unleash the potential tapped in the tourism sector.

The credit guarantee scheme for MSMEs with an infusion of ₹9,000 crores into the corpus is expected to help small and medium-scale hotels and restaurants.

Hon'ble Union Finance Minister, Nirmala Sitharaman in her budget speech has rightly recognized

and highlighted the contribution of tourism as a transformative engine for job creation but no direct support was mentioned in the Budget statement.

The hospitality industry's long pending requests for Infrastructure status, uniform GST, and placing tourism in the Concurrent List of the Constitution have not been met.

The new announcements are positive signs of the government's intent about working on them in the near future. Overall, it is a progressive growth oriented balanced Budget.



Credit guarantee scheme for MSMEs with an infusion of ₹9,000 crores is expected to help small and medium-scale hotels and restaurants

Balanced approach to tourism development

Hospitality heads welcome measures announced for tourism and hospitality sector in Union Budget 2023-2024 and reckons it encouraging and critical for economic growth.

MEASURES ANNOUNCED TO PROMOTE TOURISM ARE WELCOMED

Hon'ble Finance Minister, Nirmala Sitharaman while announcing the Union Budget 2023 said that the country offers immense attractions for domestic as well as foreign tourists. "There is large potential to be tapped in tourism. The sector holds huge opportunity for jobs and entrepreneurship for youth in particular. Promotion of tourism will be taken on mission mode with the active participation of states, the convergence of government programme and public-private partnership."

Though the expectations were too high from this Budget since the industry is still trying to cope up from the drastic hit of COVID, still a few additions have been relaxing and with the government planning a vital push for the industry seems promising.

The positive points kept in the Budget were as follows:

- Promotion of tourism will be taken up on mission mode, with active participation of states, convergence of government programmes and public-private partnerships.
- 50 destinations will be selected through challenge mode and would be developed as a complete package.
- 50 additional airports, heliports, water aerodromes and advance



Vineet Taing
President,
Vatika Hotels

landing grounds will be revived for improving regional air connectivity.

- Revamped credit guarantee scheme for MSMEs will take effect from 1 April, 2023 through infusion of 9,000 crore in the corpus.
- The cost of the credit will be reduced by about 1 per cent under the revamped scheme.
- Physical connectivity, virtual connectivity, tourist guides, high standards for food streets and tourists' security, all the relevant aspects would be made available on an App to enhance tourist experience.
- The focus of development of tourism would be on domestic as well as foreign tourists.

Few additions have been relaxing and with the government planning vital push for the industry seems promising

- Sector specific skilling and entrepreneurship development will be dovetailed to achieve the objectives of the Dekho Apna Desh initiative.
- Under the Vibrant Villages Programme, tourism infrastructure and amenities will also be facilitated in border villages.
- Swadesh Darshan Scheme shall promote integrated development of theme-based tourist circuits.
- States will be encouraged to set up a Unity Mall in their state capital or most prominent tourism centre or the financial capital for promotion and sale of their own one district, one product, GI products and other handicraft products.

Though these are certainly going to give a vital push to the industry, but there is still a lot to be done and we would be looking forward to the government for its support as always.

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WHITE PAPER ON TOURISM, TRAVEL, AND HOSPITALITY INDUSTRY IS IMPERATIVE

The tourism, travel and hospitality industry are wide and all-encompassing; currently the budgetary allocations and policies being framed out are unable to focus on the 360-degree perspective required to address the needs of the industry. For far too long, we have been looking at the industry sectors and domains in a piecemeal fashion: raising issues of infrastructure status, fighting for CGST and taxation rationalisation and a host of other financial and fiscal issues.

I am convinced that there is a compelling need for a detailed and informed white paper on tourism, travel, and hospitality industry to be initiated from the portals of our Parliament, bringing together the best and most experienced minds of our country together to give tourism the short, medium, and long-term boost it requires. Only then, we would be able to grasp the significance and importance of every facet, aspect of this vital industry.

In 2019, tourism was the third largest foreign exchange earner for the country. In the post-COVID world, we are slowly limping back to normalcy and the road ahead is long and fraught with



Lakshyaraj Singh Mewar
Executive Director,
HRH Group of Hotels

In post-COVID world, we are slowly limping back to normalcy and the road ahead is long and fraught with challenges

challenges. The white paper will provide the top-down perspective, backed by bottom-up surveys and research. Data, trends, regional requirements will form the core of this holistic exercise which will help our legislators, finance, and

affiliated ministries to prepare policies for the long-term.

Atmanirbhar Bharat has set us new objectives and goals. Tourism and hospitality industry must be aligned to the Atmanirbhar Bharat to make it more independent and self-reliant.

Sustainability is other big elephant in the room. Our policies, programmes and projects need the power of sustainability without which it would lose its thrust.

I hope the white paper, and all its valuable inputs from governmental and corporate agencies will shape our tourism and make a tangible difference in the quality of lives of our people.



LOOKING FORWARD TO TOURISM INITIATIVES ANNOUNCED IN BUDGET

It was heart-warming to hear about the mention of the tourism industry and the government's initiative to promote India among fellow Indians during the presentation of the Union Budget 2023-2024 by the Hon'ble Union Finance Minister Nirmala Sitharaman.

The mention of Dekho Apna Desh and urging Indians to discover our beautiful country is a step in the right direction. The number of Indians visiting foreign countries is growing very rapidly. If a small percentage of them start holidaying in India, it is going to provide a big fillip to the domestic tourism and hospitality industry. The government must ensure that the infrastructure provided at those places is good. Besides, all these places must be safe as well especially for the solo woman traveler, only then the private players will invest in hotels and other facilities. Building a hotel costs a lot of money, once a hotelier is confident about the returns, only then will he put in his money.

The development of 50 tourism destinations for domestic and international tourists reflects the government's recognition

of the fact that the tourism industry is vital for the overall development and growth of the country. Along with that, the big infrastructure projects, especially the building of 50 airports is surely going to help in growing tourism in a huge way in the long run. However, these are going to bear the fruits in the long run. These big infrastructure proposals take years to get completed. Look at the Navi Mumbai Airport project, we have been hearing about it for decades and it is still going to take a few more years to get completed.

There is not much in the Budget which will help the industry in the near future. There were a few demands made by the industry through our associations. One of the main demands was the rationalization of the GST structure. That has not been done. Similarly, there were hopes about providing interest relief, but that has also not happened.

Overall, I can say that the government has made the announcements, now the bureaucracy has to work in the right direction to implement those schemes. As mentioned above, time is of the essence and these big-

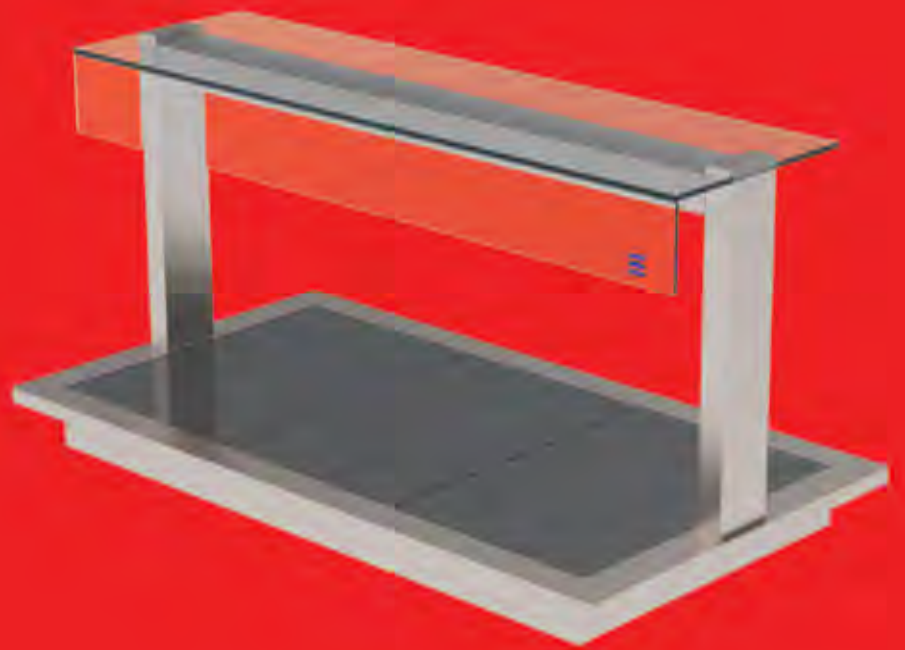


Param Kannampilly
Chairman & MD,
Concept Hospitality,
The Fern Hotels & Resorts

The mention of Dekho Apna Desh and urging Indians to discover our beautiful country is a step in the right direction

ticket projects need to be executed well. It remains to be seen how these projects are going to be implemented.

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Union Budget: Hoteliers evoke mixed reactions

 Lipla Negi

Industry experts applaud proposals such as putting tourism sector to mission mode, Dekho Apna Desh, Unity Mall and revitalization of airports, heliports, among others in Union Budget.



Satish Kumar
General Manager,
The St. Regis Goa Resort

The Union Budget 2023-2024 seems encouraging with the introduction of new initiatives such as Dekho Apna Desh which promote domestic travel. Goa being a preferred destination for weekend getaways and annual holidays will benefit through this. The development



of 50 new destinations, will make travel more experiential and will make India more attractive to international tourists as their options will increase. International tourists will now get to explore more destinations in India and this could help Goa as being an option at the end of their itinerary.”

“International tourists will now get to explore more destinations in India and this could help Goa



Chander Baljee
Chairman and Managing
Director, Royal Orchid &
Regenta Hotels

Tourism has in some way been given the spotlight that was required for a long time. The focus on Bharat Dekho is commendable, as this is an initiative that will push Indians to see their own country. However, there are several areas, especially in the hospitality industry, that have been missed. There are no loans for long terms, as well as no industry status, which has been our request for years.

The suggested 50 airports will certainly help the industry but will take another 3-5 years to be built. The same can be said for the 50 tourist destinations that will be selected. This will take a long time, maybe even five to 10 years before completion. In my view, more prominence must be given to our industry. There should be more focus on the connectivity of airports.

“The focus on Bharat Dekho is commendable, as this is an initiative that will push Indians to see their own country



SP Jain
Chairman and MD,
Pride Hotels

The Hon'ble Finance Minister Nirmala Sitharaman has announced the development of tourist places jointly by public and private partnerships. This will give a much-needed boost to the domestic tourism segment. The Budget specifies that 50 tourist destinations will be selected and developed as a whole package for domestic and international tourism. We welcome this announcement. For domestic tourism, Dekho Apna Desh has already been promoted very widely now similarly international tourism too will be

revived with these initiatives. The tourist infrastructure will also be provided on the border and in North East India, which will be highly beneficial for the inflow of tourists. The industry can harness the direct and multiplier effects of tourism in employment generation to the youth of India as the sector creates direct and indirect job opportunities. We believe these implementations will play a pivotal role in overall economic development. This is a good Budget for the hospitality and tourism sectors.

Tourist infrastructure will also be provided on border, which will be highly beneficial for inflow of tourists



Sarbendra Sarkar
Founder & MD,
Cygnett Hotels and Resorts

The Union Budget 2023-2024 presented by the Union Finance Minister, Nirmala Sitharaman is a growth-oriented one, aimed to help India weather the current global economic challenges. With the FM announcing plans to renew 50 additional airports, helipads, water aerodromes, and advanced landing grounds, it will boost regional connectivity. Moreover, the announcement to develop 50 destinations for domestic and international tourists will also help to draw attention to the country's

tourism and hospitality sectors. The Finance Minister said that these tourist destinations will be selected through challenge mode. The impetus on Dekho Apna Desh will provide a further boost to the growth of domestic tourism in the country. The FM also highlighted that states will be encouraged to set up a Unity Mall in the capital city or in most popular tourist destination for the promotion of the One District, One Product theme. Such initiatives will also help unleash the potential tapped in the tourism sector.

Union Budget is a growth-oriented one, aimed to help India weather the current global economic challenges



Sonica Malhotra Kandhari
Joint Managing Director,
MBD Group

Overall Budget 2023-2024 is a positive and balanced budget with the plan to select 50 tourist destinations for development as a whole new package for domestic and international tourism. This move will give a big boost to the tourism industry promising strong growth. We are also happy with the announcement of the revitalization of 50 additional airports, heliports, water aerodromes, and advanced landing zones. This will not only improve

connectivity but will also give impetus to the travel and tourism sector. The government has announced investing ₹75,000 crores, including ₹15,000 crores from private sources into 100 critical transport infra projects for steel, ports, fertilizer, coal, and foodgrain sectors. This is a welcome step that would lead to a new growth trajectory for the tourism industry and also provide more job opportunities for the youth.

We are happy with announcement of revitalization of 50 additional airports, heliports, water aerodromes, and advanced landing zones





Paritosh Ladhani
JMD,
Sincere Developers &
Owner, Taj Hotel &
Convention Centre Agra

The Union Budget 2023-2024 presented by the Finance Minister highlighted that the Indian economy is on a growth trajectory in spite of the global economic challenges. In her budget speech, the FM emphasized that the country offers immense attraction for both domestic and international tourists. With the government announcing that states will be encouraged to set up Unity

Mall in the capital city or most popular tourist destination for the promotion of One District, One Product theme, such initiatives will help unleash the potential vested in the tourism sector. I also expect that the change in tax regime announced in the Union Budget will result in more disposable income in the hands of middle-class consumers.

I expect that the change in tax regime announced in the Union Budget will result in more disposable income in the hands of middle-class consumers



Akaal Singh Manchanda
Founder & Director,
Operations, Zuper Hotels
& Resorts

The hospitality industry plays a significant role in India's economy. Needless to say, the industry was majorly hit hard during the pandemic. As India is becoming one of the new tourist stations, the boost to the tourism sector will help attract more foreign visitors, which will spur the hospitality sector. The push from the government for the launch of mission

mode in 50 tourist destinations can lead to a boom in business and sales in these regions. This will help the entire sector of travel, tourism and hospitality survive, revive and economically support India in its quest to become the world's largest hub. The Dekho Apna Desh scheme is a great initiative to propel travellers within their own country and will foster domestic tourism.

The Dekho Apna Desh scheme is a great initiative to propel travellers within their own country and will foster domestic tourism



Varun Arora
CEO and Co-Founder,
Ekostay

The Union Budget 2023-2024 came with several great propositions and opportunities for the travel and tourism sector this year. the government identified its lack of concrete monetary support to the sector in the previous budget and took steps to rectify that. The FM addressed the immense importance of the travel and tourism industry in India's GDP and the ample job opportunities and economic

growth potential it holds. Some of the steps taken by the government to improve tourism are impressive. For instance, the selection of 50 tourist destinations in the country to be developed as a whole package and the revamp of 50 airports, helicopters, and aerodromes for improving regional air connectivity and boosting the influx of domestic and international tourists.

The Union Budget 2023-2024 came with several great propositions and opportunities for the travel and tourism sector this year



Kulbhushan Talwar
Cluster General Manager,
Mosaic Hotels

We welcome the announcement to develop 50 tourist destinations in the country as a whole package to encourage both domestic and international tourism. The selection of 50 destinations to be developed as holistic tourism packages—combined with the focus on local level tourism and the promotion and sale of GI products and handicrafts will give a boost to local arts and artisans. As this step includes

the development of destination in terms of transport connectivity, virtual connectivity, tourist guides, tourist security and high standard food joints, it will boost the employment opportunities generated collectively by hotels, F&B players, tour and travel agencies and OTAs. Also, the government's plan to launch Dekho Apna Desh will motivate people to travel within India.

We welcome the announcement to develop 50 tourist destinations as a whole package to encourage both domestic and international tourism

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Mesmerizing culinary richness

Hotels are set to leverage India's gastronomic vibrancy by showcasing diversified menus to foreign delegates and participants in forthcoming G20 summits.

G20: GREAT POTENTIAL TO SHOWCASE INDIA'S CULINARY DIVERSITY



Anand Nair
General Manager,
Crowne Plaza Chennai
Adyar Park

From the spicy curries of the South to the tandoori dishes of the North, Indian cuisine offers something for everyone

India is a melting pot of diverse cultures, religions, and cuisines. The country is known for its rich culinary heritage that offers an array of flavours and cooking techniques. From the spicy curries of the South to the tandoori dishes of the North, Indian cuisine offers something for everyone. Hotels in India can capitalize on this diversity by incorporating traditional and regional dishes into their menu. This would not only provide a unique dining experience for guests but also attract food enthusiasts who are interested in exploring different cuisines. Our hotel places a strong emphasis on showcasing the diverse and delicious culinary offerings of our country. With the upcoming G20 summit in mind, we have been working diligently to ensure that our menu and dining experiences reflect the best of Indian cuisine.

We can turn this culinary diversity into a profitable stream of revenue by hosting food promotions and events that focus on different seasonal trends. Emphasis should be placed on marketing these festivals through various channels such as social media, email marketing, and flyers to attract food enthusiasts and tourists.

A unique way in which we have been capitalizing on the culinary diversity of India is by featuring a vast selection of regional dishes on the menus of our multiple restaurants—with Dakshin being our prime focus for South Indian food. We place emphasis on highlighting local produce and ingredients at Dakshin by using traditional forgotten recipes that have been heavily researched and procured from their authentic places of creation. These age-old grandmothers' recipes are what make the food at Dakshin a class apart.

A great example of a way in which we have incorporated is an unique food experience which is Curate at our one of fine dine restaurant On the Rocks, where celebrity chef take over series of exhibiting the beauty of Indian cuisine and their unique cooking techniques while using local ingredients and highlighting them. These initiatives allow our guests to experience a wide variety of flavours and cooking techniques from different parts of the country.

Our chefs have also been working on creating unique dishes that incorporate Indian spices and ingredients with Western cooking methods. This has been a hit with our guests and has helped to increase our revenue. In terms of making our menu exciting, sumptuous, and healthy, we have been focusing on using fresh and local ingredients as much as possible. We place great emphasis on sourcing our ingredients sustainably.

We also have an offering of a variety of vegetarian and vegan options, as well as dishes that cater to different dietary restrictions. As for food festivals, we have several planned in the coming months. We have recently hosted several food festivals, including a Thai food festival, a Pongal celebration, a unique beer and pizza food festival, and an Oktoberfest special German food festival. Food specials such as our Pongal Thali showcase the most traditional and authentic dishes from South India. In the same manner, we are planning to have several special limited-edition food menus that celebrate cuisines from all over India. We are expecting these food festivals to attract more diners and showcase our hotel's culinary expertise to a wider audience.



OUR ARTFULLY DRAWN UP MENUS ENSURE NUTRITIONAL BENEFITS



Subhash Sinha
General Manager,
The Westin Kolkata
Rajarhat

Westin Kolkata, Rajarhat, believes in uninterrupted progression of concept driven food and beverage promotions

The Westin Kolkata, Rajarhat, brings together concepts and innovations in the culinary space, that has not only elevated its value but revenue as well. This has been achieved through multiple functions of efficiency and metamorphosis. The property emphasizes on its loyalty graph through the immaculate services it provides and indelible experiences to its patrons. Westin Kolkata, Rajarhat, believes in uninterrupted progression of concept driven food and beverage promotions, by offering small plates and exemplary cuisines to our guests. It firmly adheres to the belief of creating own niche, striving to attain visibility through targeted social media promotions.

Westin believes in the eat well pillar that has been specially curated for the brand. It provides clear guidelines for the health and well-being of an individual in terms of the menus offerings and strictly proliferate the same. This is attained by including only the finest quality of ingredients and by providing authenticity in terms of cooking techniques. The property ensures administering exclusive services through cutting-edge innovations in terms of visual appeal for both buffet and ala carte. What makes the hotel outstanding is the fact that we believe in using indigenous and seasonal

produce, maintaining consistency and prominence of the brand. Our thoughtfully curated menus guarantee good health and nutritional benefits to our guests.

Westin, as a wellness brand cherishes the fact that we have taken a futuristic approach to save our planet Earth with our all-day dining outlet—Vedic which is based on plant-based cuisine.

As a hospitality brand, the hotel has planned to curate and present to the City of Joy with both regional and international food festivals in the first half of this year. It gives us immense pleasure to showcase that the property's latest event Shaam-e-Awadh was a huge success. The property successfully culminated the Shaam-e-Awadh food festival for which the hotel engaged with the eminent chef, Sheeba Iqbal to curate some glorious nostalgic recipes of Awadhi cuisine.

In February, the Wazas of Kashmir came to Westin to create classic tales of the royal Kashmiri Wazwan. In March, the property shall host an expert Italian chef to create an appetizing journey of delectable Italian fare.

April would be a month to celebrate Baisakhi and we shall have a 10-day celebration for the same. Moreover, in May and June with the advent of monsoon, we shall rejoice the coastal flavors of South India with a regional chef from Kerala.



CULINARY DIVERSITY: DEFINITE EDGE FOR INDIAN HOTELS



Vipul Mohan
General Manager,
Radisson Resort Goa Baga

Cooking workshops allow guests to take home a piece of the country's gastronomic legacy

India is the ultimate foodie destination, with a culinary diversity that arguably beats many countries. Every city and state are home to unique epicurean pleasures, from the rich and aromatic rogan josh of Kashmir to the tangy and spicy dishes of Andhra Pradesh. The recipes are both a source of pride and cultural identity. Hotels need to bite into this gastronomic prowess and cash in.

Hotels' revenue comes in from three main segments: room rentals, food & beverage (F&B), and miscellaneous. However, by whisking, folding, and mixing India's rich culinary heritage into its food menu, the hospitality sector can turn F&B into a profit centre.

Setting up speciality restaurants that serve regional cuisines is the obvious choice. The idea is to create a unique dining experience that gives visitors a taste of local culture. The potentiator here would be the traditional décor such as artefacts, paintings, and music that reflect the local customs of the region.

Cooking workshops allow guests to take home a piece of the country's gastronomic legacy. It is an in-person experience that not only makes the stay richer for the visitor but also equips the hotel to use its existing assets—its chefs.

Classes can be conducted by either master chefs or local chefs who are experts in regional cuisine and can provide valuable insights into

the cooking techniques, ingredients, and spices used in the dishes.

Another profit driver for hotels can be leasing space to restaurant brands. With a revenue-share model and high footfalls from local diners and in-house guests, it is a win-win situation.

The hotel elevates the guest experience and, therefore, muscles itself onto the list of must-visit destinations. The restaurant brand benefits from the hotel's brand image and clientele.

An idea that has already proven to be profitable for hotels is concept cafés, eateries, and sundry. A perfect case in point is Meetha launched by Radisson Hotels South Asia. Developed and conceptualized by Rakesh Sethi, Corporate Executive Chef, Radisson Hotel Group, South Asia, it offers premium sweet treats from across the country.

A recipe variation to themed ventures is collaborations with local food vendors. It is a colourful way to profit for hotels as street food is a staple in India. No matter where people travel, they want to relish it at least once. So, offering authentic street food adds delicious dimension to stays, tempting guests and increasing bill size.

Hotels in India can easily spice things up by serving the country's rich and diverse cuisines. It is a golden opportunity to dish out profits. All that is needed is cooking up creative dining experiences to add a flavourful twist to the revenue stream.

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INTRODUCING MORE REGIONAL DISHES



Gautam Kumar
Executive Chef,
Moksha Himalaya Spa
Resort

We use locally sourced ingredients ensuring the freshness and quality of the food we serve

The rich and diverse cuisine of India is a highlight for many guests at our wellness resort in Himachal Pradesh. With each State in India offering its own unique culinary traditions and dishes, we strive to showcase the local gastronomy culture in our menu offerings. Whether it is a slow-cooked Himachali Thali or seasonal menus featuring locally sourced ingredients, we aim to provide our guests with a truly unique dining experience.

As India prepares to host the G20 Summit, we plan to take advantage of this opportunity to highlight the richness of Indian cuisine. We are introducing even more regional dishes to our menu, showcasing the country's diverse culinary heritage, and providing our guests with a true taste of India.

In addition to offering delicious cuisine, we believe in the importance of offering healthy options as well. Our menu features dishes that are both delicious and nutritious using ingredients such as Millets that are known for their health benefits. We use locally sourced ingredients ensuring the freshness and quality of the food we serve.

To enhance our guests' dining experience, we also offer personalized menus that accommodate individual preferences and dietary restrictions. Our team regularly interacts with guests to understand their needs and we are always happy to offer items not listed on the menu to accommodate individual tastes.

Whether it is a local food festival or a special menu featuring regional dishes, we aim to provide our guests with a truly memorable culinary experience. To reach our guests and market our offerings, we plan to utilize a multi-channel approach. This includes direct communication with guests, reaching out to our repeat clientele to introduce our new offerings, and utilizing digital media to spread the word about our food and dining options. Our goal is to make sure that our guests are aware of the unique and diverse dining experiences that await them at our resort, and that they are able to make informed decisions about their dining choices.

Whether it is through personal interactions, digital marketing, or food festivals, we believe that our commitment to showcasing the rich and diverse culinary heritage of India will set us apart from other hospitality establishments and help us to continue to attract new guests and retain our loyal clientele.

In conclusion, our wellness resort in Himachal Pradesh offers a unique and diverse dining experience that showcases the best of Indian cuisine. From traditional dishes to healthy options and personalized menus, we strive to provide our guests with a truly gourmet experience that is both delicious and nutritious. With the upcoming G20 Summit, we are excited to further promote the richness of Indian cuisine and provide our guests with a true taste of India.





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Top Culinary trends for 2023

From indigenous ingredients to marvel of Millets, leading chefs share their pick of top culinary trends that will be delighting your palate this year.



Lipla Negi

New Year brings new flavor from far and wide. While COVID brought healthy eating into sharp focus, the quest of taste buds continues to inspire culinary experts and enthusiasts alike to plate nutrient-rich meals that add a punch of both flavor and fitness to your lifestyle. “Post-COVID, there is also a shift in the mindset towards healthy eating, and I see this trend growing into 2023,” said Chef Sunil Dutt, Director, Culinary, The Westin Goa. People are focusing on nutrient rich food options and not just taste. He further added, “Plant-based food has seen a continuous interest among consumers.”

Making a lifelong commitment to holistic well-being, Aujasya by The Leela was launched last year. Talking about the new program, Ashish Bhasin, Director, F&B Service & Culinary, The Leela Bengaluru explained, “Our culinary teams across the country have thoughtfully curated menus to achieve the right balance between health needs and gastronomic expectations by focusing on Millets, lean proteins, low-fat dairy, and whole grains. We have also tied up with a nutritionist who helps us tweak menus keeping nutritional needs and overall wellness of our clients in mind and just waistline.”

The exciting Aujasya food menu includes dishes such as Pearl Millets Pessaratu, Sorghum Rava Idli, Sattu Paratha, Spinach and Himalayan Millets



Chef Sunil Dutt
Director, Culinary,
The Westin Goa

“Post-COVID, there is also shift in mindset towards healthy eating, and I see this trend growing into 2023

Risotto, Raw Jackfruit Masala Curry, Quinoa Biryani, and Ginger Millets Bread and Butter Pudding, among others. “The menu is quite popular among MICE groups,” he said.

MARVEL OF MILLETS

This is the official year of Millets, and chefs across the country will be working out ways to put Millets on the centre table. Shivneet Pohoja, Executive Chef, ITC Kohenur elaborated, “Millets, the ancient grain, may soon acquire the stardom that it deserves. More and more





diners are becoming aware of the benefits of Millets such as being a low glycemic grain and a suitable alternative grain for persons with specific allergies. “The year will see Millets don many avatars, and restaurants across the country have already started rolling out Millets-centric menus. In support of UN’s initiative, ITC Kohenur has launched the Mighty Millets program where we offer a variety of Millets dishes such as Multi Millets pizza, Pearl Millets and Parmesan Khichda, Kodo Millets pancakes and little Millets and dark chocolate cake on our buffets throughout the day.”

RECLAIMING REGIONAL CUISINES

Coupling culture and history, regional food has been one of India’s strongest attractions for centuries now. Every region has its own cuisine, no less than a kaleidoscope of exotic spices and



Ashish Bhasin
Director, F&B Service
& Culinary, The Leela
Bengaluru

“Our culinary teams have curated menus to achieve right balance between health needs and gastronomic expectations by focusing on Millets



Shivneet Pohoja

Executive Chef,
ITC Kohenur



Anirban Dasgupta

Director, Culinary,
Conrad Pune

ingredients. With G20 Presidency, many such regional cuisines will find their moment of global celebration this year. Agreed Pohoja, "Pride in one's own heritage and cuisine will remain the guiding culinary principle for the year 2023. As chefs increasingly explore the world and its flavors, they will try to introduce unique flavors in their own style of regional cuisine." He further added that the days of chefs obsessing over elusive ingredients may be numbered as local ingredients will fuel creativity in cooking. "We will find that trendsetting restaurants would marry locally grown premium ingredients and lost techniques from heritage cuisine with the creativity of their initiated teams to present culinary experiences which are exciting and not seen before."

OLD COOKING STYLE RESURRECTED

In pursuit of great taste and flavor, chefs are turning to old cooking techniques for an unmatched food experience. Anirban Dasgupta, Director, Culinary, Conrad Pune, agreed, "I still believe in the old ways of cooking, a n d

The year will see Millets don many avatars, and restaurants have already started rolling out Millets-centric menus

love to work with my hands to bring the nuances of a dish together. There is one culinary style that I believe in, however, and that is sous vide cooking of meats, which helps to intensify the taste and has encouraged me to think differently about the usage of technology in culinary."

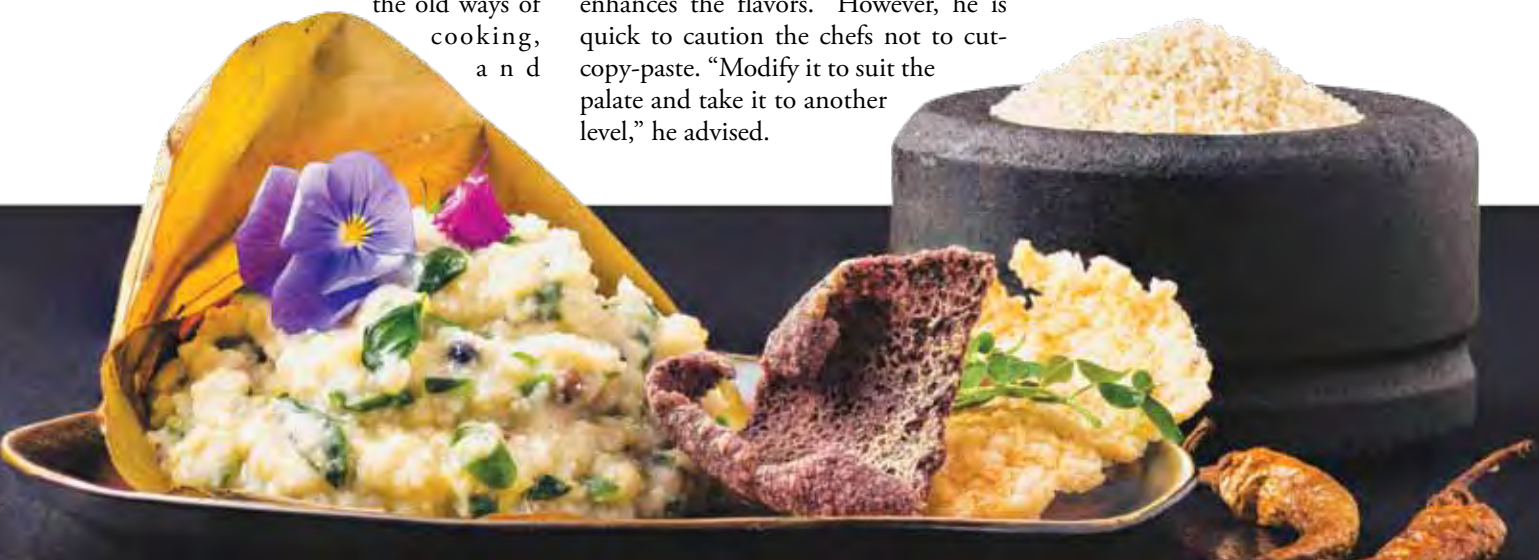
STORYTELLING WITH FOOD

Culinary and culture go hand in hand. Add a dash of storytelling to it and you got a perfect recipe of unforgettable dining experience for your guests. According to Bhasin, "We are going and getting the history out. Chefs who love to read history bring it out in the way they cook it as well as plate it. For example, it is fascinating to know when Babar came to India, why he brought certain ingredient from Central Asia and how the cooking style was further evolved when Akbar came in power. Every cuisine has a story to tell, and it enhances the flavors." However, he is quick to caution the chefs not to cut-copy-paste. "Modify it to suit the palate and take it to another level," he advised.

I still believe in old ways of cooking, and love to work with my hands to bring nuances of a dish together

AI POWERED MENUS

For Pohoja, it is artificial intelligence (AI) that will bring next big revolution in the food business. He shared, "I am eagerly looking forward to an AI interface with the culinary world. While I still believe that cooking is one area that may not be completely taken over by bots, the infusion of machine intelligence in certain processes will make chefs more efficient and creative. Data driven menu compilation for specific demographics, ingredient listing by an AI bot based on a chef's qualitative description of flavor of the final dish and AI art generators recommending previously unimagined plate presentations are the kind of tech infusions that would happen very soon." He firmly believed that AI may not replace professionals, but professionals who can use AI will replace professional who cannot.



Tech push for green growth



Efficient waste management system is being leveraged by Urvi by Aralaguppe. The convention centre is adopting innovative technologies to ensure wet waste is properly segregated.

As climate change increasingly dominates the headlines, building owners and managers are seeking ways to reduce their carbon footprints and make their large facilities more sustainable and eco-friendly. One such convention center that is spearheading this sustainability-minded initiative is Urvi by Aralaguppe, a Bengaluru based convention centre.

The convention centre comes equipped with a capacity to hold upto 1,000 guests, plug and play set-up, advanced lighting and electricity back-up, sound/music systems and all the other requirements for a wedding/corporate event. What stands apart here is their waste-management system. They are the first convention centre in the country to have a waste pulper technology installed that can efficiently and significantly reduce the volume of the wet waste generated and turn it into a pulp that can be used for composting or as fodder for animals. This is performed by the Waste Treatment Ecolo by Hobart. They are pioneers in waste management technology from Germany. Wet organic waste generated from food as well as flower decorations can be processed by this machine.

Sustainability and reducing the carbon footprint has long been important to the owners of Urvi Bengaluru. According to a research by Pooja and Raghavendra, "In any Indian wedding comprising of 500–1000 people, in general 250–300 kgs of wet waste is generated. But this machine (the wet waste pulper) is helping them cut down the waste generation by 80 per cent. The first time they had a wedding for 700 people, they were amazed and so happy to see that they had generated just about three barrels of waste. This includes wet waste generated after catering (including banana leaves used as plates) and the flower decorations."

Raghavendra and Pooja suggest their clients to go completely plastic free for their events. This would mean no plastic water bottles and cutlery.

They have a conveyor rack type dishwasher, also from Hobart, which can wash up to 200 racks per hour. This dishwasher can be used for any metal or glass cutlery and crockery.

From her experience, Pooja said, "Currently, it is difficult to change the mindset of people about going completely plastic free, but I sit down and try hard to convince them. We choose not to leave carbon footprints after any event. We are trying to be socially responsible and trying to do our part towards nature."

Behind the scenes, Pooja explained that the center is constantly improving its recycling and composting programs, partnering with local authorities and people for effective disposal of waste as well. Her hope and vision behind this is: "We want to leave a healthy future for our kids. We cannot be adding to more of the pollution which is already caused."

Urvi by Aralaguppe, Bengaluru is certainly an exemplary model in the niche of sustainable and environment friendly convention centers. Their practices and processes will certainly go a long way in significantly reducing the carbon footprint from an event and leaving behind a green and positive footprint.

Urvi by Aralaguppe, Bengaluru is first convention centre in India to have waste pulper technology





Tech advancement in food industry: Pushing ahead

Hotel and restaurants are embracing variety of technologies such as IoT, 3D Printing, and AI in food segment to boost productivity, sustainability, and profitability.



Ananya Kukreja

There is no bigger industry on our planet than food and agriculture, with a consistent, loyal customer base of over eight billion. The history of food and technology is a long and complex one, dating back to the invention of fire and early cooking tools. Through time, advancements

in technology have played a significant role in shaping the way we produce, prepare, and consume food.

One of the earliest examples was the invention of fire, which allowed early humans to cook food and make it more palatable. This led to the development of early cooking

tools such as pottery, which allowed for the storage and cooking of food. The invention of agriculture, around 10,000 years ago, marked a major turning point in the history of food and technology, as it allowed for the cultivation of crops and the domestication of animals. This made it possible for people to



Eshwar K Vikas
Co-founder & CEO,
Mukunda Foods



Sanjay Sood
Chief Operating Officer,
Leisure Hotels Group

Automation of cooking process is significant. Solutions by Mukunda Foods are designed to ensure that SOPs are followed to maximum accuracy

advancements in areas such as genetic engineering, 3D printing, and automation, which is changing the way we produce, prepare, and consume food.

The global food tech market is expected to reach a value of US \$342.52 billion by 2027, according to recent analysis by Emergen Research. This growth can be attributed to increasing adoption of advanced technologies in food processing techniques for improving food safety and efficiency of production processes. Overall, the history of food and technology is a story of how technology has shaped the way we produce, prepare, and consume food, and how our relationship with food has been shaped by the technological advancements of the past, present, and future.

DOMINANCE OF TECHNOLOGY

Technology has had a profound impact on the methods of professional chefs.

Artificial intelligence will help in planning, deriving strategy, production, and service, cutting down human errors and bringing consistency

Advances in kitchen equipment such as sous-vide machines, induction cooktops, and precision cookers have allowed chefs to cook food more accurately and efficiently and cook traditional dishes with modern equipment without compromising their essence. Food preservation techniques such as vacuum sealing and flash freezing have also been made possible by technology, enabling chefs to maintain the quality and freshness of ingredients for longer periods of time. In terms of food presentation, technology has enabled chefs to create visually stunning and intricate dishes using tools such as 3D printers. Additionally, technology has made it easier for chefs to create, store, and share recipes, and to design and optimize recipes and menus. Automation of kitchen tasks and processes have been made possible by technology which allows chefs to focus more on

settle in one place and develop more advanced forms of civilization.

In the Middle Ages, technological advancements such as the invention of the water mill and windmill led to the development of new forms of food processing, such as milling grains into flour. The industrial revolution of the 18th and 19th centuries brought about major advancements in food production and preservation, including the development of canning and refrigeration.

Since the 20th century, technology has continued to play a major role in the food industry, with the development of new technologies such as frozen foods, TV dinners, and fast food chains. The invention of the microwave oven and the emergence of the food processor also had a significant impact on the way we prepare and consume food. Today, technology continues to play a major role in the food industry, with





creative aspects of cooking and recipe development. Finally, chefs can gather data on customer preferences, sales, inventory, and other aspects of their business using technology, which can help them make more informed decisions about menu development, pricing, and other key aspects of their operations. The success of a food business can be credited to multiple aspects such as food presentation, the ambiance, the way it was marketed, or the packaging in the case of delivery-only businesses. But the real hero remains the food taste, the magic of the chefs. Chefs are arguably integral to food businesses, and their obsession for precise flavours, texture, and feel of the dish is the soul of any successful business. While they do anything to achieve the perfect taste, they always worry about maintaining this consistency when someone else replicates their recipe. It has been observed even the slightest change in Standard Operating Procedure (SOP) can lead to an unexpected experience for the customer. “This is where automation of the cooking process emerges as a solution, and solutions by Mukunda Foods are designed to ensure that the SOPs and chef’s recipes are followed to the maximum accuracy,” said **Eshwar K Vikas**, Co-founder and CEO, Mukunda Foods.

TECHNOLOGY APPLICATION AND IMPACT

Technology has played a significant role in helping hotel brands to offer experiential and curated offerings to their guests. Some of the ways in which technology has helped in this regard include:

- **Personalization:** Technology has made it possible for hotel brands to gather and analyze large amounts of data on their guests, which allows them to personalize their offerings and create more tailored experiences. This includes everything

from personalized room preferences to preferred curation of dishes.

- **Mobile and online booking:**

Technology has made it easier for guests to book their stays and access information about their reservations through mobile apps and online platforms. They are able to order their food before their arrival and also mention their preferences to take care of during preparation.

- **Virtual and augmented reality:**

Technology has also allowed hotel brands to offer virtual and augmented reality experiences to their guests. This can include virtual tours of the hotel and its amenities, as well as augmented reality experiences that allow guests to explore the local area and plan their itineraries in advance.

- **Smart technology:** Hotels and restaurants are using help of AI and robots to curate a unique experience for their guests. This tech also includes curating immersive F&B experience, which helps them connect with all their senses—sight, hearing, smell, taste, and touch along with their meal.

“Food technology helps save cost and increase guest satisfaction,” said **Dane Fernandes**, Executive Chef, JW Marriott Mumbai Sahar. It helps save time and cost of labour in turn allowing for revenue maximisation. With the knowledge of customer and increasing millennial traveling, the representation and understanding of culinary establishments using modern devices to serve, intrigues the modern customers.

Technology essentially has helped hotel and restaurant brands to offer more personalized, convenient, and engaging experiences to their guests, and to stay competitive in an increasingly crowded market.

PLENTIFUL INNOVATIONS

The future of the culinary landscape is likely to be shaped by several technological advancements. Kitchen equipment such as ovens, deep fryers, refrigerators, walk-in freezers, and HVAC systems require constant monitoring, and restaurant employees are often compelled to check them up on multiple occasions throughout the day. But with the Internet of Things, kitchen technology can do all that on its own. Not only does such a system improve workflow, reduce costs, and maintain the quality of products and services, but it

eliminates the probability of potentially damaging system failures to a significant degree. Hence, technology will be playing a very important role in the future of modern kitchens. “Artificial intelligence will help in planning, deriving strategy, production, and service, cutting down human errors and bringing consistency. However, the human touch will still play a major role,” said **Sanjay Sood**, Chief Operating Officer, Leisure Hotels Group.

Some of the ways in which technology is expected to impact the culinary industry in the future include:

- **Artificial intelligence and machine learning:**

Chefs are expected to make increasing use of AI and machine learning to optimize recipe development, menu planning, and kitchen operations. This will allow them to create more complex and delicious dishes, as well as to improve the efficiency and cost-effectiveness of their operations.

- **3D printing:** 3D printing technology is expected to continue to evolve and be adopted by more chefs and restaurants. This will allow chefs to create new and unique dishes, as well as to print food in a more sustainable way.

- **Robotics and automation:** Robotics and automation are expected to play an increasingly important role in the culinary industry in the future. This includes the use of robots for tasks such as slicing, dicing, and mixing, as well as for the creation of new and unique dishes.

- **Virtual and augmented reality:** Virtual and augmented reality are expected to be used more extensively in the culinary industry, allowing chefs and restaurants to create immersive dining experiences for their customers.

- **Sustainable and healthy food:** As concerns about the environment and health continue to grow, chefs are expected to focus more on using sustainable and healthy ingredients in their dishes, and to find new ways to reduce food waste.

- **Data and analytics:** Chefs will be able to use data and analytics to gain insights into customer preferences, sales, inventory, and other aspects of their business, which will help them make more informed decisions about menu development, pricing, and other key aspects of their operations.

Overall, technology is likely to play an increasingly important role in the culinary landscape in the future, allowing chefs and restaurants to create more unique and delicious dishes, as well as to improve the efficiency and sustainability of their operations.

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Towards more SUSTAINABLE FUTURE

Hotels across globe must leverage green best practices such as use of renewable energy, green buildings, among others to mitigate climate change, says **Inge Huijbrechts**, Global SVP, Sustainability, Security and Corporate Communications, Radisson Hotel Group.

The world has sprung back into action following COVID, with a renewed enthusiasm and determination to make up for the lost time. The travel and tourism industry, as one of the most important industries to lead the rebound wave, has embraced new and emerging trends due to massive shift in consumer needs over the past few years.

The concept of travel has evolved as the world recognizes the importance of conservation and travelers are now looking for authentic, mindful experiences that

benefit the earth. According to Expedia's 2022 survey, 90 per cent of travelers worldwide prefer to see sustainable options when booking a trip. This tendency was even stronger in APAC, where 95 per cent of travelers expressed interest in sustainable travel options.

MINIMIZING CLIMATE CHANGE

The last seven years have been the warmest on record and the number of natural disasters has doubled in the last 30 years, giving rise to increased physical

Mitigation means going beyond just preparing for impact of climate change to also being part of permanent solution

and geopolitical risk. Climate change and global warming rates are only rising.

As global warming accelerates, tipping points in the climate system are inevitable. As a result, failing to act to limit global





Inge Huijbrechts
Global SVP, Sustainability,
Security and Corporate
Communications, Radisson
Hotel Group

warming and mitigate the effects of climate change can have catastrophic repercussions.

Mitigation means going beyond just preparing for the impact of climate change to also being part of a permanent solution. However, people not familiar with sustainability, often ask: what is the cost of sustainability? Asking for the cost of sustainability is the wrong approach—the cost of inaction is what we will be dealing with at large if this continues.

SUSTAINED MEASURES NEEDED

While the tourism industry was inclined towards sustainability even before COVID, efforts have only intensified in recent times. Sustainability has allowed businesses the chance and freedom to bring in innovations and disruptions.

For hotel owners and investors, unsustainable assets are also a huge risk of depreciation in value as increasing numbers of investors are realizing that properties compliant with their ESG targets add value to their credibility and extend the lifecycle of their assets.

Even consumers and employees consider sustainability to be an important

characteristic when associating with a brand. Travelers, especially Gen Z, will avoid your brand if you do not prioritize environmental sustainability. This is true for nearly all global markets, but even more prominent in India.

Employees also only want to work for companies with a purpose. In the current labor market, companies that are not engaged in environmental and social sustainability will find it even harder to attract and retain talent.

AIMING NET ZERO ACHIEVEMENT

At Radisson Hotel Group, we are committed to being net zero by 2050 and have published validated science-based targets. We have also defined a renewable energy strategy for 25 key markets. Now in times of rising utility costs, any action on efficient resource use has an even better return on investment.

For businesses, the move to net zero requires action on several focus areas:

- An increased use of renewable energy produced onsite or offsite or purchased from providers.
- Green buildings having benchmarks such as LEED, BREEAM, EDGE, or similar guidelines.
- Operational efficiency, achieved by smart habits in hotel operations.

Additionally, communication with guests requires clarity, consistency, and continuous progress which is why the World Travel & Tourism Council, together with Radisson Hotel Group, 70 hotel companies, HAI, and several destinations launched Hotel Sustainability Basics (HSB) a solid, clear, industry standard for hotel sustainability. HSB contains 12 criteria focused on efficient



We must work together to provide positive, measurable initiatives toward net zero, biodiversity conservation, and an equitable world

resource use, planet, and people with progress built into the framework.

SUSTAINABLE TRAVEL: NEED OF HOUR

Sustainable actions require an evaluation and deliberate planning. While approaches can vary, the duty falls squarely on all stakeholders' shoulders. Sustainable travel is more than a 21st-century phrase, with consumers seeking actual actions from businesses that illustrate their commitment. With shifting demand patterns, we must work together to provide positive, measurable initiatives toward net zero, biodiversity conservation, and an equitable world. The more we as an industry push for responsible

travel, the clearer the case for sustainability becomes, and the greater the impact we create. The maximum positive impact on sustainability can only be achieved if we tackle challenges collectively and the tourism industry is well-poised to take the lead in initiating this cycle.

Atithya 2023 strikes chord

Annual event concluded on strong note garnering large participation of hotel professionals exhibiting their talent in 10 competitions over three days.

AISSMS College of Hotel Management and Catering Technology's grand finale of the 14th edition of Atithya 2023 marked the end of a successful event on 10 February, 2023, in which the top hotel management institutes from all corners of India participated with great enthusiasm.

In over three days from 8 to 10 February, the participants contested in 10 competitions based on core departments—food production, food & beverage service, and accommodations operations and entrepreneurship. The third day opened with a gamechanger Competency Trail. For the first time, competitions were arranged for the Poona Hoteliers Association (PHA) in which hotel professionals took part and showcased their talent. The Champion of Champions Trophy was awarded to Institute of Hotel Management, Kolkata.

The celebration marked the completion of the successful 25 years of the institute. The chief guest for Atithya 2023 Awards Night was Kalyan Chaubey, President, All India Football

Federation, and a special appearance of celebrity chef Kunal Kapur.

Malojiraje Chhatrapati, Honorary Secretary, AISSM Society, and Madhureemaraje Chhatrapati presided over the function along with the AISSM society bearers and appreciated the efforts of the entire AISSMS College of Hotel Management and Catering Technology team. The guest list also included members of PHA and hoteliers.

The evening unfolded into a great gala dinner positioned on a football theme, Espirito Brazil. The three-day extravaganza concluded with Brazilian food, décor, and entertainment. AISSMS College of Hotel Management and Catering Technology, Pune is constantly reinventing itself to keep up with the ever-changing hospitality industry. Atithya - A Reflection of Hospitality, is one such event, AISSMS College of Hotel Management and Catering Technology started in the year

2009 and has constantly evolved over the years to groom the participants and people associated with the hospitality field, as well as to challenge and push the boundaries of excellence.

"The event paves the way for hospitality professionals to seize every opportunity in this exciting and fast-paced industry. Every year, Atithya hosts teams, allowing the participants to meet competitors from across geographies. During these three days, the best talent is recognized, and it is a good way to introduce aspiring professionals to the industry. The competition structure is designed in an industry-academia format to ensure that the hospitality industry's expectations are met. By bringing theoretical and practical knowledge on the common ground, it helps to bridge the gap between industry and academics," said Dr Sonali Jadhav, Principal, AISSMS College of Hotel Management and Catering Technology.

The three-day extravaganza concluded with Brazilian food, décor, and entertainment

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GILDED PEARL

Omorfo Homes, a luxury tableware brand debuts with the Gilded Pearl, a dinnerware collection which harkens back to the old-world charm of European sensibilities, where luxury meets minimalism. Designed in India and crafted and hand-painted by artisans around the globe, each form features curvaceous elements, gilded accents and intricate detailing that come together in an assemblage that fits all moods and occasions seamlessly.



THE GENTLEMEN'S CLUB

Rosabagh, a furniture and interior design studio in Delhi launched its bespoke collection The Gentlemen's Club, an ensemble of furniture and accents that regales with its sophistication and decadence. This ensemble manifests unsurpassed refinement, immaculate craftsmanship and a sense of tradition. It also evokes a mood board of comfortable and quiet, subdued, and sophisticated, warm colours and luxurious finishes, along with a whiff of Old Monk.

BLOOM

A beauteous kaleidoscope of florals heralds the onset of spring with Kika's newest launch aptly titled Bloom. Featuring an assortment of coffee mugs, trays, and serving platters in a wide array of colourful hues, this collection evokes a sense of visual harmony that brings warmth and light to your tables. In a stylistic departure from the norm, Kika's Bloom collection infuses its designs with elements inspired from European fashion houses and tapestries for a poetic interpretation of fashion and nature.



A TALE OF LACE

Neeti's Linen Library, a brand for handcrafted home decor linen products has presented a collection named A Tale of Lace, designed exclusively to showcase the craft of lace. The collection combines bold and bright colours with the delicacy of carefully stitched lace sewn on a sturdy cotton base. For a more understated counterpoint, the collection also offers the beautiful Anand, with its simple, off-white base and beautifully intricate lace patterns.



QUILTED BEDDINGS BY ERIS HOME

Eris Home has unveiled an ensemble of soft and dreamy quilted beddings that evoke poignant emotions to turn your space into an inviting haven for resting and rejuvenation. Exuding comfort and luxury, the quintessential designs radiate an alluring and inviting charm with their sophisticated patterns, breathable cotton in subtle understated neutral hues and intricate quilting. Styling your bed, the focal point of your bedroom, with an undisputed elegance, these lightweight coverlets will lull you to sleep with their soothing look, texture and feel.

HANDMADE RUGS BY THE RUG REPUBLIC

Unlike traditional gifts such as flowers or chocolates, a rug or a piece of home decor becomes a part of someone's life, serving as a constant reminder of the love and affection shared between two people. 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. By paying attention to their preferences, you can choose a piece that will complement their home and reflect their individuality.



MOVEMENTS



ABHIJEET GADGIL

**Director, Sales & Marketing
Novotel Pune**

★ Abhijeet Gadgil brings with him experience of over 12 years attracting new business and managing the sales and marketing operating budgets. In his new role as Director, Sales and Marketing, Novotel Pune, Gadgil will be demonstrating his creative approach to lead the hotel in achieving its key revenue budgets. With his strong business acumen, Gadgil will work towards creating and implementing strategies that will elevate the brand presence as well as revenue of Novotel Pune in the market.



JASON KRIMMEL

**Head, International Business
Norwegian Cruise Line**

★ In his new role as Head, International Business, Norwegian Cruise Line, Jason Krimmel will oversee sales, marketing, and brand communication efforts outside of the United States and Canada—including in the Asia Pacific region—to expand the brand's international footprint. In this Miami-based role, he will report to Todd Hamilton, the company's Senior Vice President, Sales. During his 19-year stint at Norwegian Cruise Line, Krimmel has donned several roles and headed various departments across the organization.



SAKET VERMA

**Director, Sales & Marketing
JW Marriott Kolkata**

★ With over 12 years of luxury hospitality sales and marketing experience, Saket Verma has been promoted to the position of Director, Sales and Marketing, JW Marriott Kolkata. Verma has a proven track record of leading sales teams to success and generating results for the sales and marketing division. Verma has enjoyed an exponential career growth with top tier hospitality brands since completing his graduation in Hotel Management and Hospitality Administration from Institute of Hotel Management, Goa.



VINAYAKK KAAMBLE

**Director, Human Resources
Westin Goa**

★ With 18 plus experience in human resources and training, Vinayakk started his journey with Royal Orchid Hotel, Navi Mumbai in 2012 as a HR Manager. As Director, Human Resources, Westin Goa, Kaamble will be helping his teams to grow and excel in their careers through learning and development and contributing to the organizational and personal growth of the brand and colleagues, respectively. He has done post-graduation in business administration with a specialization in human resources.



SHARIN JOSEPH

**Commercial Director
Hilton Bangalore Embassy
GolfLinks**

★ With over a decade of experience in the hospitality industry, Sharin Joseph brings a wealth of knowledge and expertise to the role. As Commercial Director, Hilton Bangalore Embassy GolfLinks, Joseph will be responsible for driving the hotel's commercial strategy, maximizing revenue, and developing strong relationships with key stakeholders and will work closely with the hotel's leadership team to ensure the property continues to deliver the exceptional guest experience. Previously, Joseph served as Director, Sales and Marketing, Courtyard and Fairfield by Marriott Bengaluru.



NICK FLYNN

**Hotel Manager
Shangri-La Al Husn**

★ Nick Flynn began his career in hospitality in the early 90s, working in food & beverage department. The seasoned hotelier brings with him three decades of experience around the globe including stints in cities such as Australia, Singapore, Korea, India, Dubai, Qatar, Abu Dhabi, Malaysia, and Singapore. As Hotel Manager, Shangri-La Al Husn, Flynn will ensure Shangri-La Al Husn reaches unparalleled levels of service and continues to deliver unique and unforgettable experiences to all its guests.



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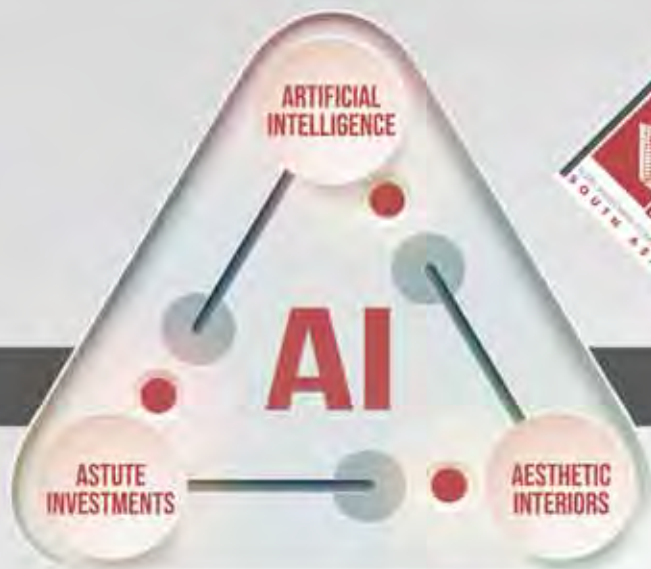


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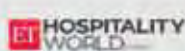
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