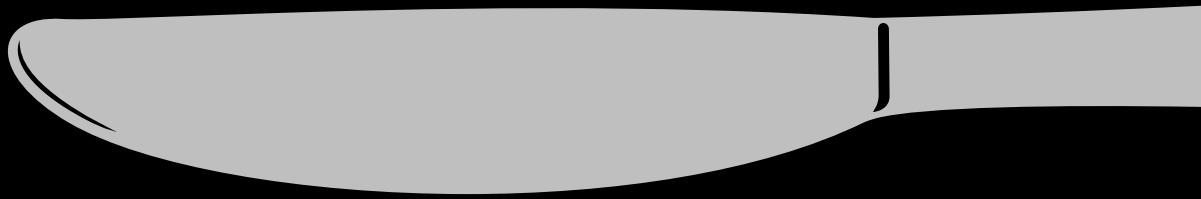


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# HOSPITALITY

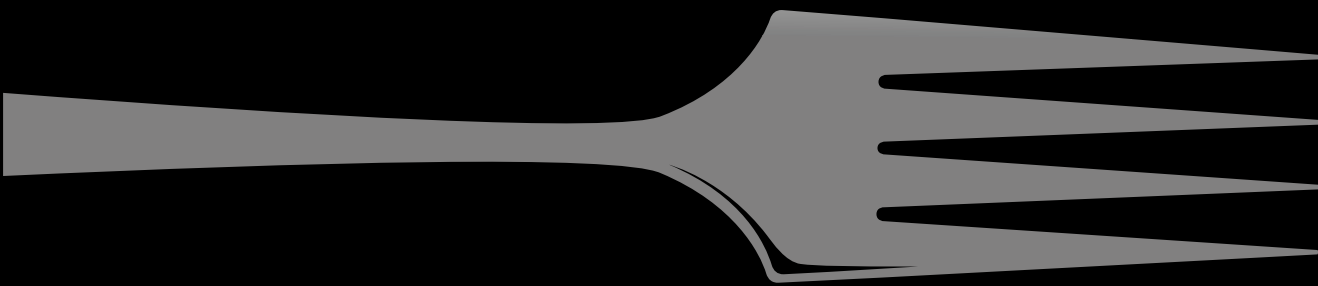
# Talk

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50

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# Aahar

## SPECIAL



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# Editor's note

As the financial year 2015-16 comes to an end, the expectations of hoteliers, specifically for the Indian hotel market remain positive. They expect more international Hotel Management institutes to come to the country because the potential of this sector remains massive for revenue and employment growth.

We bring you the March issue of HospitalityTalk at a time of fresh policy and budgetary initiatives that will hopefully prove beneficial to the sector. Of importance to the hospitality industry, and adding value to its offerings, are various food and hospitality products. This month we bring you a special feature on the 31st AAHAR – The International Food and Hospitality Fair, to be held between 15-19 March 2016, at which many brands will showcase their products. We talked to some of those who will participate in the exhibition about their products and what AAHAR 2016 meant for them and for the hospitality industry.

With the hospitality industry in the midst of an upsurge after a period of gloom, we talk to some key hoteliers about the prospects of the industry and the hopes and plans of their brands. We interviewed Dilip Puri, MD India and Regional VP South Asia, Starwood Hotels & Resorts who discussed various issues of concern such as the role of the government, the problem of the growth of inbound tourism and MICE. We also got the opinion of S.P.Jain, MD and Satyen Jain, CEO of The Pride Group of Hotels who discuss the uniqueness of their brand and that of Aerocity on issues such as security. Bryan Gabriel, Director of Commercial, South West Asia, IHG shared with us the USP of their new resort at Mahabalipuram and his outlook on the Indian hospitality Industry.

With hospitality education remaining key to meeting the exacting demands of the industry, top hospitality professionals talk about the state of such education in India, whether it is of international standard and how it is adapting to the future.

As always, we bring you a host of other reports and stories along with the usual features. Happy reading!



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## ibis Chennai City Centre launches unique promotional campaign

Celebrating the successful opening of ibis Chennai City Centre, AccorHotels, the hotel operator has launched a one of a kind 'Pay What You Want' promotional campaign, allowing guests to choose the price of their stay. Guests staying at the ibis Chennai City Centre have the freedom to choose their tariff upon checkout based purely on their satisfaction and on the quality of their experience, with the standard tariff as reference. The campaign is on offer from 1st February, 2016 and is valid for one-night's stay until February 29<sup>th</sup>, 2016.



## SAMHI acquires Ascent Hotels from RK Jatia Group

SAMHI Hotels, a hotel asset company, has announced the acquisition of Ascent Hotels. Ascent owns the 220 rooms Hyatt Regency hotel in Pune as well as 102 serviced apartments operated under the same brand. Ascent Hotels was owned and managed by the real-estate and hospitality conglomerate, RK Jatia Group.



## The Pride group launches its first upscale hotel in the capital

The Pride group of hotels, launched their first upscale hotel, the Pride Plaza Hotel in the capital on 27 January 2016. Located in Aerocity and in close proximity to Delhi and Gurgaon, the Pride Plaza Hotel, Aerocity, New Delhi boasts of 385 rooms and suites, five state-of-the-art banquet halls, dining venues, an outdoor swimming pool, a fitness centre and ORA spa that resonate Indian hospitality and traditional services.



## Taj Palace, New Delhi offers Jiva, the luxury spa experience

Taj Palace, New Delhi has brought the contemporary Indian luxury spa experience to the city – the Jiva. The launch of the Jiva enhances Taj Palace's position as a location for urban rejuvenation. Blending ancient Indian wisdom with contemporary therapies, Jiva offers the best in Indian rejuvenation therapies ranging from Indian aromatherapy massages, time-honoured Indian treatments and body scrubs and wraps. Jiva also promises a retreat for seekers of Yoga, meditation and Ayurveda, where dedicated therapists combine timeless wellness concepts with modern therapeutic wisdom to set a benchmark in holistic treatments and therapies.

## New Mumbai boutique hotel 'T24 Residency' courts urban travellers

A stone's throw away from the T2 International terminal, within the heart of the business and commercial areas of the Mumbai metropolis, a new hotel has been launched that is very clearly one of a kind. Despite unparalleled competition within the hospitality sector and a lack of differentiation between services, with the launch of the 4-Star boutique business hotel named T24 Residency the modern urban traveller has choice.







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## Savour the best @ High 5 Cafe

High 5, a newly launched Café by the owner Mr. Prashant Karan, it is a perfect space for celebrations and rejoicings in Hauz Khas. It is a multi-cuisine cafe with scintillating and rocking music and also its proximity to the avant-garde promenade sitting gives it an opportunity to be a brilliant setting for private parties.



## Sofitel Mumbai BKC's Dynamic Pricing for meetings

Sofitel Mumbai BKC has pioneered Dynamic Pricing for meetings and conferences to cater to corporates right in the heart of the financial capital – Bandra Kurla Complex. In a 24-hour lifestyle, Sofitel Mumbai BKC's unique trademarked InspiredMeetings is the first to open their banquet spaces through the night. Book a venue at any of the hotel's nine meeting rooms from 12:00 midnight to 6:00 a.m. and save costs up to 40 per cent ensuring economies of scale.

## Maharashtra scraps police licences for hotels

The Hotel and Restaurant Association of Western India (HRAWI) has welcomed the state government's recent directive to scrap all police licences required to run hospitality businesses. A police circular to the effect states that now hotels, permit rooms and swimming pools within city limits will no longer require a police licence to operate a hotel establishment. The association had been strongly advocating this move for a long time along with the need to implement a single

window licence clearance for the hospitality industry. With this decision, the industry is showing renewed enthusiasm and is hoping for the state to take progressive steps towards ease of doing business in the coming financial year.



## Shangri-La Hotel, Bengaluru awarded green certification

Shangri-La Hotel, Bengaluru, developed by Adarsh Realty & Hotel has been certified with a gold rating by LEED India New Construction, Indian Green Building Council (IGBC). The campus is equipped with energy-efficient mechanical and electrical fixtures, maximised day lighting and passive environmental controls.

## MHG to launch Oaks brand in India with Oaks Neemrana

Minor Hotel Group (MHG) has announced the first Oaks property in India, Oaks Neemrana, in partnership with India-based NSP Associates (India). Scheduled to open in 2017, Oaks Neemrana is under development in the centre of the town, which is a fast developing business hub located southwest of New Delhi on the Delhi Mumbai Industrial Corridor. The property will be housed above NSP Arcadia Mall which is also under construction.





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## IHG launches mobile app for kids

IHG (InterContinental Hotels Group) has announced the launch of the Planet Trekkers mobile app, designed for children to learn about and explore their travel destination, before, during and after their holiday. The app has been created in partnership with National Geographic Kids.



## ITC Rajputana launches Jaipur Pavilion

ITC Rajputana pays homage to 'Rajpootana', the citadel of the brave and chivalrous Rajput community, presenting glimpses of art, culture and architecture of various states of the Land of Kings. Similarly, Jaipur Pavilion, ITC Rajputana's all day dining restaurant, presents a glimpse of the kaleidoscopic 'Rajasthani' culture with a distinctive character. Traditional textures entwined with contemporary techniques create an ambience that revives the gracious royal lifestyles in a modern setting.

## HPMF to organise master class workshop

Hospitality Purchasing Managers' Forum (HPMF) in partnership with Hotel Restaurant Equipment Manufacturers' Association of India (HOTREMAI) has organised a master class workshop on complying with the Food Safety Act (FSA). The industry's best experts, top procurement professionals, advisors and FSSAI officials will help the audience to understand the many myths of the FSA as well as the compliance requirements and their rights as an operator. This will be held on 18th March at Pragati Maidan from 15:00-18:00 hrs.

## Hyatt Regency Delhi launches seven multifunctional spaces

At the Living Rooms there are series of multifunctional spaces on offer that cater to creative meetings during corporate hours or can be transformed into private party places for evening get-togethers, launches, social events, wedding receptions. Each space at the Living Rooms is instilled with personalised residential touches that help to create energising experiences that allow people to connect. These spaces can accommodate around 8-300 people.





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## One&Only and Diageo collaborate to promote fine drinking experiences

Six of the world's best bartenders have travelled to six of the world's most luxurious resorts from January on a mission to create bespoke cocktails that interpret and capture the essence of each destination through the art of mixology. The specially curated cocktails and menus form part of a global collaboration between iconic luxury brands, One&Only Resorts and Diageo Reserve World Class, bringing together the worlds of distinctive destination resorts and fine drinking experiences.



## The Leading Hotels of the World adds six new members

The Leading Hotels of the World announced the addition of six new members in Austria, Greece, Spain, and the United State to its collection of uncommon luxury hotels. The newest members join the more than 375 other diverse properties in 75 countries that embody their destinations through design, culture and cuisine.

## Hyatt affiliate plans hotel with AODC in Aqaba, Jordan

Hyatt Hotels Corporation has announced that a Hyatt affiliate has entered into an agreement with Ayla Oasis Development Company (AODC) for a 286-room Hyatt Regency hotel in Aqaba, Jordan.

Hyatt Regency Aqaba Ayla will be the first hotel to open within the prestigious Ayla development, which is a master-planned, multiphase development.

## Starwood Hotels & Resorts launches first luxury hotel in Tokyo

The Luxury Collection Hotels & Resorts, part of Starwood Hotels & Resorts Worldwide, today announced it will debut the brand's first hotel in Tokyo in July 2016. Owned by Prince Hotels, The Prince Gallery Tokyo Kioicho, a Luxury Collection Hotel, will be located in the heart of Tokyo's Kioicho neighbourhood, marking The Luxury Collection's second property in Japan, following the opening of Suiran in Kyoto in April 2015.



## Small Luxury Hotels of the World's new iPhone app now on App Store



Small Luxury Hotels of the World (SLH) has launched a new app for iPhone that is available on the App Store. The app reflects SLH's contemporary new brand positioning with a clean and easy to navigate interface and has been designed to match independently minded travellers with the luxury brand's collection of over 520 independently spirited hotels around the world. SLH has seen a dramatic rise in mobile activity over the last twelve months with a 49 per cent increase in visits to the mobile site and a 71 per cent increase in reservations made via mobile. In response the app has been completely redesigned to include new features to make customer interactions as quick, simple, informative and user-friendly as possible including an

interactive hotel directory and the introduction of a new internet booking engine.

## Philippines DOT and hotel owners commit to a green building code

The Philippines Department of Tourism (DOT) and the Philippine Hotel Owners Associations (PHOA) announced their joint commitment to ensuring that hotels in the country adopt green practices and help curb greenhouse gas emissions during the 'Forum on Greening the Hotel Industry' on 11 February 2016.



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## Six Senses Douro Valley appoints new wine directors

Wine is the centrepiece of Six Senses Douro Valley, so it was natural for it to develop a wine programme that is educational, interactive and fun, with experienced Francisca van Zeller and Sandra Tavares da Silva having been appointed as wine directors.

## Minor Hotel Group acquires Portuguese brand Tivoli Hotels & Resorts

Minor Hotel Group (MHG), owner and operator of hotels and resorts in 22 countries across Asia Pacific, the Middle East, Europe, South America, Africa and the Indian Ocean has announced the acquisition of Tivoli Hotels & Resorts, a well-known Portugal-based brand with 14 properties across Portugal and Brazil. The acquisition of Tivoli Hotels & Resorts not only marks MHG's strategic entry into Europe and Latin America, but also provides the group with a strong operating platform to drive further growth in those markets.

## Starwood appoints new F&B Director for Europe, Africa and the Middle East



Starwood Hotels & Resorts Worldwide has announced the appointment of Stefan Breg as Director of Food and Beverage for the Europe, Africa and Middle East (EAME) region. Breg will spearhead the formulation and implementation of the company's food and beverage strategy across the EAME region which currently operates nearly 1,200 restaurant and bars across more than 260 hotels. In this new role, Breg will, amongst others, develop restaurant and bar concepts for Starwood's 345 upcoming renovations and new properties across its 10 distinct lifestyle brands. His role will also encompass training and development and enhancing the food and beverage performance across the company's portfolio in EAME.



## Westin Hotels & Resorts debuts fitness programmes with partner Fitstar by Fitbit

Starwood Hotels & Resorts has announced that industry-innovator Westin Hotels & Resorts has partnered FitStar by Fitbit to debut a series of fitness programmes that are now available at many of the brand's 200 hotels around the world. In response to the growing global demand for wellness while traveling, this collaboration offers guests the opportunity to stay fit on the go, as well as take their workout beyond their hotel stay with complimentary trial access to the popular FitStar Personal Trainer app.

## IHG's 2016 trends report advises brands to engage with consumers

The InterContinental Hotels Group (IHG) launched its 2016 trends report *Meaningful Membership: Transforming Membership in The Age of I* at the World Economic Forum (WEF) in Davos, Switzerland on 19 January 2016. The report challenges brands to engage with consumers in a way that builds membership communities, a powerful asset for brands in today's dynamic consumer landscape. Fuelled by the growth of social media channels, there is increasing demand from consumers to belong to a like-minded community, sharing opinions and insight as they connect around their experience of a brand. In doing so they also want to maintain their individuality, amounting to what is being termed the 'The Age of I' – a desire of consumers to maximise both inclusiveness and individuality.





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# Where does Indian hospitality stand?

**Dilip Puri**, Managing Director India and Regional Vice President South Asia, Starwood Hotels & Resorts discusses some important aspects of the hospitality industry in India

Anupriya Bishnoi



Dilip Puri

## What can the government do for the betterment of the Indian hospitality industry?

In terms of inducing more growth, bringing in a new cycle of growth and development, clearly we need the cost of capital to come down. If the cost of capital in India cannot come down, government has to ease the norms of foreign borrowings; they have to try and de-risk borrowers from fluctuating exchange rates. Also there are quite a few things which I believe the government can do, which aren't any huge big changes but can make a huge difference to the industry like bringing in good international practices. We've got to allow people to borrow money as cheaply as they can. I think if these things are addressed then it should make hoteliers a lot happier.

## What do you think of the hospitality education in India?

To me, I am very passionate about hotel education. It has always been my dream to bring an international hospitality school to India. The reality is, India has no international quality hotel management institution. We have all the big international hotel brands in India now and the demand for talent is only growing. I think there is a huge shortage of qualified, well trained and internationally exposed talent in the country. So I think the need of the hour is to bring in some quality hotel management institutions to India, whether it's from the Swiss schools or it's from the big European schools.

Also, we are going to see that happen because I see it as an education play more than a hospitality play and education in any developing market like India is going to be one of the pillars of our growth and development. I hope we see more institutions coming up and more entrepreneurs investing in hospitality education rather than just spending in hotels.



The industry recognises that our future is domestic travellers. Inbound travel would be icing on the cake.







**What are your views about inbound tourism for 2016? Do you see that growing?**

Inbound tourism will grow and there will be a significant growth but the numbers are still very small. I think the industry in India today recognises that our future will come from domestic travellers. Inbound travel would be icing on the cake. But that's not going to be our bread and butter. The question we should be asking is what are we really doing to create tourism products for the domestic market. That could be more resort locations, better connectivity, better infrastructure and so on. Wealthy Indians go on short vacations. We've got to make products to meet this.

**Where does India stand as far as MICE facilities are concerned?**

MICE facilities in India are almost non-existent. Beyond the HICC in Hyderabad, there is no big convention centre in India. When you talk about how to bring in more inbound business, it will come from MICE and not from individual businesses. But for this you got to have an international quality convention centre. So the intention was to build it at the Delhi Airport and then that particular project got stalled. But once that happens at the DIAL hotel complex, it will transform India's image as a MICE destination because of its closeness to the airport; ten hotels are there with 5,000 rooms, great convention centres with 1,500-2,000 people capacity and with great accessibility for post convention tourism.

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# Domestic travel grew by 20 PER CENT IN THE LAST TWO YEARS

**Rattan Keswani**, Deputy Managing Director, the Lemon Tree Hotel Company and Chairman, Carnation Hotels talks about the company's plans, security, inbound and luxury tax.



Rattan Keswani

## Vaishali Dar and Kanchan Nath

Explaining the plans of the Lemon Tree Hotel Group and Carnation Hotels Rattan Keswani, Deputy Managing Director, the Lemon Tree Hotel Company and Chairman, Carnation Hotels said, "We continue to grow exponentially in the old space. We are building two hotels in Mumbai, one hotel in Kolkata, a new hotel in Pune and another one in Udaipur. We are talking to a couple of other developers for taking over their sites in the next year or so. That would add another seven to eight hotels more and approximately 1,500 odd rooms in the owned inventory. As far as management is concerned, we are now managing about 600 operative rooms. We have got around 1,000 rooms under development, which will go

live by January 2017, which will also give us an inventory of 1,500 there. So we hope to be up to the 3,000 mark in the managed field too in the next two years."

Commenting on the attack in Pathankot he said, "I think security has been an issue in our country for a long time now. I think we need to keep in mind that these incidents will probably keep happening. One hopes that they will be more infrequent but we cannot wish them away—as long as the citizens respond positively and we do not go into political slanging matches on that subject. It's a subject that is hurting the whole world and it will continue to hurt India, it will affect travel and it will affect







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“

Inbound has improved but just a shade. It's not only affected by our internal condition but also by the recessionary condition you see all over the world

”



hospitality. But we all have to put it together to say how we move on and still operate and do well considering the circumstances we find ourselves in.”

Talking about inbound in India, he said, “Inbound has improved, but just a shade. A lot of it seems to be travel more from the nearby countries than the western world which we used to expect to grow earlier. It's not only affected by our internal condition, it is also affected by the recessionary condition you see all over the world. People tend to travel long distance much less.”

He said, “It's disappointing but what is more important is that domestic travel has grown exponentially over the last few years. If you see the flight seat numbers the growth has been almost 20 per cent YOY for the last two years.

That is a phenomenal improvement and for those of us who target the domestic consumer, I think it's great news.”

Giving his views on luxury tax, he said, “I hope in the GST regime these taxes are consolidated somewhere. But in some places the tax is charged on the listed tariff. This is extortion. Nobody hesitates to pay relevant taxes but they should be paid on the price that you sell a product at but if one has to pay on notional value which also is a value that you have to pay purely for the same purpose then it has no relevance to realism. It's just a bone of contention for the hospitality sector.”

He said, “We have made some representations to the Delhi Government through HAI India; I hope we see the light of the day. Add relevant tax to relevant price.”





# The pride of AEROCITY

The Pride Group of Hotels launched their first upscale hotel, the Pride Plaza Hotel, in Aerocity in the capital. Within its majestic façade, the hotel boasts of an elegant spread of 385 exquisite rooms and suites, five state-of-the-art banquet halls, eclectic dining venues, an outdoor swimming pool and a fitness centre and ORA spa that resonate Indian hospitality. Hospitality Talk talks to **S.P. Jain**, Managing Director, The Pride Group of Hotels and **Satyen Jain**, CEO, The Pride Group of Hotels to understand the USP of the hotel, security issues and more.

Anupriya Bishnoi

Regarding the USP of the property, S.P. Jain, Managing Director, The Pride Group of Hotels says, "Pride Plaza Aerocity is a hotel which is planned keeping in mind Indian culture and provides Indian experiences to guests, whether they are foreign or Indian or coming from far and wide. The basic purpose is to provide guests an outlook about what Indian culture and hospitality is all about. We have provided different artworks in each room, representations of which are in and around Delhi. Besides

this we have artworks in our public area which shows the culture and colours of India. We have done the same thing for the food. Our focus remains on Indian food besides the foreign cuisines which obviously are there for foreign guests. We have trained our staff to give personalised service wherein they deliver our Indian motto *Atithi Devo Bhava*. This remains our main focus—whenever a guest walks in he should feel he is in India and should carry a strong memory back that should inspire him to come back again and again."



S.P. Jain





Satyen Jain



“  
**Pride Plaza**  
 Aerocity is a hotel which is planned keeping in mind the Indian culture and provides Indian experiences to guests  
 ”

Talking about the tremendous competition in Aerocity, Satyen Jain, CEO, The Pride Group of Hotels confirms that the response they are getting from the people is amazing. He says, “We have some of the best rooms in our segment. We have a unique positioning, being the only Indian upscale property because, at the end of the day, we have to see that we are in India. Most of the people in our hotel would want food which is home style because our guests are already travelling a lot and they look for more homely personalised kind of a food which our hotel provides. Also, all these things are juxtaposed with warm hospitality as part of which we always try to meet the demands of our guests.”

Given the vicinity of the airport, security remains the prime concern. Jain says, “Aerocity has got one of the highest security requirements which has been a blessing in disguise

because, among all Indian hotel locations, Aerocity has got one of the most stringiest policies which we had to comply with, which eventually makes our entire complex more safe. Also the whole area is under CCTV coverage, even the roads through GMR and there is face recognition software. GMR specifically has been supportive to us and once the police gave us guidelines, we complied with them and they have been co-operative. All the authorities have been supportive to us.”

Regarding expansion Satyen says, “We are currently expanding to Goa with a 300 room hotel. We are also coming up with a hotel in Indore. We have plans to expand our already existing properties. In Nagpur we are adding another 75 rooms and a couple of banquet halls. Lot of management hotels are in the pipeline. We will be growing through the management route as well.”



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# “Great to be in India”



Bryan Gabriel



The hospitality industry in India is much more advanced than most people give it credit for



Anupriya Bishnoi from Chennai

## What is the USP of the InterContinental Chennai Mahabalipuram Resort?

We had the opportunity to create this resort from scratch which gave us enormous opportunities to build great experiences for guests. One of the things by which we have stood apart is we have a concept called as 'Dine by Design' where you can dine anywhere in the resort by which the chefs will help you create your own menu. Authentic enriching experiences are something IHG stands for globally. So when someone comes to Chennai, particularly to this resort, he or she will absorb some of the local history before leaving the hotel. The concierge understands what Chennai is all about and will make you understand the little intricacies that go behind its culture and history.

At the opening of the InterContinental Chennai Mahabalipuram Resort, Hospitality Talk got into a tête-à-tête with **Bryan Gabriel**, Director of Commercial, South West Asia, IHG to understand IHG's plans, what makes this particular resort tick and his outlook on the Indian hospitality Industry.

This is the first resort in this area where there is a full dedicated concierge service. From the moment you book, to the moment you leave, this resort will stay connected to you as, for us, it is about connections.

## How important is India as a market for IHG?

India is a very important market for us. We have been in India for 51 years. We first entered India with a JV with The Oberoi. Currently we have 25 hotels across four brands and we have plans to expand by 100-150 hotels in the next ten to fifteen years. Also it is great to be in India. Seeing India where it was ten years ago to where it is today, is amazing. At the moment there is a lot of competition in the area but to score over others we have the right brands





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- MT-4008 comes in both Android 4.4 and Windows Embedded 8.1 industry





“  
 Seeing India  
 where it was  
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 moment there is a  
 lot of competition  
 but to score over  
 others we have  
 the right brands  
 in the right  
 locations  
 ”

in the right locations with the right people working for us. We have created hotels and resorts that guests love and that's a huge part of winning.

#### **What are your expansion plans?**

In the first quarter we will open two hotels. For the year we are looking at about eight hotels to open across Holiday Inn, Crowne Plaza and Holiday Inn Express brands. It is a fast-moving dynamic environment and that is India at the moment.

#### **What do you think of the hospitality industry in India? How competitive is it?**

The hospitality industry in India is much more advanced than most people give it credit for. For example Mohan Singh Oberoi created luxury before the rest of the world knew what luxury was and he delivered that through service. The reason why I am saying this is that Indian hospitality generally is not given enough credit for what it has pioneered in. I have been in India for 15-16 months and people keep asking me what do I think of India and me, being honest from the heart, answer that the best part about India is its people because they are welcoming

and the hospitality is refreshing, it is service-driven. Indians are naturally gifted with that. Also, the hospitality market is competitive; there are different avenues of hospitality from corporate focussed business hotels to the resorts and full leisure. From a corporate point of view and city point of view it is competitive particularly if you look at the Delhi and Mumbai markets. But we are doing well in both these markets. IHG is famous for knowing the customers and keeping in touch with what is going on in the market. But I think the hospitality industry is going to get even more competitive in the future.

#### **What are the hospitality trends that you observe for 2016?**

Looking at our leisure hotels in Jaipur for example, we have two hotels: Holiday Inn and Crowne Plaza. We are seeing a lot more inbound tourism happening, that is, international, which is great and what is great about us is that IHG as a group have global sales offices around the world, which helps us market our hotel for people. From a corporate point of view, this year is looking busy for our key destinations and I think 2016 will be better than 2015.



# A food and HOSPITALITY PRODUCTS EXTRAVAGANZA

## Kindly explain your portfolio.

We at KRBL have the most extensive range of basmati rice products available. At KRBL we have 14 brands and over 130 SKU's to cater to the vastness and diversity of the Indian market. India Gate brand, being the flagship brand of KRBL, is the most popular among quality conscious hotels and restaurants. Our product India Gate Classic, which is genuinely aged for two years, is a pride for many chefs not only in India but around the globe.

Other than this the range of India Gate Basmati Rice such as India Gate Super, Tibar and Dubar have been consistently used by hotels and restaurants and caterers around India. The parboiled range of India Gate (namely India Gate Golden Sella/White Sella) is a popular choice in the Kerala region among chefs and caterers.

For the price conscious buyers our Basmati rice steam range fits the bill and we have several brands catering to that customer requirement. Most popular is Unity Basmati Rice specifically in the southern part of the country in states such as Tamil Nadu, Andhra Pradesh, and Karnataka where the biryani eating culture is at its peak.

## What are your expectations from AAHAR 2016?

HoReCa segment is very different as compared to the retail segment when it comes to delivering value proposition and marketing

communication. We need to tailor our communication to address the needs of this segment and suggest how our range of products would provide a much superior experience not only for chefs but also for the dining customers.

The product in itself is very undifferentiated and hence superiority in quality and service with year round consistency is going to be the game winner. We, at KRBL, have a widespread distribution network around India with more than 500 distributors exclusively dealing with KRBL products. We ensure topmost service quality from small frequent delivery requests to mutually benefiting credit payment terms to a designated company representative 'just a call away'.

We wish to participate in credible HoReCa exhibitions and network



with the community and ensure we are heard and seen by the right people. We organise chefs/cooks meets in cities around India where we demonstrate company strength and product capabilities and hence network with the interested buyers.

## How is your brand well-suited for the hospitality industry?

The HoReCa consumption of basmati rice in India is pegged at approximately 30 per cent of total basmati sales in India. It is indeed a very critical segment for KRBL to operate and succeed within. KRBL is the world's largest miller of rice and exporter of basmati rice.

We market our products in India with the largest selling brand name called India Gate Basmati Rice. KRBL's key focus in the basmati rice industry has been to provide to the customer a superior quality product in a regular and consistent manner. With this vision our efforts have always been towards R&D, process improvements and production efficiency. The result we were able to create a strong brand in the eyes of the customer.

Though our focus has primarily been the end consumer and hence retailing of our brand and products we are consistently developing strategies to effectively cater our bouquet of brands to the HoReCa segment. The year 2016 will be marked as the key year when we will be making aggressive inroads into this segment.

The 31<sup>st</sup> AAHAR 2016, the food and hospitality fair, will be held between 15-19 March 2016 in New Delhi. Some leading participants spoke to Hospitality Talk about their products and their expectations from the exhibition.



Ayush Gupta  
Marketing Head-India  
KRBL India



We wish to participate in credible HoReCa exhibitions and network with the community and ensure we are heard and seen by the right people







**Akshay Bector**  
Chairman and Managing Director  
Cremica Food Industries Limited

**Kindly explain your portfolio.**

Cremica Food Industries is a part of The Cremica Group. Cremica Foods is known for its world class liquid condiments and innovative snacks. We are known for our taste and product innovations as well as for offering customised and localised food products and have an extensive product range including Indian gravies and curries, tomato ketchup, sauces, mayonnaise, bread spreads, salad dressings, syrups and dessert toppings.

Cremica food was the first one to launch India's first vegetarian mayonnaise as well as Opera crisps last year which was India's first cottage style potato crisps.

**What are your expectations from AAHAR 2016?**

We are delighted to be a part of AAHAR, 2016 as it will help us grow



AAHAR is a great platform for us to present our range of offerings for retail and business customers



as a brand and reach out to our target group. AAHAR is a great platform for us to present our range of offerings for retail and business customers.

We would also be offering once in year offers for people to buy these ranges. Live demos of the recipe applications will be done throughout the event. We will be showing some

of our best product ranges at AAHAR. We also look forward to welcoming industry professionals who will showcase game changing innovations that will shape the future of food services in India.

**How is your brand well-suited for the hospitality industry?**

Cremica Food is known for customising products as per the palate of consumers. We are known for innovation and quality consistency and that's our legacy since the last three decades. We are one of the largest food service suppliers.

It will not be out of place to mention here that Cremica Food is an approved supplier to some of the world's leading fast food brands apart from a host of national and international FMCG brands.



**Amlan Ghose**  
Managing Director  
Prologic First

**Kindly explain your portfolio.**

For over 15 years, Prologic First has developed and internationally marketed integrated software solutions for the hospitality sector. Prologic First's software is known to be developed using the latest software technology, comprehensive in scope and functionally rich.

Modules offered by Prologic First include software for sales and distribution, guest facing front office management, F&B retail, guest services and relationship management, integration with related automation devices/systems, materials and costing and back office accounting.

Prologic First users vouch for the quality and commitment of technical services rendered by Prologic First.



Through AAHAR, we hope to engage with the F&B community who are of special interest to us



Currently, Prologic First software is in use at about 1,500 sites in 30 countries.

**What are your expectations from AAHAR 2016?**

Through AAHAR, we hope to engage with the F&B community who are of special interest to us.

Prologic First has provided many unique solutions for F&B businesses. For example:—

- We have provided a single software platform to Ambuja Neotia in Kolkata to manage 40+ units that span fine dining restaurants, exclusive clubs, bars, QSRs, event venues and hotels.
- The Bombay Canteen, Mumbai uses our Android tab based POS for table-side order taking that makes operations more efficient and table turnaround faster.
- On peak days, our F&B POS system at Imagica, Mumbai handles more transactions than considered possible by a POS developed in India.



**Ramesh R. Shah**  
President, KMW

**What are your expectations from AAHAR 2016?**

Our expectations from AAHAR 2016 are quite high. We expect good growth after AAHAR since visitors who visit the exhibition can physically view our quality products which we ship to the international market.

Due to additions of new hotels and with restaurants chains coming up,



Due to additions of new hotels and restaurants chains, we are sure this exhibition will boost our sale



we are sure this exhibition will boost our sale as visitors can get more and more internationally accepted quality products from us instead of importing at high cost.

**How is your brand well-suited for the hospitality industry?**

Since our products are of international standards, I think our products suit the hospitality industry the best.



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Modern Toilet  
Taipei City,  
Taiwan

# World's Weirdest

On TLC's *World's Weirdest Restaurants*, television show host Bob Blumer takes a wild ride around the globe to find the wackiest, craziest and downright strangest places to grab a bite. Bob has spent a lifetime exploring the outer limits of the food world, but there are still a few surprises out there, even for him.

## MODERN TOILET TAIPEI CITY, TAIWAN

At Taipei's Modern Toilet, everything you love about the bathroom is right at the dinner table. Inspired by a Japanese comic character, Modern Toilet mixes bathroom humour with gourmet Taiwanese cuisine.

When a customer walks in this restaurant for the first time, they feel shocked. There are urinals on the wall, a shower curtain, showers etc. On the menu there's traditional Taiwanese food and Western dishes, like seafood pasta and breaded pork chops. Tso chicken is the most popular dish. The seats here are actual toilets. The tables are sinks and tubs.

There are three floors here. What's really crazy about this place, they've taken everything that we would traditionally hide behind the bathroom door, and they've put it front and centre, like they're proud of it. This restaurant has managed to take a taboo subject and make it universally appealing.

The food here is amazing. It's no wonder this place is packed. Modern Toilet is Taiwanese cuisine served up with a healthy dose of bathroom humour.

## DICK'S LAST RESORT SAN ANTONIO, TX/SAN DIEGO, CA

At Dick's Last Resort, they pride themselves on bad service. Dick's Last Resort is here to make you eat, drink, and laugh. When you come to Dick's you've got to bring a healthy appetite and a thick skin. At Dick's Last Resort they dish out service with sarcasm.

The place is great. It just feels like a party. From the moment you step into it you know you're going to have a good time. The restaurant takes a lot of pride in their food here at Dick's Last Resort. Everything comes from quality product. Everything's made from scratch. Here at Dick's that's one of their specialties. Everyone comes in for the hat. Everything in the restaurant is in good fun. When customers start punching you, you know you have pushed people too far. Great chicken, great ribs are served here. This restaurant can mess with the service, but they're certainly not messing with the food.

It's a lot of fun. You know it's not like your normal restaurant. What appears on the surface to be rude, useless service is really interpreted by everyone

here as being entertaining. It's actually almost liberating, and when the servers are having a fun time, it allows the customers to do the same thing.

## KURA SUSHI TOKYO, JAPAN

The Japanese people are known for their efficiency and there is no better example than Kura Sushi, a futuristic restaurant in Tokyo where there are no servers. Upon entering the restaurant, it's hard to tell whether you have entered a restaurant or a casino. The sushi is ordered, created and plates are cleaned with a computerised system. From keeping the sushi fresh to the games that customers play on their respective tables, technology has a major part to play. Every table has a television monitor. For clearing their own plates, customers are rewarded with games. For every five plates, customers stand a chance to win a price. People love to come here because the restaurant is efficient and fast. Freshness is guaranteed as each plate's sensor tells central command how long it's been travelling. The restaurant serves 20,000 plates to 2,000 customers every day.

*World's Weirdest Restaurants* airs every Friday at 6 PM only on TLC

to be continued..






Dick's Last Resort San Antonio, Tx / San Diego, Ca

# Restaurants **TLC**



Kura Sushi Tokyo, Japan



**INDIA  
GATE**  
BASMATI RICE

—•—•—•—•—•—•—

**Saath Badhega,  
Swaad Badhega.**

—•—•—•—•—•—•—

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dun & bradstreet

Dun & Bradstreet has given it the **7th rank in its list of India's top 500 companies** on account of the total income in the Food & Agro processing sector in 2009.

nielsen

India Gate Basmati Rice, is the **Largest Selling Basmati Brand** in India for the last six consecutive years as per Nielsen.

It has also won **INDIA'S MOST PREFERRED BRAND** by AMGF for six consecutive years, as the preferred choice in consumer polls.



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# THE PROSPECT IS THAT OF GROWTH

Leading hoteliers inform us of their hopes, expectations and plans for the year 2016 as well as the issues of importance for the hospitality industry in the year.

HT Bureau



Rishi Puri

## RISHI PURI

Vice President  
Lords Hotels & Resorts

### Agenda 2016

We have high hopes from 2016. We have new properties coming up in Agra, Jammu, Goa and Jayanagar at Bengaluru which will significantly add to the total number of properties under the Lords Hotels & Resorts umbrella. At the industry level too prospects look bright as the vital economic parameters are stable and are showing an upward trend.

### Things to be done for the betterment of the Indian hospitality industry

The hospitality industry is affected both by macro and micro economic factors. Among the macro factors is overall economic activity or growth. Heightened economic activity will lead to more demand for hotels. Any reforms for the betterment of the economy will benefit the hospitality industry. Making it easier for foreign nationals to travel to India by providing eVisas (which the government is doing in a phased manner) will help significantly. We also need to take the concept of *Atithi Devo Bhava* seriously. Ensuring the safety of women and creating an atmosphere in which foreign nationals feel safe is foremost. Another significant step can be that of revising tax slabs. Also, we need quality hospitality training institutes.

### Government and the easing of stringent policies/ regulations

First, the buying of land for the purpose of building hotels should be eased. Stamp duty should be lowered. Permissions from several government departments are needed to operationalise a hotel. There should be a single window system under which approvals should be given in a time-bound manner. In India, hotels are taxed anywhere between 20 per cent and 25 per cent depending on the state that they are operating in, whereas other Asian countries levy just 8-10

per cent, so making them economical vis-a-vis our country. In addition, the different tax structures in different states are difficult for tourists to comprehend.

### Indian hospitality industry in the next five years.

We see immense potential. The present government has already taken some friendly hospitality industry initiatives and eVisas are one such initiative. The government is also taking steps to make lending for new hotel projects easier and at lower rates to make them competitive. The government means business and understands how the hospitality industry can help in earning valuable foreign exchange as well as employment. Our economy is growing at a steady rate and that also augurs well for the hospitality industry.



“ At present, the taxes are so high that it makes the hospitality industry almost out of the reach of end users. So tax rates need to be moderated

”



**VINEET VERMA**

Executive Director  
Brigade Hospitality Services

**Agenda 2016**

Three hotels are scheduled to open in 2016. These are Grand Mercure Mysore, Holiday Inn Chennai and Holiday Inn Express & Suites, Race Course, Bangalore. In addition, our Signature Club Resort in Brigade Orchards, Devenahalli opened in January 2016.

**Things that can be done for the betterment of the Indian hospitality industry**

While the hospitality sector does not need huge subsidies to thrive, it does need a more proactive approach and a recognition as an 'industry'. Uniform and guest friendly taxation norms across India rather than having differential rates for different states will help boost our international image. Better infrastructure including an efficient 24x7 public transport facility is essential for growth. We must focus on vocational training facilities. We need to take the spirit of hospitality beyond hotels. Our cab operators, tourist guides, housekeeping staff and, even bus operators should undergo basic training. Any visitor must be made welcome and secure.

**Government and the easing of stringent policies/regulations**

We require a little over a 100 licenses and approvals from the time we start the project until the opening of the hotel. Most of the delays in opening a hotel are because of any one or a combination of these factors. A rationalisation of some of these norms will greatly help. It is essential that the labour laws are reviewed.


**Indian hospitality industry in the next five years.**

While India's hospitality sector has once again started seeing better numbers this year, the business will continue to be cyclical and linked closely with how our economy moves overall.

But indications are all positive and we should expect to see an average YoY growth of anywhere between 7 per cent to 10 per cent over the next few years. Certain markets like Mumbai, Delhi and Bangalore are expected to continue showing better traction despite increased inventories. Having said that, ARR may still remain under pressure.




Vineet Verma




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David Hopcroft

“  
If we have one tax for everything that will be great for the foreign guests who are coming and don't really understand the tax structure here  
”



**DAVID HOPCROFT**  
General Manager  
Le Meridien Gurgaon

**Agenda 2016**

The successful launch of our Italian-French restaurant—La Riviera and the announcement of another restaurant will top the 2016 agenda. We also aim to solicit new RFPS and MICE business.

The challenges includes hiring the right human capital and managing the influx of business. We expect the year 2016 to be good for us. Our hotel has done well in 2015 as well. With

business looking up and coming out of the slump 2016 will definitely show growth.

**Things that can be done for the betterment of the Indian hospitality industry**

If we have one tax for everything that will be great for the foreign guests who don't understand the tax structure here. If we have all the taxes under the gamut of one VAT and are reasonable while determining VAT, this can be helpful. VISA policies should be revised. Restrict the countries you have issues with but open up to the rest. Infrastructure needs to develop at faster pace. They need to do more for international women travellers who should feel secure about coming.



Ajay Upadhyay

“  
The Indian government can look at collaborating with other countries to promote tourism through cross marketing campaigns  
”

**AJAY UPADHYAY**  
General Manager  
Ajit Group of Hotels

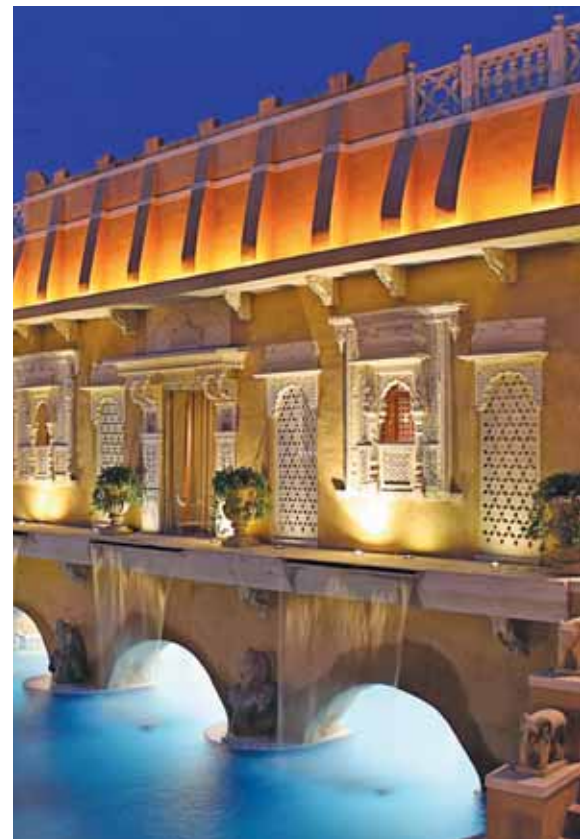
**Things that can be done for the betterment of the Indian hospitality industry**

Following are the three things that I would like to recommend:

- Increased focus on developing domestic tourism, which can be done by improving infrastructure for the inter-state air network and subsequently expanding this network to the tier-2 cities further enabling the overall growth of tourism in India
- Marketing initiatives across state and union territories will boost domestic tourism and create brand and regional awareness
- Along with experiencing the superlative service luxury hotels offer, travellers must also be encouraged to explore the rich culture and traditions of each state through sightseeing opportunities and interacting with the people in the region

**Government and the easing of stringent policies/ regulations?**

Allowing international tourists to obtain electronic visas is a significant step towards the growth of inbound travel. The Indian government can look at collaborating with other countries to promote tourism through cross marketing campaigns further highlighting the juxtaposition of world class experiences that hotels from different regions offer and the sights, sounds and colour which are unique to the diverse destinations within India



**Indian Hospitality industry in the next five years.**

The Indian hospitality industry is likely to continue gaining momentum in the next few years. Occupancies are rising across various segments pan-India. With the rise in the number of global tourists and realising India's potential, a number of companies have invested in the tourism and hospitality sector. This will further fuel the demand for skilled labour resulting in job creation and establishing educational institutions to fill the demand and supply gap.





Sumeet Taneja



**SUMEET TANEJA**  
General Manager  
Vivanta by Taj, Gurgaon

**Agenda 2016**

Vivanta by Taj, Gurgaon aims at going digital. Stress will be placed on social media marketing which has already been doing great for our hotel in buzz creation. Developing a multi-channel approach with increasing use of mobile and smartphone technology and maintaining demand and supply equilibrium are also on our agenda.

**Things that can be done for the betterment of Indian hospitality industry**

The hospitality industry is a dynamic and ever-evolving platform. Today the industry is focusing on digitalisation. Developing a multi-platform approach with easy to use apps on tablet and smartphone is essential.

**Government and the easing of stringent policies/regulations**

The government has been proactive in helping out by easing norms that allow you to grow the industry and



Today the industry is focusing on digitalisation. Developing a multi-platform approach with easy to use apps on tablet and smartphone is essential



its recent move of issuing tourist visas on arrival to many countries is an example of this.

**The Indian hospitality industry in the next five years. Your views.**

The Indian economy is booming and as this is likely to continue the next five years seem promising for the Indian hospitality industry. Among other factors, in the coming years the hotel industry will be see an increasing dependence on technology. As far as hotels are concerned, the budget and mid-market segments will see maximum expansion.



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Madhav Bellamkonda

### **MADHAV BELLAMKONDA**

General Manager

Novotel Visakhapatnam Varun Beach

#### **Agenda 2016**

In 2016 we are eyeing at increasing our ARR's and creating bespoke experiences for guests. The growing inflationary pressure might pose a serious challenge to the travel and hospitality industry as it may affect the disposable income in the hands of consumers. The Goods and Services Tax bill (GST), as and when introduced, will help the hospitality industry.

#### **Things that can be done for the betterment of the Indian hospitality industry**

The fortunes of the Indian hospitality industry are closely linked to the functioning of the tourism industry. We need to adopt aggressive marketing strategies to capture this market. The hosting of international sports events, trade fairs and exhibitions is a great source of influx of international tourists and domestic travellers.

We should focus on the betterment of infrastructure and connectivity, development of industrial parks, manufacturing

facilities and ports across the country for creating a favourable environment for the Indian hospitality industry to thrive on. It is imperative to create an image of a safe country in the minds of travellers.

#### **Government and the easing of stringent policies/ regulations**

The new GST Bill is likely to create a more favourable climate for the growth of the Indian hospitality industry as a whole. Another area demanding attention is that of tax holidays. The government should provide a growth-oriented budget with a focus on the enhancement of tourism infrastructure and the rationalisation of taxes which can lead to an increase in corporate and leisure & MICE travel movement.

#### **Indian hospitality industry in the next five years.**

Although over 90,000 additional rooms are expected to come up in India in the next five years, the supply of branded/ quality rooms in India is much lower compared to other countries across the globe. Hence, there exists huge potential for investors and operators across all the segments of the hotel industry. The increase in room inventories is expected to make the hotel industry more competitive. Competitive pricing would make the hotel industry cost competitive.



The growing inflationary pressure might pose a serious challenge to the travel and hospitality industry as it may affect the disposable income in the hands of consumers







# The 5<sup>th</sup> India Heritage Tourism Conclave held in Jaipur

The fifth India Heritage Tourism Conclave 'Making Incredible India – Swachh, Sundar & Sashakt Bharat,' was held at the Rambagh Palace in Jaipur (Rajasthan). The one-day conclave, was organised by the PHD Chamber and supported by the Ministry of Tourism (MOT). Special addresses were made by H.E. Sabit Subasic, Ambassador of Bosnia and Herzegovina; Ajay Data, Chairman, Rajasthan Chapter, PHD Chamber; Vijay Goel, Member of Parliament, and special guest Parvez Dewan, Advisor to the Governor, Jammu and Kashmir Government. An Extensive Study on Tourism was also launched at the event.



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# INDIA REMAINS A LAST MINUTE BOOKING MARKET

In an interview, **Daniella Tonetto, General Manager of Sales & Marketing, The St. Regis Macao, Cotai Central and Sheraton Macao Hotel, Cotai Central**, tells us more.

Kanchan Nath



The positive thing is that this year we started the year with a group pipeline of almost double of last year, which is a very good sign of things to come



Talking about the Indian market, Daniella Tonetto said, "We have seen a good, stable business from the Indian market and 2015 was a good year over all for us. The overall geographic segment from India remained in the top ten, it is normally around six or seven from the numbers perspective. So it is an important market for us"

Talking about the market sentiment, she said, "The positive thing is that this year we started the year with a group pipeline of almost double of last year, which is a very good sign of things to come. Here in Delhi and in Mumbai, after talking to the travel trade partners, we have found out that the sentiment is very positive for outbound travel from India. Hong Kong is a very popular destination. The good news is that the market is realising that one night is not enough. So at least they are staying two nights or three nights in Macau, so they are extending their stay, because they are realising that there are many things to do."

Telling us more she said, "Overall the Indians that have come are a good mix of FITs, Leisure and MICE. The Indian market is quite the last minute booking market and quite competitive. They prefer to give you the industry segment much later in the piece, you just quote on the business to start with."

About 2016's special offers for the trade, she said, "We have a MICE offer for the The St. Regis Macao, Cotai Central and Sheraton Macao Hotel, Cotai Central. For the Sheraton the offer includes five per cent off the bill, one complimentary room night per every 25 room nights booked.

Complimentary room upgrade to next available suite for every 50 room nights booked and paid."



She added, "For the St. Regis Macao, Cotai Central, there is a similar rebate off the master bill and a value add of a complimentary one hour cocktail for groups booking a full day meeting or gala dinner. It will also have one complimentary room night per every 25 room nights booked. Also complimentary room upgrade to a St Regis suite for every 15 rooms booked."

About other promotions she said, "We will continue to concentrate on the family market coming out of India. We have a tie-up with DreamWorks across the properties. We have the Shrek fast available, the DreamWorks parade, the Kung-Fu Panda Academy and also we have a huge number of suites across the properties. Which means you can stay with your family or extended family. We have enough bedding and sleeping capacity available in the range of accommodation. The family market will continue to be important for us and then the group market"

About source markets, she said, "The key feeder markets for us remain Hong Kong, China, Taiwan, Korea. Taiwan is a big growth market for us and then India would be the next biggest market."

Talking about competition from destination resorts in other countries she said, "Last year big new entertainment venues opened. More are coming up this year. Macau by all means is not stagnant. These new competitors bring new interests and attractions, which is good for the market."

She concluded with new plans, "For us at the Sheraton, this year we will open a 1,800 seat theatre. In addition to the house of dancing water we are also opening Planet J, an indoor theme park."



Daniella Tonetto





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Gaurav Malhotra, Executive Chef, Novotel Pune tells us about the latest trends in F&B in India, the Pune market and how his hotel is coping with the consumers' quest for variety and new cuisines.

# NEW THEMES IN



Dr. Henry O. Chusuey

## How has the F&B scene evolved in the country and in Pune over the last few years?

India is traditionally noted for its rich culture of food. The incidence of eating out, as an experience, has increased in recent years, particularly in the cities. Food consumption is emerging as a form of socialising and entertainment.

The rise in incomes and in the number of working women, the greater number of nuclear families and rapid urbanisation has ensured that larger numbers dine out for a number of reasons and more frequently. F&B operators now have an increasing consumer base to tap into.

Besides the already popular Chinese, Japanese, Italian and French cuisines, Indians are slowly and steadily experimenting with newer cuisines like Middle-Eastern, Modern Japanese, Mexican, South African barbecue and casual Australian.

## What are the trends in F&B that you foresee for 2016?

More and more urban Indians are eating out in their quest for variety and new cuisines, with their frequency of visits to restaurants increasing to six times a month.

Organically-produced food components are becoming promising alternatives for health conscious consumers as mass-produced ones may have high amounts of chemicals. Today's experiment-friendly consumer is increasingly exploring new ingredients such as asparagus and black bean sauce. Recent years have seen new concepts and formats, from thematic restaurants to concept cafes and ice lounges.

Chefs are becoming more creative with food fusions, and offering unique recipes and world cuisines. Street food is evolving from roadside eateries to new organised formats that project hygiene and quality. Consumers are eager to try fresh ideas and innovations, and the industry is responding with out-of-the-box thinking, and going the extra mile.

The well-travelled Indian consumer is also demanding exotic ingredients and bold flavours and chefs are responding with ingredients like truffles, artichokes, asparagus, Australian lamb, Norwegian salmon and so on, providing broader choice and evolving menus while focusing on seasonal dishes and aspirational ingredients.

In the casual dine and fine dine segments multi-cuisine





restaurants with non-specialised menus seem to be ceding ground to specialty cuisines and uniquely fused flavours. The trend is now towards leaner menus as opposed to variety. This enables a restaurant to handle 'food consistency'

**What do you have say about the competition? What are you doing that is different from the other hotels?**

The Pune market is very sensitive towards product pricing. Being in Viman Nagar we have to compete with around 300 standalone restaurants and five hotels in a radius of 3 km.

This difficulty in identifying preferences has triggered new themes in terms of formats, cuisines, menu, ingredients and technology in a bid to retain guests and compete.

Sometimes, when the effect you seek is subtle, refined, and delicate, a hint of herbs is enough but at other times, handfuls are required. Use them to create depth of flavour in every day meals.

Herbs are fragrant plants whose leaves (and sometimes stalks) are used in cooking to add flavour to dishes. Different cuisines rely on different varieties of herb, depending on which plants grow native or are cultivated in that country.

For example, basil is synonymous with Italian food, while coriander is widely used in Indian and South-east Asian dishes. The leaves of many herbs can be dried and used as a substitute for fresh herbs but the flavours will not usually be



# THE MARKET



Continuously focusing on consistency and food quality and ensuring the originality of the food is important. With food being our USP, we are continuously evolving new menus and concepts for restaurants and being more creative with food fusions and world cuisines.

**What is the signature dish at each of your restaurants?**

- Chulhe ka Choosa**—Fuzion specialty restaurant (Chef's special chicken marination with chili, mustard, yoghurt);
- Khaike Paan**—Fuzion specialty restaurant (Deconstructed Meetha Paan, Gulukand chutney, Aniseed mousse, pan masala ice cream and sweet cherries);
- Crispy Beetroot & Potato tikki**—The Square all day dining restaurant (Roasted beetroot and potato tikki spiced with ginger and chilli, served with mint chutney);
- Chai Panacotta Served with Almond Biscotti** Square all day dining;
- New York Cheese cake**—Crust Deli Shop

**What is your favorite ingredient to work with and why?**

My favourite ingredient to work with is fresh herbs. What would pesto be without basil? Whether used by the pinch or by the bunch, fresh herbs pull a recipe together by infusing the dish with unparalleled aromas and flavours.

as pronounced. The seeds of some herbs, such as coriander, can be dried, ground and used as spices.

For most chefs and cooks the one ingredient that will distinguish a good dish from a great one is using fresh herbs. Certainly the best and least expensive way is to plant herbs for your own use but, of course, this limits availability.

Great ingredients make for great meals. Whenever you can, use the highest quality supplies for your recipes. The flavour difference will always come through in your finished dish.

**Will Novotel Pune open any new restaurant in the coming year?**

We will not be coming up with any new restaurants as such but definitely we are looking to change the concept and menu for our specialty restaurant Fuzion which will be the latest venture that offers diners the very best of Indian cuisine in a contemporary manner.

Menus are inspired by using traditional Indian cuisine combined with only the finest western ingredients more with a Mediterranean touch.

“ Consumers are eager to try fresh ideas and innovations and the industry is responding with out-of-the-box thinking and going the extra mile for the food lovers ”



# Hospitality Education for a new era

The hospitality business requires professionals with talent and complex skills to ensure guest satisfaction and to remain competitive. Senior professionals in the industry tells us about the state of hospitality education in India, whether it is of international standards and how it should evolve to meet the demands of the industry.



Manish Daya

#### **MANISH DAYYA**

General Manager Novotel Lavasa & Area General Manager Lavasa Hotels & Convention Centre

#### **What do you think of hospitality education in India? Do you think it is on a par with international standards?**

Hospitality has really caught on as a profession. With many brands coming to India and it being a major focus area for further growth in the Asia Pacific, hospitality has become major focus of education. The Institute of Hotel Management, Catering Technology &

Applied Nutrition (IHM's) colleges across the nation are great education facilities for aspirants.

#### **What can be done for the betterment of hospitality education in India?**

The institutes can market themselves well. Some do so by participating in trade shows and major hospitality events and by partnering strong international brands.

AccorHotels also organises an original and innovative student competition. 'The Take Off! Student Challenge'.



Vishal Januar

#### **VISHAL JANUAR**

General Manager  
Radisson Blu Hotel Indore

#### **What do you think of hospitality education in India? Is it on a par with the international standards?**

I have visited various institutes and have seen the 'not so good' and 'very good' institutes. But this is not exclusive to India. Certain things in India disturb me. I have seen both sides of the academic coin where high academic standards are maintained and also the opposite side where the education's integrity is less than most of us would expect. Most colleges do an excellent grooming job of students for the industry, providing soft skills and practical knowledge. Why do we assume that the best Indian standards are not good enough?

#### **What can be done for betterment of hospitality education in India?**

The quality of hospitality based educational institutes to be checked thoroughly. There should be an affiliated body/organisation to judge whether an institute offers quality education. The quality of infrastructure, faculty and students has to be monitored. The right balance of each will lead to great career prospects for students.



Betty Remedios

#### **BETTY REMEDIOS**

Director Sales & Marketing  
Grand Hyatt Goa

#### **What do you think of hospitality education in India? Is it on a par with international standards?**

If you consider the number of Indian origin persons working across the globe, the hospitality education system in India is doing well. However, there are a few drawbacks with one being infrastructure. The hospitality industry is growing at supersonic pace, technology

is constantly evolving, systems changing and hospitality institutes need to develop as well.

#### **What can be done for the betterment of hospitality education in India?**

Besides developing infrastructure, I firmly believe that all hospitality institutes need to implement international exchange programmes. It is an all-encompassing tool for an international understanding. Bringing in experts from the industry will help students.



Santanu Guha Roy

#### **SANTANU GUHA ROY**

General Manager  
Radisson Blu Resort & Spa Alibaug

#### **What do you think of hospitality education in India? Is it on a par with the international standards?**

To perform and remain competitive in the volatile hospitality business, graduates are taught a complex set of operational and leadership skills to develop constructive thinking, skill and knowledge to enhance productivity and performance. Our hospitality industry professionals, who are working abroad, are matching up or even performing better than

the foreign professionals, which justifies the belief that the quality of hospitality education is on a par with international standards.

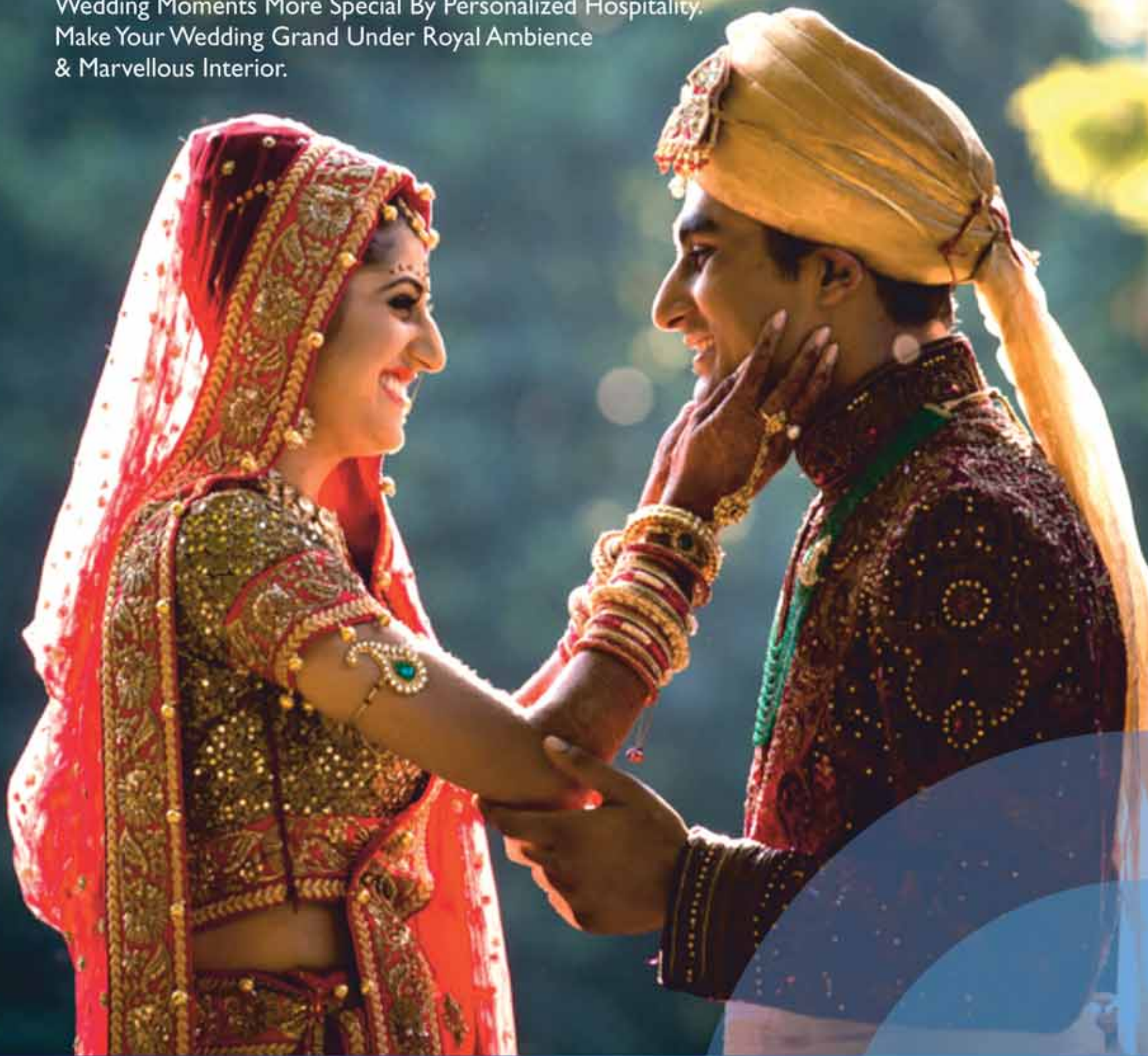
#### **What can be done for the betterment of hospitality education in India?**

For the betterment of hospitality education in India, the institutional infrastructure needs to be enhanced, more skill-based trainings need to be introduced and hospitality industry professionals need to be invited to share their experiences and encourage the budding professionals.



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Hari Hara Sudhan

**HARI HARA SUDHAN**

General Manager, Hospitality  
The Capital - Trivandrum

**What do you think of hospitality education in India? Is it on a par with international standards?**

Hospitality is growing at a rapid pace and it would be fair to say that it has established itself as a fair career option. It is commendable that even our government has made training entry level and mid-career level professionals a top priority from time to time. Although a fair number of institutes are available across the nation, the turnover has not been impressive when compared with the last decade.

In comparison to the international market, we find it challenging to identify young talent who have a real time understanding of hotel operations. In a dynamic scenario in which new ventures are on the rise, it is challenging yet imperative to maintain brand value. International institutes focus more on the soft skills imparted to students for handling complex situations, management techniques

and on a holistic approach towards implementing innovative thoughts to processes.

**What can be done for the betterment of hospitality education in India?**

If we take a closer look at the contents of our hospitality education, I strongly believe that the practical 'on the job training' aspect should be linked more to the actual requirements of the industry.

The syllabus should progress from a theoretical perspective to providing a more complete understanding of the various functions so that the students get the whole picture.

The relation between various functions, the dynamics of maintaining impeccable guest service and the need to perform at the highest level should be highlighted. In addition to hard skills, a combination of soft skills such as business communication, multi-tasking skills, negotiation and conflict handling skills as well as stress management should be imparted.



Ranganath Budumooru

**SOMA MATHEW**

Director of Sales  
Holiday Inn Cochin

**What do you think of hospitality education in India? Is it on a par with international standards?**

Hospitality education in India is currently on a par with international standards in certain areas but is lacking in others. The main reason is not keeping up with the industry. There are a lot of innovations but there are few institutes with even a common innovation like the Property Management System (PMS) system to

train students with. Hospitality colleges offer French and/or German but the area of improvement is language level.

**How can hospitality education be bettered?**

The first step is to study industry and take trends like introducing the PMS system and better language levels for foreign languages. Students must attend conventions and roadshows to better understand industry. Let students stay in a hotel and experience it. It is always easier to learn from experience rather than a book. Bring in hoteliers to speak about the industry and their own experiences.

**RANGANATH BUDUMOORU**

General Manager  
Holiday Inn Express & Suites  
Hyderabad Gachibowli

**What do you think of hospitality education in India? Is it on a par with international standards?**

Hospitality education in India is at its peak from about the last five years. The last five years we have seen students opting for hotel and hospitality management in preference to the science, arts and commerce streams.

It is obviously on a PAR with the international standards as the opportunity, campus, training and faculty available are humongous and the exposure actually makes it a preferred programme in India today.

**What can be done for the betterment of hospitality education in India?**

For the betterment of this programmes, more extensive industry training experience can be implemented within the country or outside the country, which will prepare the students to be more able once they join the actual industry.



Soma Mathew

**PANKAJ DUBEY**

General Manager  
Golden Tulip Goa Candolim

**What do you think of hospitality education in India?**

I think that hospitality education in India is slowly evolving in accordance with the academic and intellect demand being created by the industry. The focus is changing and there is a shift in the syllabus with the courses being more business oriented than the 'follow

the run of the mill' practices taught to students earlier. Students get more exposure to technology, methods and best practices being adopted in hotels than before.

Institutions are re-strategising their curriculum to deliver the best trained, skilled and motivated resources in line of the industry's expectations. Hospitality education is slowly evolving itself into a new era and this is just the beginning.



Pankaj Dubey



# REITS IN INDIA: A STEP CLOSER TO REALITY

Though Real Estate Investment Trusts (REITs) offer great opportunities for the hospitality sector, there are concerns which have to be met before they can take off.

## OVERVIEW

The real estate sector is one of the most important sectors in the Indian economy contributing approximately 7 per cent of India's Gross Domestic Product and is projected to generate around 17 million employment opportunities by 2025. However, the sector has suffered from certain issues including a lack of effective regulation and transparency. The government and the regulators have been attempting to tackle these issues by various methods including the introduction of Real Estate Investment Trusts (REITs).

Real Estate Investment Trusts or REITs, as a concept originated in the United States in the 1960s as a new investment product providing investors including retail investors with an opportunity to invest in commercial property including the hospitality sector. REITs as a concept have gained popularity across the world with more than 22 countries having instituted a regulatory framework for REITs.

In India, SEBI issued the SEBI (REIT) Regulations along with the SEBI (Infrastructure Investment Trust) Regulations in September 2014. The regulations have been notified and the only missing piece of the puzzle from a regulatory perspective was the issue of the listing guidelines which have now been published in a draft format by SEBI on 31 December 2015 and the framework for listing, which has to be put forth by the stock exchanges.

Further, the necessary amendments to the Foreign Exchange Management (Transfer and Issue of Securities by Persons Resident Outside India) Regulations, 2000 to facilitate foreign investment in REITs have also now been notified by the Reserve Bank of India in the newly introduced Schedule II.

## CHALLENGES FACING REITs

However, certain concerns have prevented REITs from taking off in any significant manner in India. Firstly, REITs by their



Siddharth Shah  
Partner, Khaitan & Co



On account of commercial considerations as well as regulatory and tax issues, the product has not really been able to take off in any significant manner







Rohit Jayaraman  
Associate, Khaitan & Co



REITs should be permitted to utilise limited liability partnerships (LLPs) as SPVs to hold assets to make the structure more tax efficient



very nature are primarily intended to be an investment product that generates a regular rental yield income with any gain from capital appreciation being considered incidental and a bonus.

However, in India unlike more developed economies, we understand that the valuation of the commercial assets has not stabilised and there is still a significant growth prospect in terms of capital appreciation of such properties. Thus, the focus of investors including the developers as far as commercial real estate is concerned, is to first capitalise on the returns which may be generated by a capital appreciation of the property and once the same is stabilised, bank on the rental income potential. Therefore, developers including entrepreneurs in the hospitality sector are apprehensive of losing out on future capital gains by transferring their properties into a REIT.

Further, as compared to global standards, the average rental yield on commercial real estate in India competes with the yields on bank deposits and other fixed income instruments. Considering that India still operates under the relatively high interest rate regime as compared to many other markets where REITs have been successful (e.g. US and Singapore) and therefore, a REIT may have limited commercial appeal to the investors.

Having said that, softening interest rates combined with the ability to leverage at the REIT level through low cost overseas borrowing may lead to a point at which the absolute yield from a REIT may start looking attractive as compared to other fixed income instruments such as bonds and fixed deposits.

Additionally from a tax perspective, while the government has been proactive in solving many issues that have hobbled the development of REITs, certain challenges such as the levy of Minimum Alternate Tax on the developer at the time of transfer of the asset, levy of dividend distribution

tax on dividends being paid by the underlying special purpose vehicle to the REIT and the lack of a full pass through still act as potential deal breakers to the success of REITs in India.

#### THE WAY FORWARD

The upcoming union budget offers the government a golden opportunity to solve some of the above issues and further increase the viability of REITs as an investment product in the Indian context.

Some of the major demands of stakeholders include the exemption of levy of dividend distribution tax on payments by SPVs holding REIT assets to the REIT, providing exemption from capital gains tax for the REIT on the sale on any real estate asset provided the proceeds are re-invested in purchasing new real estate assets. And the reduction of holding period of REIT units to qualify for long term capital gains tax treatment to be reduced from 36 months to 12 months as in the case of equity shares.

Further, from a regulatory perspective, REITs should be permitted to utilise limited liability partnerships (LLPs) as SPVs to hold assets to make the structure more tax efficient.

#### CONCLUSION

The introduction of REITs was considered to be a panacea to some of the ills plaguing the real estate sector in India. However, on account of commercial considerations as well as regulatory and tax issues, the product has not really been able to take off in any significant manner. Therefore, it is hoped that the government will act to reduce some of the remaining ambiguities from a regulatory and tax perspective so that REITs live up to huge, latent potential as an investment product.

*The views expressed in this article are of the authors, Siddharth Shah, Partner, Khaitan & Co and Rohit Jayaraman, Associate, Khaitan & Co.*



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Hemendu Sinha



**Hemendu Sinha**, Business Head-B2B, LG Electronics, discusses the importance of technology for the hospitality industry and how his company's products are evolving to meet consumer needs.

# Easy technology for Guests

“

I think the core of technology is going towards the ease of technology. Everything has to be build around the guest experience and on how you can improve it

”

## How well suited are your products for the hospitality industry?

We have vertical catering for the hospitality industry both on the business development and the product development side. We have an entire set up of people who are developing products that are suitable for the hospitality industry. They are suitable not only for guests but for the owners and for the people who have to maintain the properties. We take insight from everywhere with a coverage of 360 degrees. We take insight from the maintenance guys and owners and then try to create a product that caters to the needs of all.

## How has technology, specifically in the hospitality industry, evolved over the years?

The core of technology is going towards the ease of technology. Everything has to be build around the guest experience, on how you can improve it. We are always on a lookout of an experience which delights guests. The people working in this area keep the guest experience at the heart of the work. Whether its connectivity, transferring the content, placing the order inside a hotel, interacting with the hoteliers, enquiry related to

bills, anything related to hotel services, any two-way interaction with the hotel—this is an area technology developers are working around.

## What will be the technology trends in 2016?

I think everyone will keep working on improving the guest experience; ease and delight that's the key from the guest side. From the hotelier's side it's easy maintenance. They don't want to spend more on the maintenance and the longevity of the product. Every hotelier wants any technology which is deployed to last long enough and be sustainable and it should be upgradable.

## How are you staying ahead of the competition?

Rather than developing something and taking it to the market, we try to understand what the market needs. We get feedback, take insights from stakeholders and build a product. LG has a solution which is called Web OS based solution which offers the hotel various entertainments and is simple to manage. LG Pro:Centric Smart offers customisable tools that can optimise hotel TVs with IP based programmes; web-kits and HTML5 and more services are available with LG Smart TV technology.



FICCI

# Hospitality

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# IIHTTRC DISCUSSES CONTEMPORARY INDUSTRY ISSUES

The 6<sup>th</sup> India International Hotel Travel and Tourism Research Conference explored themes related to hotels, travel and tourism through technical sessions that focussed on a wide range of topics.

Anupriya Bishnoi

The 6<sup>th</sup> India International Hotel Travel and Tourism Research Conference was jointly organised by the Banarsidas Chandiwala Institute of Hotel Management & Catering Technology and the Indian Hospitality Congress, from 10 -12 February, 2016 in New Delhi. It was inaugurated by Anil Bhandari, Chairman, AB Smart Concepts and Former Chairman and MD, ITDC, India, Prof. Ashish Dahiya, Head - Department of Tourism & Hotel Management, Central University of Haryana, Dr. Paolo Mura, Senior Lecturer & Programme Director of the Postgraduate Programmes, Graduate School of Hospitality and Tourism, School of Hospitality, Tourism and Culinary Arts, Taylor's University, Malaysia and Prof. R. K. Bhandari, Principal, BCIHMCT & President, IIHTTRC on February 10, 2016 at BCIHMCT, New Delhi. Various technical sessions comprising presentations of papers by delegates were a part of the conference.

In his speech Anil Bhandari congratulated Banarsidas Chandiwala Institute of Hotel Management & Catering Technology and said, "I think that there are very few institutes in the country which have done research in the travel, tourism and hospitality industry. This is much required for the development of travel and tourism industry. It is important that we do research and zero down all the

issues which will take our country to the next level in tourism. But if you look at the F&B industry, research can take India to much greater heights."

He said, "If you look at the tourism scenario in the world, the number of tourists which travelled in 2014 was roughly 1,200 million, with an increase of 4.4 per cent over 2015 when 1,200 million people travelled. Whatever is happening in the world, like in Thailand or in Egypt, in spite of all that people continued to travel."

He said, "Tourism contributes 9.8 per cent to the GDP of the entire world. This is the largest service sector in the world with great employment opportunities. If we look at the present scenario of India, we have close to 8 million tourists with an increase of 4.4 per cent over the previous year but if you look at domestic tourism, it is close to 1,282 million people travelling during the year 2014 and there is 12 per cent growth."

"Government has taken many initiatives and I must congratulate the present government especially for taking tourism seriously. I think tourism can do a lot





for the economic development. For example Swacha Bharat Abhiyan which conveys and teaches very simple things like how to keep our tourist places, our markets clean and our neighbourhood clean. This Abhiyan will go a long way if we all work towards it," he said.

"Government can only give idea; it is us who has to implement all these things. Cleanliness remains one of the major issues of why we don't get much foreign tourist arrival. We get only 8 million tourists, China gets around 50-54 million so does France but taking such actions can trigger tourist arrival in the country resulting in more employment for all of us," he added.

"Also one of the long impending requests of the government of building a convention centre they have now resolved, DDA would be building a convention centre in Dwarka. Unfortunately, if we look at it, after Vigyan Bhawan, New Delhi doesn't have a single Convention Centre, which is surprising. If we need to promote the MICE business, the convention centres in the country should accommodate 8 to 10 thousand people. This will bring so much business to the country. Malaysia and Singapore for example have so big

convention halls, resulting into more MICE business coming in for them," he said.

"Incredible India campaign is superb but do we have the incredible product? That can only be done by all of us. We can give incredible hospitality to all the visitors. I see people saying 'Namaste' in most of the hotels but unfortunately it's not happening on the roads. When I go abroad I see people like taxi drivers, shop keepers greeting their customers in their national language but that doesn't happen in India," he continued.

"If you look at hotel accommodation, presently we are approximately two lakhs plus rooms in our country and expect another lakh of rooms as per the FHRAI figures by 2018. If we compare that with Orlando city, USA, which has one lakh twenty five thousand rooms, we are lagging behind. If we look at the heritage and we have look at the products that we can offer to our guests, they are plenty. But they are not exploited at all. If we look at Singapore and other destinations like Malaysia, they have created products. Unfortunately Andaman & Nicobar continued to be there but facilities are not there for tourists. Accommodation in the country is not adequate," he concluded.





### GROHE Rainshower SmartControl

The all new GROHE Rainshower SmartControl 360 shower system gives a personalised and luxurious showering experience every day. The new innovative controls offer direct intuitive spray-pattern selection with a personalised volume setting and memory function. Simply push to start and stop then turn to adjust the water flow. The thermo-element's unrivalled sensitivity delivers water at the desired temperature within a fraction of a second—and keeps it consistent for the duration of your shower.

### Kristall tiles: The world's first multi-purpose 3D quartz tile

Introducing the world's first multi-purpose 3D quartz tile, Sternhagen unveils the Kristall tile, completing the award-winning Sani-Q basins that marked the next generation of sanitary ware. Refracting light from its many facets, a Kristall tile looks as crisp as a freshly cut stone. Just as in nature no two crystals take exactly the same shape, no two facets of this tile are alike. Individuality is a natural perfection.



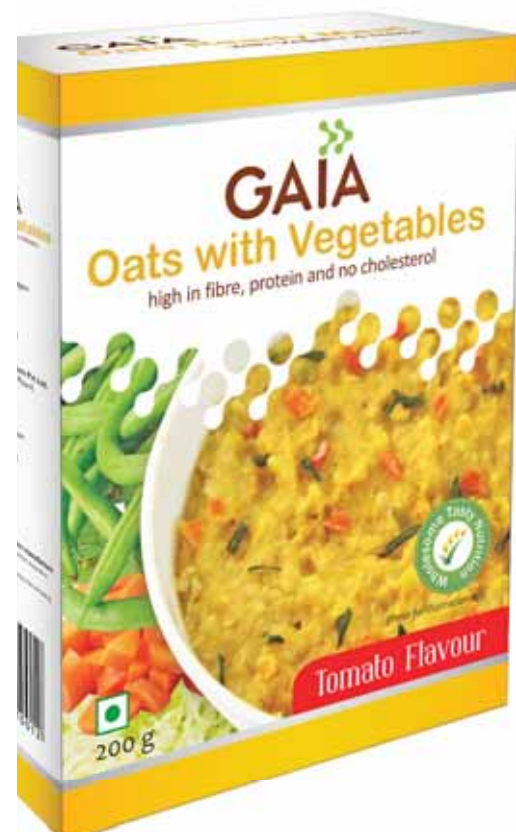
### Franke launches induction glass black cooking hob

Franke launches induction glass black cooking hob for an ultimate home cooking experience. When it comes to cooking, having a reliable cooktop is a must for all the kitchens. The Franke hob comes with four burners that ensure effortless cleaning while maintaining a consistent high performance. In addition, the hobs also incorporate several professional-style features.



### Gaia launches oats with vegetables

Gaia launches oats with vegetables, a savoury anytime food with a perfect balance of health and taste. The pack stands perfect as it offers 100 per cent whole grain oats and is full of nutrition. Rich in dietary fibre and protein, it helps keep you full for longer. Oats are proven to manage cholesterol levels and maintain a healthy body weight.







### London Dairy's Strawberry Cheesecake makes a comeback in India

London Dairy's signature flavour, the Strawberry Cheesecake, is back in a creamier avatar replete with delicious cream cheese pieces and swirls of luscious strawberry sauce. The brand also boasts of unique flavours in the Indian market like Tiramisu, Chocolate Brownie Delight and Mocha Almond Fudge, to name a few.



### Elanpro launches counter top freezers

Elanpro, India's leading commercial refrigeration company, increases frozen treat menu offerings for the growing super market with Elanpro Counter top Freezer. Elanpro counter top freezer is space saving, energy efficient and cost effective solution for all commercial cold storage needs. With a small footprint and portable, lightweight design, Elanpro Counter top freezer is ideal for super markets, restaurants, delis, bakeries and convenience stores looking to expand their offerings display, while saving valuable counter space.

### NTL Lemnis launches a new product

NTL Lemnis has launched an innovative product "Pharox Decora Track light". Decora Track light has a sleek and unique design for enhancing décor of any retail space. The Pharox Decora Track lights are dimmable masterpieces that create a perfect lighting ambiance with the help of light level adjustment to save on energy costs.



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# MOVEMENTS

## DEVENDRA SHARMA

General Manager  
Inder Residency Udaipur

Inder Residency Udaipur has appointed Devendra Sharma as General Manager. Sharma comes with 14 years of experience in the hospitality industry. In his current role, Sharma will provide leadership expertise to ensure effective and efficient operation of the hotel, including the achievement of stated operational goals and profitability objectives. He is an alumni of Asia Pacific Institute of Hotel Management Catering Technology and Applied Nutrition Ahmadabad and holds a three years Specialisation Diploma from Cavendish University London.



## PRIYANATH BEHERA

Vice President-cum-Chief Financial Officer  
Swosti Group of Hotels, Odisha

Priyanath Behera, after years of service with the Swosti Group as General Manager, has now taken over as Vice President-cum-Chief Financial Officer at Swosti Group (Hotel Division). Behera says with confidence that the future of the Swosti Group is looking bright and promising, for guests as well as for the dedicated staff with more upgrading of an array of facilities and expansion plans. Very soon Swosti Group is coming up with a World Class Luxury Resort at Chilika Lake, Dist. Ganjam, Odisha which is scheduled to open in end 2016.



## ARIF PATEL

Vice President Sales  
Marketing and Distribution, India region  
AccorHotels

An industry Sales and Marketing veteran, Arif brings to AccorHotels, over two decades of experience with leading brands that include ITC hotels and Oberoi hotels. Arif was most recently the Regional Director of Sales & Marketing, South Asia for Starwood Hotels & Resorts Worldwide. A proven leader, Arif brings with him a wealth of experience in Sales, Revenue, Digital and Social Media Marketing, Loyalty and Distribution Management, Branding and Strategic partnerships.

## ANOOP PANDEY

Director of Rooms  
The Westin Gurgaon, New Delhi

The Westin Gurgaon, New Delhi has announced the appointment of Anoop Pandey. Anoop Pandey has spent his career so far in the hospitality industry itself, and graduated from Welcomegroup Graduate School of Hotel Administration, Manipal. Pandey was part of The Westin Gurgaon, New Delhi since its pre-opening in 2010, as Front Office Manager. He was associated with Starwood Hotels and Resorts previously as Duty Manager at The Westin Hyderabad Mindspace. Before coming on board as a Starwood hotelier, Anoop's first stint as Assistant Manager, Front Office, was with The Leela, Bangalore for a period of two years.







## VINAY SINGH

Director of Sales & Marketing  
The St. Regis Mumbai

Vinay Singh was appointed as the Director of Sales & Marketing of India's first ever, The St. Regis Mumbai in January 2016. With a rich industrial experience of over 13 years across international and domestic hotel companies and standalone properties, Singh is a tailored fit for this role at the hallmark city hotel. He is a dynamic leader who is able to humbly manage a vast array of responsibilities including implementing lean guidelines, adopting sustainable practices and driving the revenues to name a few. In his previous roles as Director of Sales & Director of Sales & Marketing, Singh has grown from strength to strength and honed his expertise in Market Segmentation, Targeting and Revenue maximization.



## AJAY ANAND

Director of Culinary  
Pullman Novotel New Delhi Aerocity

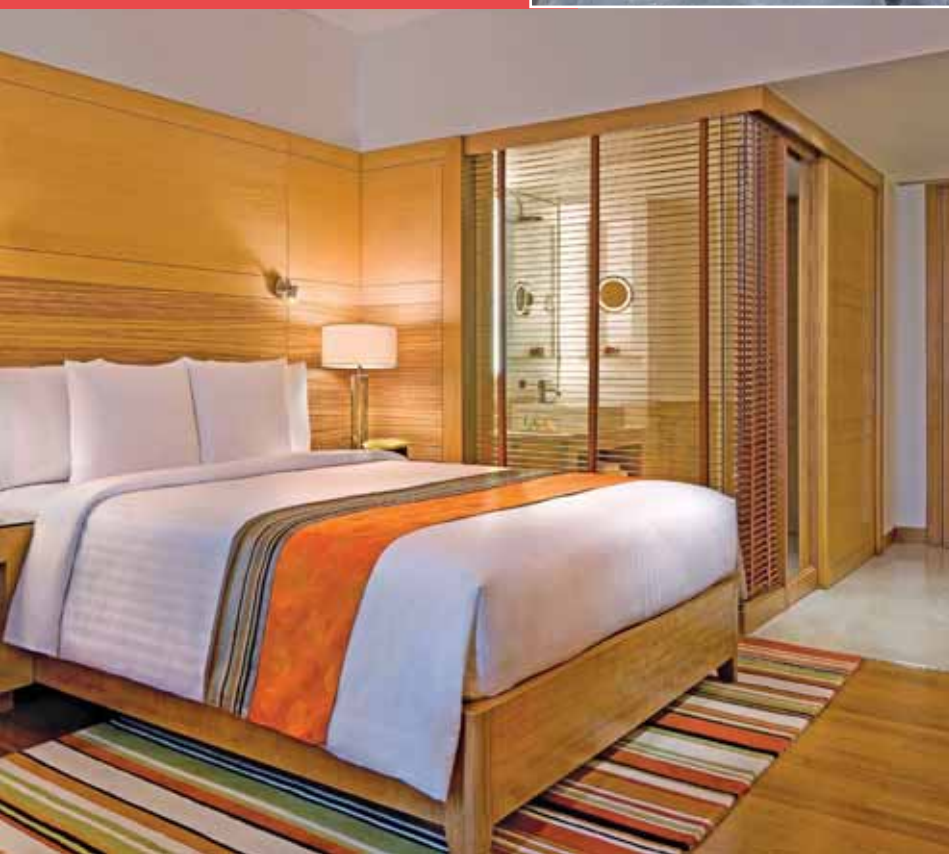
Ajay Anand has been appointed as Director of Culinary at Pullman Novotel New Delhi Aerocity. Anand comes with more than 15 years of experience in the hospitality industry. In his new role at Pullman Novotel New Delhi Aerocity, Anand will be responsible for smooth and seamless F&B operations across the restaurants at Pullman and Novotel: Pluck, Pling, Café Pluck, Honk, Food Exchange and Quoin. His expertise in balancing European traditionalism with Asian minimalism and American ingenuity gives him an edge in menu development, menu planning, sourcing of ingredients, managing of food inventories and recipe testing.



## NAMIT VIJH

Director of Rooms  
Courtyard By Marriott Gurgaon

Namit Vijh is appointed as the Director of Rooms at Courtyard By Marriott Gurgaon. Vijh will be responsible for the overall functioning of the rooms division and will spearhead various functions like front office, housekeeping, reservations and guest service. He joins the hotel from Courtyard by Marriott, Mumbai, where he was appointed Director of Rooms, managing 317 Rooms and 17 Suites. Vijh holds a degree from Dr. Ambedkar Institute of Hotel Management, Catering & Nutrition Chandigarh and began his career with Taj Hotel Chandigarh and has worked with hotels such as The Oberoi New Delhi, The Imperial New Delhi and Hyatt Regency New Delhi.



## RAHUL KORGAOKAR

Director of Operations  
Hyderabad Marriott Hotel & Convention Centre & Courtyard by Marriott Hyderabad

Rahul Korgaokar has been appointed the Director of Operations at Hyderabad Marriott Hotel & Convention Centre & Courtyard by Marriott Hyderabad. He brings with him over 10 years of experience in the food and beverage department at full service and luxury hotels. He started his career in 2003 with The Oberoi Mumbai as Restaurant Manager and his dedication and excellence was soon recognised. In his formative years in the industry, he was instrumental in successfully launching and managing restaurants.

MOVEMENTS



“

Goa is my favourite destination. I listen to a whole host of genres when it comes to music”

### RISHI NEOGI

General Manager  
Howard Johnson

In my free time, I like to de-stress with a workout at the gym. I also like to take off on long drives when I can. Reading, cooking and horse riding are some of the activities I like to indulge in when I can. Internationally, I enjoy staying with the Ritz Carlton. I love Japanese cuisine. Sushi at the Wasabi at Taj Mahal Palace Mumbai is absolutely fabulous. Nothing beats Emirates on those long haul flights. Their attention to detail in ensuring flyer's comfort is phenomenal. Goa is my favourite destination. I also listen to a whole host of genres when it comes to music.

“

Being a foodie I love trying new and innovative cuisines. Oriental cuisine is my favourite”

### ROHIT DAR

General Manager  
Jaipur Marriott Hotel

I am working for the most exciting hotel chain in India which i love because of their core philosophy about 'Putting People First'. Being a foodie I love trying new and innovative cuisines. Oriental cuisine is my favourite. When I get a day off I usually plan my lunch and dinner so that I can try out different local dishes and cuisines. I enjoy travelling with Indigo because of their warm, efficient and on-time service. Goa! Visiting Goa once a year is a given, the atmosphere and food helps me unwind. The local food and culture is vibrant, which is exactly what I look for.

“

My real passion is Australian Rules football, a game indigenous to Australia”

### JENS CORDER

General Manager  
Shangri-La Hotel,  
Bengaluru

I rise early on Sundays, make myself a nice breakfast and a strong cup of tea and read the news. After which I do housework (when my wife is away) and then I go for a walk or go somewhere for lunch. The afternoons are reserved for idle time on the sofa with my Burmese cat Oscar. I am passionate about hotels, travel and the hospitality industry. However, my real passion is Australian Rules football, a game indigenous to Australia so it reminds me of home and my childhood.

“

I enjoy visiting and experimenting with new restaurants but I'm yet to find a Mumbai favourite”

### BISWAJIT CHAKRABORTY

General Manager  
Sofitel Mumbai BKC

I love boutique hotels and being a part of the AccorHotels empire, the MGallery collection is very special to me. MGallery dedicates its collection of unique hotels to travellers who enjoy exotic getaways in unusual destinations. I enjoy visiting and experimenting with new restaurants but I'm yet to find a favourite in Mumbai. However, my favourite restaurant in India till date remains the Dhaba at Claridges, New Delhi. My favourite international airlines would have to be Swiss Air, for its efficiency.



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