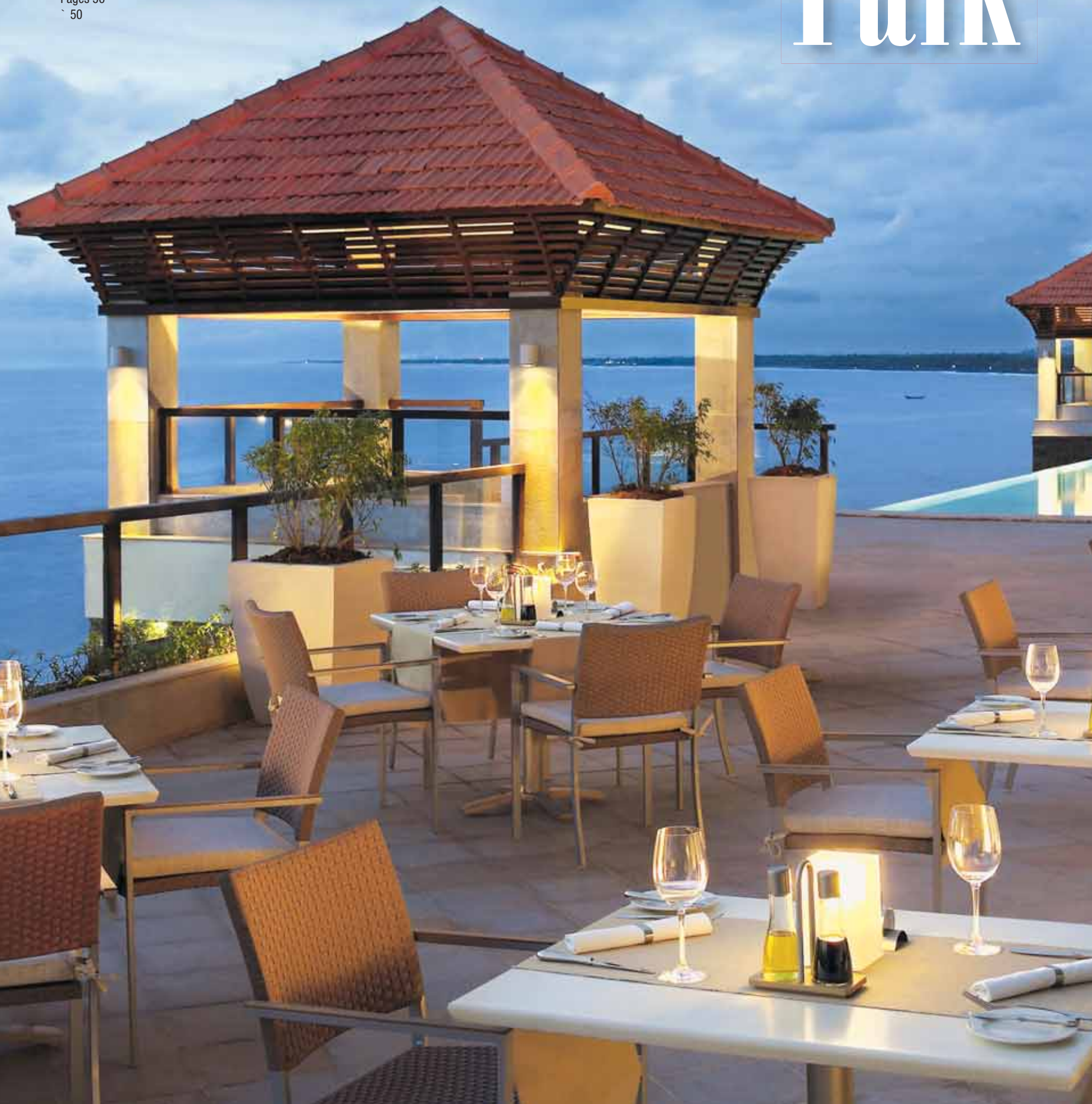


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New Delhi: 72, Todarmal Road, New Delhi - 110 001
Phone No: +91 11 233 44179, Fax: +91-22-22070131
E-mail: hospitalitytalk@ddppl.com

Mumbai: 504 Marine Chambers, 43 New Marine Lines
Mumbai 400 020, India
Tel: +91-22-22070129, 22070130, Fax: +91-22-22070131
E-mail: mumbai@ddppl.com

UAE: P.O. Box: 9348, Sharjah, UAE
Tel: +971 6 5528954, Fax: +971 6 5528956
E-mail: uae@ddppl.com

Editor & Publisher
SanJeet

Managing Editor
Peden Doma Bhutia

Associate Editor
kanchan.nath@ddppl.com

Assistant Editor
tripti.mehta@ddppl.com

Correspondent
anupriya.bishnoi@ddppl.com

Asst. Vice President
gunjan@ddppl.com

Advertising : Delhi
seema.joshi@hospitalitytalk.in
jaspreet.kaur@ddppl.com
Dinesh Sharma
+91-9810264368

Advertising : Mumbai
harshal.ashar@ddppl.com
susan.eapen@ddppl.com
priyanshu@ddppl.com

Advertising : South
shradha.kapoor@ddppl.com

Design
Yogendra Baghel

Advertisement Designer
Vikas Mandotia
Nitin Kumar

eCommerce
Ashish Chakraborty

Production Manager
Anil Kharbanda

Circulation Manager
Tarun Jain

Business Manager
Ashok Rana

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Editorial enquiries:
(concerning reproduction of articles)
talk@ddppl.com

Advertising enquiries:
gunjan@ddppl.com

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WEST INDIA

Amanora The Fern, Pune, opens with 26 rooms

The Fern Hotels & Resorts has added one more hotel by launching Amanora The Fern, Pune. This would take the tally of hotels managed by the company to 31 hotels. The 26-room Amanora The Fern, Pune, is located in the eastern suburbs of Pune at Magarpatta, in Hadapsar. Grand and majestic are the words to aptly describe the property, which is one of the luxurious and best hotels in Pune with spacious rooms and lush green lawns. The magnificent and imposing façade with a dome on one side and giant clock tower situated next to it, promises a different kind of experience from the word go.

PAN INDIA

Marriott Rewards & SPG unveil master classes for personal learning experiences

Whether you want to learn how to whip up edible works of art, consistently drain the bottom of the net, or perfect your backswing, Marriott Rewards and Starwood Preferred Guest (SPG) are making it all possible with the new master class series. Available exclusively for members as a result of Marriott International's unrivaled roster of global brands, property amenities, and partnerships, these one-of-a-kind, sought-after learning experiences are designed to be highly personal interactions with superstars in sports, culinary, entertainment and lifestyle.

WEST INDIA

Surya Palace, Vadodara, now part of Grand Mercure family

Surya Palace, the iconic hotel in the city of Vadodara, has been rebranded to Grand Mercure Vadodara Surya Palace. For 30 years, Surya Palace has set impeccable service standards and has established a benchmark for hospitality in the city. Strategically located in proximity to Vadodara's business district and corporate hubs, the hotel is the first Grand Mercure to launch in the state of Gujarat. Featuring 146 well-appointed guest rooms including five suites; Azure, an all-day dining restaurant; Vanilla, a delicatessen; an outdoor pool; and a fitness and wellness centre, the hotel is a short drive from the railway station and 10-minutes from the airport.



PAN INDIA

Lords Hotels & Resorts celebrates World Environment Day

On the occasion of World Environment Day that was celebrated on June 5, 2017, Lords Hotels & Resorts introduced the 'Connecting People to Nature' theme. As part of the theme, its 26 hotels across the country organised various activities including planting of saplings, cleanliness drives, and competitions for guests to create something out of waste. The hotel chain not only had its employees participate in the activities arranged for the day but also encouraged its guests to partake in them.



NORTH INDIA

Royal Orchid Hotels sets foot in Dehradun

Royal Orchid Hotels has announced the opening of one more hotel under its Regenta brand in Dehradun, Uttarakhand. With this, the hospitality group will now have a total of 44 hotels. The 74-key Regenta LP Vilas is a luxurious hotel spread over an area of one lakh sqft, with a capacity to cater to 4000 people. It is centrally located and close to the famous business hub, Selaqui, the international airport, and the railway station. Regenta LP Vilas offers a picturesque view of the forest and features a multi-cuisine restaurant and a bar.



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PAN INDIA

OYO leads high-occupancy boom in Indian hospitality industry

The hospitality industry is witnessing an 8-year-high this year, with average occupancy rate touching 65 per cent for the first time since 2008. OYO is comfortably ahead of the industry with an occupancy rate of 75 per cent. Ritesh Agarwal, Founder and CEO, OYO, has established a network of 7,000 hotels across India. After launching in Malaysia last year, Ritesh took OYO to Nepal, along with its promise of catalysing local economy by enabling quality accommodation for travellers.



NORTH INDIA

Institute of Bakery and Pastry Arts launches Delhi campus

It is an era of specialisation with focus on skill-based education that gets you job-ready. With that as the objective, Institute of Bakery and Pastry Arts (IBPA) has announced the launch of its campus in Delhi. Founded by renowned Pastry Chef, Balendra Singh, the institute offers professional courses for students aspiring to become professional pastry and bakery chefs, improvement courses for those who are already in this profession, and courses for those who wish to pursue this as a hobby. The courses are designed keeping in mind the skill set to be acquired and are of varying durations.

NORTH INDIA

Cygnett Hotels and Resorts debuts in J&K

Cygnett Hotels and Resorts has now entered Jammu and Kashmir with the launch of its first hotel in the region, Cygnett Park Asia, Jammu. The hotel seeks to uplift the current business scenario of the city and intends to provide great value for money. Cygnett Park Asia, which is centrally located in Jammu, is set in an idyllic environment and is the perfect choice for a relaxing holiday as well as business.



NORTH INDIA

HPMF to conduct seventh national conference and awards in Jodhpur in September

Conceived in 2010, HPMF is a global organisation with over 1400 members from the hospitality purchasing fraternity. Training and development of procurement professionals, consolidated procurement, industry product standardisation, volume discounts, improved professionalism in purchasing process, development of potential vendors, green initiatives, and corporate social responsibilities are some of the key elements of HPMF. HPMF is now nationally engaged with CII and has partnered with Messe Frankfurt, which will further help in global expansion and will be holding its seventh national conference and awards in Jodhpur in September, 2017.





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EXCELLENCE IN LEARNING



AFRICA

Radisson Blu opens in Chad with 175 rooms

Radisson Blu, the iconic hotel brand driven by innovation and design, has announced the opening of its first hotel in N'Djamena, Chad, with 175 guest rooms. This latest addition brings Carlson Rezidor Hotel Group's African presence to 42 hotels with more than 16,200 rooms in operation and under development. Located on the shore of Chari River, Radisson Blu Hotel, N'Djamena, is situated in the southern part of the capital, just 10 minutes from the city centre and 15 minutes from Hassan Djamous International Airport.

AUSTRALIA

Mandarin Oriental plans luxury hotel and residences in Melbourne

Mandarin Oriental Hotel Group has signed a management contract for a new luxury hotel and branded residences to be developed in Melbourne, Australia. The project is expected to open in 2023, and is the Group's first announced property in Australia. The hotel and residences will be located on Collins Street, in an iconic, mixed-use 185-metre tower that will play a part in the ongoing regeneration of the city's Central Business District. The building's innovative and distinctive design, created by the late award-winning architect, Dame Zaha Hadid, will become a landmark in the city. Located in the heart of Melbourne's financial and legal district, the project is close to the Docklands and the Southbank tourist and entertainment precinct.



EUROPE

MGallery by Sofitel, Prague, fully renovated

Hotel Century Old Town Prague reveals its inner beauty after a complete renovation of this historic MGallery by Sofitel hotel. Situated at the centre of magical Prague, next to Old Town Square, the hotel gives a unique opportunity to discover Prague's cultural attractions and buzzing nightlife. The Municipal House, Kafka Museum, and Charles Bridge are just around the corner. The neo-baroque building was built in the 19th century by Alfonse Wertmuller, a famous architect in Prague. Formerly, it was the office of the Workers' Accident Insurance of Kingdom of Bohemia, where Franz Kafka worked as an insurance clerk from 1908 to 1922.

AFRICA

AVANI's first hotel in Mauritius to open in 2021

AVANI Hotels & Resorts has announced the development of its first hotel in Mauritius that will be located along a stretch of the island's unspoilt south coast. When it opens in 2021, the 150-key beachfront AVANI Bel-Ombre Mauritius Resort & Spa will offer the best of both worlds, a stylish accommodation coupled with an untouched beach paradise. Only 30-minutes from the international airport, AVANI Mauritius Bel-Ombre Resort & Spa will comprise 134 Standard Rooms and 16 AVANI Suites. In addition, 12 residential four-bedroom pool villas will also be included in the development.



EUROPE

New Park Inn by Radisson in Zalakaros, Hungary

Park Inn by Radisson adds Park Inn by Radisson Hotel and Spa Zalakaros, Hungary, to its portfolio. The 236-room property and spa is Carlson Rezidor's fourth hotel in Hungary, strengthening the group's presence in south-eastern Europe. The new Park Inn by Radisson Hotel and Spa Zalakaros is situated next to the famous Gránit Thermal and Medical Bath spa complex and is close to the Lake Balaton region, Hungary's largest tourist destination after Budapest. The region is also renowned for its vineyards and traditions of hydrotherapy, making use of the area's famous thermal spring water for various sorts of treatments.

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ASIA

W Shanghai – The Bund opens doors

Hotels Worldwide has unveiled W Shanghai – The Bund, located in the heart of one of the world's most energetic cities. With limitless views overlooking the Huangpu River, W Shanghai will set the scene on the North Bund. Owned by Sinar Mas Group, the hotel features a blend of bold design and decadent style which combines to create a captivating contrast of Shanghai's past and its avant-garde present. Designed by the acclaimed GA Design, the hotel showcases an exciting combination of historic and modern influences. This is evident in both the hotel's location, perfectly positioned between the Suzhou Creek and the Huangpu River, as well as the surrounding locale, where art deco buildings sit alongside opulent Chinese mansions.



ASIA

Luxury ballroom to debut at Anantara Kalutara Resort, Sri Lanka

Anantara Kalutara Resort will soon open its luxurious 680 sqm ballroom. The purpose-built two-storey building has stunning views of the Indian Ocean as well as indoor and outdoor pre-function space overlooking the Kalu River. Influenced by Sri Lanka's rich culture and heritage, the ballroom complex offers a unique setting for weddings, meetings, events, and corporate retreats, combined with authentic luxury matched by world-class leisure and dining facilities. The ballroom is the perfect venue for a reception of up to 400 guests, and banquets and gala dinners for up to 350. Meetings in classroom and theatre-style can cater to nearly 350 attendees. Expansive indoor and outdoor pre-function space is the perfect complement for this stunning ballroom. In addition, four other rooms are available for breakouts and meetings.



EUROPE

Swinoujście, Poland, now home to 317-room Radisson Blu

Radisson Blu has announced the opening of Radisson Blu Resort, Świnoujście, in Poland. The exclusive resort, boasting 317 rooms and located just a few metres from the beach, is the first and only upper upscale resort in Świnoujście. With LEED certification, the property is the first 5-star hotel in Poland, designed and built to meet strict sustainability standards. "Świnoujście is an excellent addition to our existing portfolio and represents Carlson Rezidor's ambitious expansion plans in Poland," said Yilmaz Yildirimlar, Senior Area Vice President of the Rezidor hotel group's central and southern European region.

ASIA

Hotel Indigo Bali Seminyak Beach welcomes guests

Bali's most lively village is welcoming the world's most neighbourhood-centric hotel with the opening of Hotel Indigo Bali Seminyak Beach. In a village that captures the ancient and modern zeitgeist of Bali in all its colour, energy, and lively tradition, curious travellers are the new savvy individualists.

The 289-room hotel gracing Seminyak's Mesari Beach draws inspiration from the flavours, culture, and character of its surrounding local neighbourhood, the vibrant and lively Seminyak district. Hotel Indigo Bali Seminyak Beach promises an authentic fusion of enchanting Balinese culture and contemporary creativity. Extending across 4.7 hectares of lush, landscaped grounds, including exotic and beautiful vertical gardens, the resort fronts the southern stretch of Seminyak.



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BERGGRUEN ADDS MORE KEYS



Anshu Sarin

Continuing its focus on an asset-light model, Keys Hotels, a part of the Berggruen Group, will be adding properties under all three genres, Keys Prima, Keys Hotels, and Keys Lite, preferably in Tier-II cities.

“

We have a lot of work going on in Belagavi, Mysuru, Indore, and Coimbatore. There is a lot of development happening in these areas and that's what we are chasing

”


 Hazel Jain

After receiving funding from investment firm Berggruen Holdings, Berggruen Hotels is likely to channel it to its Keys brand of hotels that it runs in India. Growth is what the hotel company is looking at and that is where the funds will go. Reiterating this is **Anshu Sarin**, CEO, Berggruen Hotels, who says, “The last round of funding we got was related to growth. We have seen that hospitality is a cyclical business and we are in the upswing right now. With a stable government and the economy stabilising, supply and demand have reached a point where there is visible growth. This was the perfect opportunity for us to get into the growth mode, which is what we are looking at.”

Revealing the company's plans for this year, she adds, “We are still focussed on an asset-light business model as this is where we belong. Our investment plan is dependent on the pillars of what we think is going to evolve and how hotels will actually move forward. There will be investment in technology, growth, and distribution capabilities that we are building, and therefore in the overall ecosystem that we have around us. We will add value to our core capabilities and our competencies which we can leverage better.” Ten-year-old Keys Hotels currently operates with three sub-brands, Keys Prima, Keys Hotels, and Keys Lite. It is now looking at adding two to

three hotels under the Keys Prima category, about five hotels under Keys Hotels, and a few more that are in the pipeline under Keys Lite. “We are going to add to the portfolios in all three genres, and are looking at a 12-18 month period, since a typical contract from the time when the lead gets generated to the time it actually fructifies is of six months,” Sarin adds.

She clarifies that growth will not just be in terms of assets, but also in other quantifiable aspects like occupancies, ARRs, and the bottom-line. “We are also strengthening our distribution and what our own core capabilities are. We are moving into an essential reservation office like our own call centre for direct bookings. Our aim is to invest in technology to bring the entire asset-light platform together and be able to better manage revenue,” Sarin says, echoing the sentiments of many hoteliers.

Speaking about the location for these new hotels, she says that Keys is keen on Tier-II markets. “We are also interested in following what smart cities do. We want to follow the big five consultants and see where they are really making investments. We have a lot of work going on in Belagavi, Mysuru, Indore, and Coimbatore. There is a lot of development happening in these areas and that's what we are chasing,” she reveals. 



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IHG TO SOLIDIFY INDIA PRESENCE

InterContinental Hotels Group has managed to double its size in the last five years and is on track to get 150 hotels in the next 10-15 years. In short, it will go wherever there is opportunity. **Sudeep Jain**, Vice President, Development, South West Asia, IHG, reveals more.



Sudeep Jain



Hazel Jain

How was 2016 for IHG?

We are in a good position at the moment. In the last four to five years, we have doubled our size and as of December, 2016, we have had 28 hotels up and running. This year we have added two more hotels, taking us to 30 hotels in all. We also have one hotel in Nepal.

Will the Group see a lot of openings this year as well?

Yes, we have 36 hotels in the pipeline for the next three to four years, which will double our portfolio once they are up and running. We are looking at aggressively growing with our portfolio, especially with the Holiday Inn brand currently forming 80 per cent of our future plans. We also anticipate opening a couple of hotels this year. I think we are well on track to get 150 hotels in the next 10-15 years.

How upbeat is IHG about the India market?

We have been investing in the India market since 2003, and in a span of 14 years have doubled our portfolio. For us, India is the third largest growing market in the world,

next only to USA and China.

There is increased focus for the company to grow in this region and the market will witness this in the next two years.

Does IHG plan to introduce any new brands here?

Holiday Inn, Holiday Inn Express, The Crowne Plaza, and InterContinental are the four brands with which we can play in the market, including Tier-I to Tier-IV cities. We will go wherever there is opportunity.

What is the biggest change you have witnessed in the industry so far?

The biggest change we have found is the advent of digitisation. Applications on mobile phones that allow hotels to reach consumers directly are going to drive the change forward. We have invested heavily in the digital space

in partnership with Amadeus.

We will be launching a next-generation Guest Reservation System (GRS) that will revolutionise the technological foundations of the global hospitality industry. This will be a new cloud-based community model, a first in the hotel sector, and similar to the model Amadeus developed for the airline industry. It will be able to customise and personalise the experience of our guests in terms of booking, choosing, and deciding how to stay. It is being tested now and will be launched globally next year. These are impacts that will help us automatically drive relationships with our customers and get business into our hotels directly. While the OTAs and travel agents have historically been our partners and will continue to be our partners, as a hotel, we prefer to get more and more business directly. ↴





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Fernando Menis, Architect Director, Menis Arquitectos, is a world-renowned Spanish architect whose designs break all norms. We learn from him the trends in this industry and how he is able to conceive and execute such monumental buildings.



Anupriya Bishnoi

Tell us about the hospitality projects you have worked on.

I live in the Canary Islands, a tourist destination that has not stopped growing for 40 years and is a true European tourism power. So, it is only natural that most of the buildings I have made here be related to tourism. Some of these buildings are 11 Holiday Homes, Golf del Sur; Magma Arte & Congresos; Puerto de la Cruz Waterfront; Santa Cruz de la Palma Waterfront; Botanical Garden El Drago in Icod de los Vinos; Botanical Garden Puerto de la Cruz in La Orotava; Botanical Garden El Descubrimiento in La Gomera; and the seawater pool, El Guincho. We have also built residential buildings in Tenerife, most of which are now used for holiday rentals.

Is your style conformist or non-conformist?

Non-conformist, for sure. I am always looking for something special that brings value to all stakeholders of the scheme- the client, users, local community, and the site itself.

Modern or cultural, which has been a more definite influence in your work?

Whenever we start a new project, I try to first understand the client and then the place. I observe what the place looks like, the air, the landscape, the nature, the buildings, the shapes, the colours, how the people look, what they do for a living, what they did

Photograph by: Jordi Bernado

traditionally, and how their food is- its textures and tastes. I am naturally very curious and this is evident in my way of approaching the project. I also feel responsible for what I give in exchange, what I should produce in that particular place for those people. I try to mix reason with emotion in all my projects.

How much of your architectural design is a representation of where you're from?

I was born and continue to live in the Canary Islands, and the way I dealt with my first commission was influenced by the terrific nature of Tenerife and my relationship with these islands. That said, this is the approach I take for all my projects. I try to put my head and my heart in the place where I am asked to work. Of course, the dramatic landscapes of the Canary Islands are present in my designs and in my architectural vocabulary. It is always there with me and it adapts to what is needed in each project.

Tell us about the projects that you have worked on.

Through my career, I have worked on a number of inspiring projects.

Bürchen Mystik, Switzerland:

This is a strategic project for the economic and touristic recovery of Bürchen in Switzerland, and we are currently working on it. We've proposed a new infrastructure that would accommodate the greatest possible number of activities, laying special emphasis on the landscape as well as architecture. The design draws a path full of attractive elements and connectors such as a market; a hotel that looks like a forest, beautifully integrated into the landscape; the temple of water and meditation; and a public plaza.

Puerto de la Cruz Waterfront, Tenerife:

The city of Puerto de la Cruz, located in the northern part of the island of Tenerife with approximately 40,000 inhabitants, is one of the first tourist cities of the islands. It has always been an example in the history of tourism as a pioneer of tourism development; however, it is now suffering the consequences of time and needs revival. We designed a new meeting point between the city and the sea, restoring the historical trace of the maritime edge of the city, returning the sea to its former coastline, rebuilding the vernacular landscape. The programme is managed through landscape layers that have been created by optimising public spaces and giving them high values of urban quality, while reducing, in each gesture, the impact that all this could have on the fragile historic layout of the city. These spaces link the historical values and the current needs of Puerto de la Cruz with a smooth rotundity, eliminating all the unnecessary or aggressive elements of the urban landscape that currently exist in that place from advertising billboards to redundant furniture, limiting the presence of cars and softening the mistakes of the past through vegetation. It is architecture of the essential that values the physical and historical continuity of the city in its encounter with the sea.

The main objective is to achieve an organic connection between the old city network and the harbour. The ensemble will include squares, public walks, a shopping centre, a sailing and nautical sports school, a beach club, gardens, a parking lot, a 360-degree viewpoint, restaurants, an open-air auditorium, and gastronomic markets.

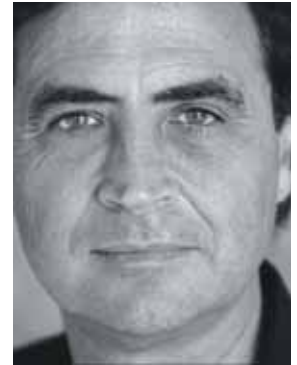
Our design includes a new beach as an extension of the Playa Jardín that was designed by César Manrique in 1992. With a series of design features that differentiate it from other existing beaches on the island, it is a privileged natural viewpoint over the spectacular volcano, Teide. Furthermore, since it is oriented towards the south, its users will be protected from the cold trade winds and the big waves. Swimming will be possible throughout the year. The new harbour dam will act as a support to the beach, making it a sustainable and low-cost construction, keeping the local black sand in place. There will also be a layer of vegetation that integrates trees and solar energy lamp posts between the beach and the city.

Urban and tourist planning of the island of Boa Vista, Cape Verde:

Cape Verde relies on tourism for its social and economic development. If a sustainable tourism breakthrough that respects the place is pursued, the planning needs to be applied to the whole island. Hence, the proposed infrastructure has been laid out with a long-term integral vision.

First, we were responsible for the planning of the Santa Monica tourist zones, where the team defined the typology of hotel establishments, their size, surface area, number of beds, and height. An architecture integrated with nature and a flexible urbanism was proposed, thus allowing some plasticity. Then, we were commissioned the coastal planning of Santa Monica and Chave. The planning and management of beaches had to take numerous factors and principles into account in order to guarantee the sustainable

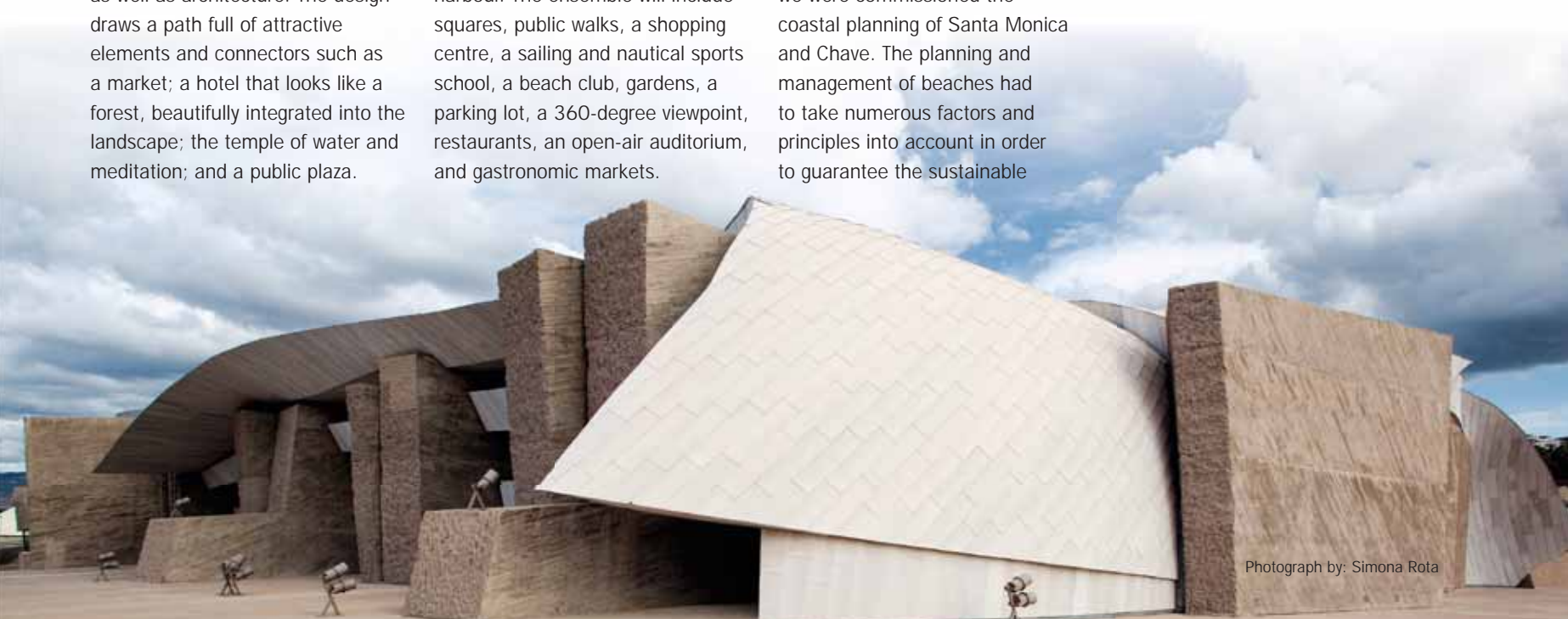
Photograph by: Torben Eskerod



Fernando Menis



There must be a perfect balance between the cost and the beauty or significance of a design



Photograph by: Simona Rota



high standard, contemporary architecture while being respectful of the landscape and the environment.

We pay a lot of attention to the topography and the environment of the place in order to establish a consistent conceptual, cultural, and visual relation between what already exists and what we add. Also, we use simple and locally sourced materials like concrete, rocks, bricks, wood, and bamboo.

We work with local companies, craftsmen, and artists whose work we may perfectly combine with a big constructor or provider. We favour passive energy strategies and systems like thermal inertia for massive concrete walls in arid areas and during the night, we use systems that harvest the humidity from the air and turn it into water that further cools the building. Our prototype, Hatching, is a good example of such passive systems.

Architects and owners often lock horns on budgets. Is this a hindrance for you to deliver your best?

Money is as important as design, and just as you have to design taking into account all aspects of the place, you must also do it respecting the economic limit that each client has for a given project. There must be a perfect balance between the cost and the beauty or significance of a design. I want my clients to succeed in their projects. We are a team and need to work well together.

Where, according to you, do the challenges lie?

My biggest challenge now is how we should depict architecture of the post-starchitect era, in an era of a new and fragile global economy, in an era of an emerging glocal ethos in which solutions come from local realities in a global field. I would like to be able to demonstrate that

I am capable of working in places diametrically opposed to my place of origin. I would love to design a hotel in MENA, build a 100 per cent sustainable high-rise in any city in the Middle East. 🇸🇦

Photograph by: Jordi Bernado

development of these coastal areas, their high ecological sensitivity, and the economic importance of these spaces. Finally, we will be working on the strategic plan for the maritime front of the city of Sal Rei.

What was your inspiration behind these projects?

I try to capture the genius loci of the place, aiming to blend my buildings into the landscape I am working in.

What are the trends in design you see for the year?

Passive sustainability strategies, green energy, adaptive reuse, and upcycling are some of the trends that have been observed and will continue to exist through the year.

How do you make your projects sustainable?

We apply the philosophy of 'kilometre zero' in architecture, which enables us to produce a



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The first edition of Arabian Travel Awards, held on July 4, 2017, captivated over 150 travel, tourism, and hospitality partners from the Middle East at JW Marriott Hotel Dubai. Arabian Travel Awards celebrates the best talent from the tourism and hospitality industries in the Middle East.



FACE OF THE FUTURE
Kulwant Singh, Founder and MD, Lama Group



BEST GENERAL MANAGER
Dominic Sherry, JW Marriott Hotel Dubai



MOST ENTERPRISING SALES AND MARKETING HOSPITALITY PROFESSIONAL
Sona Rawal, JW Marriott Hotel Dubai



BEST GREEN HOTEL
Gloria Hotel



FASTEST GROWING HOTEL BRAND
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BEST LUXURY HOTEL BRAND
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BEST BUSINESS HOTEL
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Jood Palace Hotel Dubai



BEST AIRPORT HOTEL
Millennium Airport Hotel Dubai



BEST BUDGET HOTEL BRAND
Citymax Hotels

Arabian Travel Awards



BEST LEISURE RESORT
Mercure Grand Jebel Hafeet



BEST FAMILY HOTEL APARTMENTS
Gloria Hotel



BEST DEBUT MID-MARKET HOTEL
Royal Continental Hotel Dubai



BEST 5-STAR FAMILY HOTEL
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BEST 4-STAR BUSINESS HOTEL
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HOTEL AND RESTAURANT ASSOCIATION OF NORTHERN INDIA

SESSION ON

GOODS AND SERVICES TAX

06, 2017, 1030

Delhi



HRANI DECODES GST

The Hotel and Restaurant Association of Northern India (HRANI) held a seminar for members on Goods and Services Tax (GST) at The Imperial, New Delhi, on July 6, 2017. There was active participation by the 70-80 members who attended to clarify doubts about GST.



Kanchan Nath

Welcoming government officials to the seminar that sought to clarify doubts and questions that members had about the new tax regime, GST, **Sanjay Sood**, President, HRANI, said, "Everybody likes consolidation of taxes as it leads to transparency and helps guests and buyers decipher the division of cost. We welcome GST and Ms Verma's proactive support to us that resulted in the threshold of ₹ 5000 being increased to ₹ 7500 for the 28 per cent tax category."

LOWER THE TAX RATE

Highlighting the main concern of hoteliers, **Surinder Jaiswal**, Hony. Secretary, HRANI, said, "We are very happy to get GST; we definitely wanted one India, one tax. Our main concern was that we were expecting lower rates of not more than 12 per cent." Taking the example of Clarks Varanasi, he said, "In Uttar Pradesh, there was only 5 per cent Luxury Tax and 9 per cent Service Tax, coming to about 14 per cent in all. The same has now been increased

to 28 per cent. So, the resultant effect in the mind of the tourist is going to be that tax is very high. Our concern is that this needs to be reduced in the future course. We can, in future, have a taxation of 5 per cent for all budget hotels, going up to a maximum of 12 per cent, so that revenue loss is not there."

CONCRETIZE EVERY PROBLEM

Sungita Sharma, IRS(C&E), Principal Additional Director General (Vigilance), believes that GST is not just a tax instrument but a forward tax instrument. "There is more concern in the tour operator sector than the hotel sector, this is our assessment. We must concretize every problem that we have so that we refer it to the law committee which can then brief the GST Council as to what the way ahead could be," she said.

TAX DOWN TO 18 PER CENT

Speaking at the event, **Rashmi Verma**, Secretary - Tourism, Government of India, said, "GST is

a change and any change, whether good or bad, is always resisted. The revenue department did a huge exercise of looking at the present incidence of tax; they wanted that no sector should be adversely impacted by the tax rate under GST."

Talking about the GST rates, she commented, "Firstly, let me clarify that there is a misconception that taxes have gone up. We must look at the rate from the perspective of what was being levied earlier. If we do an analysis, the earlier incidence of tax, on an average, was about 19-20 per cent, except in two to three states where it was lower than this. The misconception that the rate has gone up under GST, I feel, is because of lack of communication."

She further added, "Almost 90 per cent of the classified hotels charge a tariff of less than ₹ 7500 and come under the 18 per cent tax slab. It is only the remaining 10 per cent that have suites and super luxury rooms, and are among the

category that falls in the 28 per cent tax bracket under GST."

DETERMINING TARIFF

Addressing the gathering, Verma also sought to clarify the operational aspect of GST. She said, "There is no confusion about the fact that if your declared/published tariff is more than ₹ 7500, you have to tax it at the rate of 28 per cent. But, taxation will be on the invoice value; 28 per cent on ₹ 6000 if that is what you are charging or 28 per cent on ₹ 5000 if that is what you are charging. Declared rate/tariff is important only from the point of view of what will be the rate structure."

DIFFERENT TAX RATES FOR DIFFERENT CATEGORIES

Elaborating on the different categories of rooms, Verma stated, "Every hotel has varied categories of rooms that include standard rooms, deluxe rooms, and suites. For each category, there are different declared rates and depending on these declared rates, GST is to be levied. Each hotel can have different sets of rates operating for payment of tax in terms of category of rooms."

TRANSPARENCY

Indicating how important it will be to be transparent to the consumers, she commented, "The consumer will also be subjected to three types of rates if he is using different categories in the same hotel. If he visits the restaurant, he will have

to pay 18 per cent tax; if he consumes liquor, it is a completely different type of tax that he will be required to pay. Hence, you must continue to levy the tax being levied by the state government and the excise duty being levied by Government of India. This can be a challenge for the hotel, trying to make the consumer understand why he is subjected to three types of rates. Hotels must be upfront about this. In fact, hoteliers can also resort to displaying these rates."

GST CELL

Elaborating on the GST Cell, Verma said, "We have already established a GST Cell. Gyan Bhushan, (IES), Economic Advisor, Ministry of Tourism, is heading that Cell and we have already started receiving a lot of queries. There is a dedicated number and email address on which you can raise any concern you have on the operational aspect of GST or anything you fail to understand about this tax. We are also in the process of engaging a consultant who will be well versed in GST."

UNBUNDLING OF BILLS

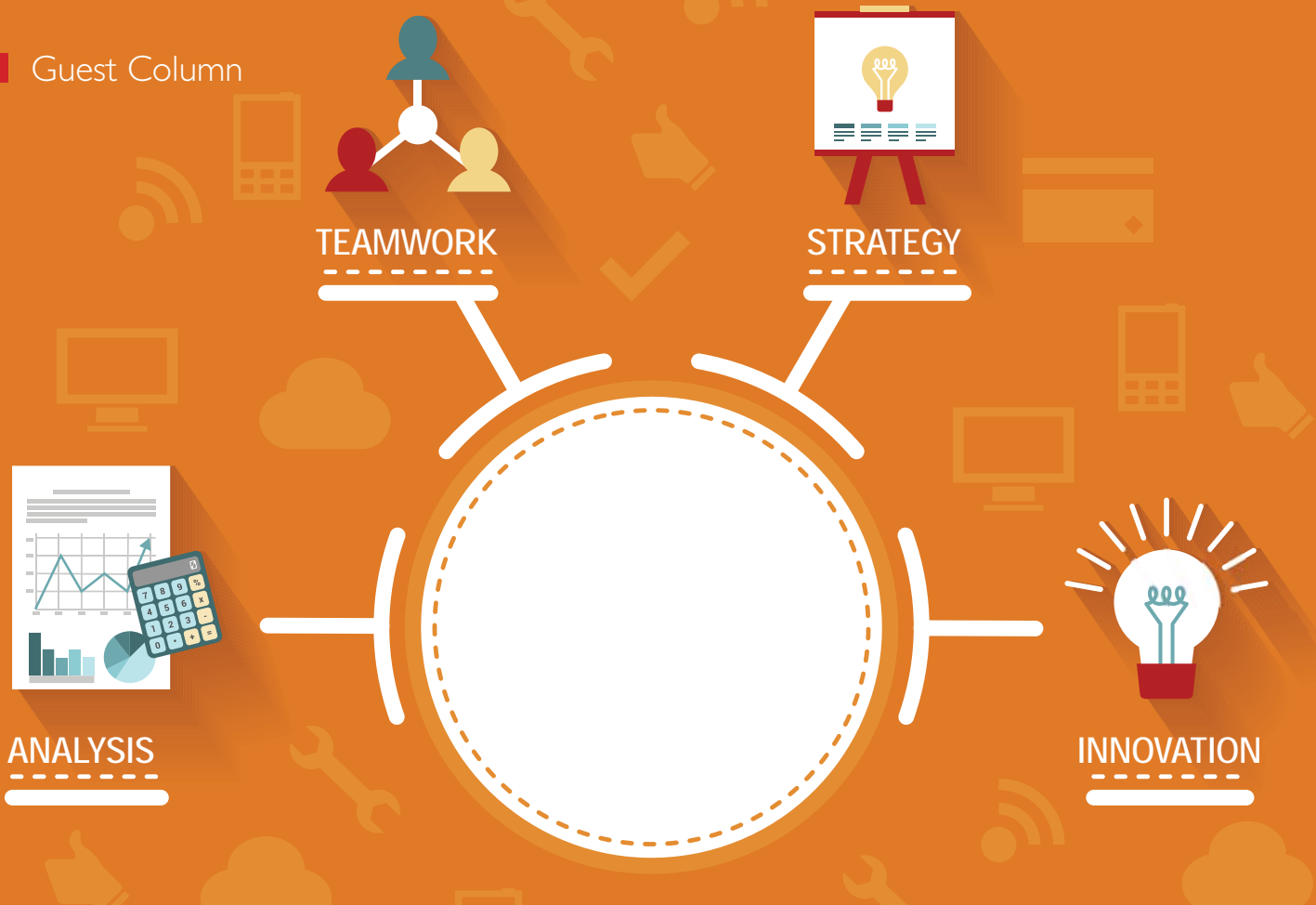
Verma also gave recommendations to hoteliers on how they could proceed further. She said, "Hoteliers must take steps to make changes in their declared tariff, perhaps the huge gap that was there between the declared tariff and the actual rate that you were charging your guests and customers should be narrowed or bridged as far as possible. You can try and bridge this



gap by bringing maximum number of rooms under ₹ 7500, so that there is no issue at all of the high rate. You also need to unbundle whatever you are offering to the guest. Till now, you were including the breakfast and many other facilities; perhaps it's a time for you to take a call on that. You can start by having a separate charge for breakfast and bring down the room-rent accordingly, so that it can again be included in the 18 per cent tax bracket."

There still remains uncertainty on many factors related to GST including complimentary rooms, freebies, surge pricing, etc., that must be taken up by the GST Council and lobbied for with the government for clarification. ↴





LISTING A GM'S MISSION

Sameer Singh is a seasoned professional of the hospitality industry. At present, he plays the role of a hospitality management professional and talks to us about various aspects of being a successful General Manager of a hotel.



Sameer Singh

The onus of seamlessly running a complex operation of a large bulk food processing or production unit rests on the shoulders of a General Manager. He is not only responsible for the profit and loss of the company in the broader sense, but intricately involved in managing the diverse nature of man, machine, and food safety, and creating a cohesive atmosphere between internal and external customers.

Successful asset managers do not follow a set protocol in terms of personnel management and client management. Apart from the technicalities of running a food production unit, to achieve the desired results, he needs to manage the human

resource asset in a manner which gives optimum output in minimum cost. The manager must strive to create a service delivery mechanism that exceeds customer satisfaction limits and pushes the brand value northward.

In the last few years, the role of a General Manager has evolved so much that it now encompasses the critical management of internal and external customers. He is now supposed to be a mentor and guide to his internal resources and a smart communicator and felicitor for his external customers. In today's time, GMs are the CEOs of their unit, responsible for the entire gamut of business activities.

A successful General Manager is one who can push his resources to the next level by delivering 'customer delight'. A General Manager needs to be more of a 'Man Manager' in today's context. In a world of cut-throat competition, to safeguard the business interest, a GM must think of an out-of-the-box strategy. Several

challenges can be a roadblock in achieving desired results, such as pressure of cost on the bottom line, high customer expectations on reduced price point, internal and external customer retention, and slow pace of technological advancement in improving the business processes. To overcome these challenges, a General Manager has to focus on training his resources well, introducing technology to simplify processes, and reducing time and cost for creating a buffer to absorb the pressure from customers to reduce prices.

The GM must also create a clear line of communication and control for subordinates to achieve results in an unhindered manner and create opportunities for the employees to grow. This is an inflection point for the higher management as well to understand the ground reality and support its unit managers to achieve product and brand success in the longer run and not only look for profits at any cost. "Cutting corners can never be a mantra for success".



The manager must create a service delivery mechanism that exceeds customer satisfaction limits and pushes the brand value northward



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Swissôtel surges solo

Subhrajit Bardhan, General Manager, Swissôtel Kolkata, talks about the property and what it is like being the only Swissôtel in India. He delves on the advantages and disadvantages that a solo presence means for the brand and how this must be treated as an asset.



Subhrajit Bardhan



HT Bureau

What makes Swissôtel Kolkata unique?

The USP of Swissôtel Kolkata lies in the DNA of the brand. Being a Swiss brand, Swissôtel's promise is 'Quality in Life' for its guests. This is the basic tenet of everything that we do, right from the most mundane to the most exciting tasks. Apart from this, Swissôtel Kolkata flaunts a niche product with unique features like 11 jacuzzi rooms and suites (only hotel in Kolkata to have this), one of the largest pillarless banquet halls in the city, the city's first infinity pool with stunning views, and an award-winning alfresco lounge, Splash. We are also adjacent to a shopping mall with a multiplex and lifestyle stores that guests find convenient.

How does being the only Swissôtel in India work for you?

Our brand leaders are very

meticulous in choosing partners and destinations to match the brand attributes, without emphasising too much on creating footprints. I feel that says a lot about our brand ethics. It would certainly help if we had more than one Swissôtel in the country. Not having more hotels of the brand affects the brand recall factor and we have to work twice as hard to get our fair share of business. However, post the integration of FRHI with AccorHotels, we are experiencing a strong loyalty distribution and increasingly more guests flocking to our hotel.

We do have a big advantage of being the only Swissôtel in India. We are like the 'Outliers' as defined by Malcolm Gladwell in his very popular book, 'Outliers: The Story of Success'. Established brands didn't see us coming and that helped us to discreetly climb up and beat some of these brands in the city



and launch ourselves as a serious player in the luxury hotels segment.

How would you describe the evolution of the hospitality market here?

Like all other business sectors in the city, hospitality business has seen some sluggish but steady growth. Kolkata has recorded a steady growth in year-on-year occupancy figures as well as average room rates. Being a gateway to the north-eastern countries of Bhutan and Bangladesh, and with their reviving economies, we have seen some surge in demand in the hotel business. Also, the emergence of the IT and manufacturing hubs in the state has helped. On the other hand, in the last few years, Kolkata has seen the addition of a few international and domestic hotel brands. In 2016-17, 732 rooms will be added to the city's luxury inventory and another 500 will be added in 2018. So, we are predicting a slight imbalance in the demand and supply ratio, but we are optimistic that we are going to hold our ground with the support of the pragmatic policies of our government.

Tell us about the ARR and occupancy at the hotel. What are your expectations from 2017?

Swissôtel Kolkata was commissioned in July of 2010, and we had the first-mover advantage in Salt





Lake, New Town, Rajarhat, an IT hub where most of the development has happened in Kolkata in the last five to seven years. From 2010 to 2017, the location has evolved from being the 'outer reaches' of Kolkata to today's self-sustaining source market. Being part of this growth, we have consistently achieved YoY growth, maintaining a bandwidth of 75-80 per cent occupancy and an equally healthy ARR, which has continued to grow over the years. This year too, we expect to grow in our Revenue Generation Index (RGI).

With other brands in the market, how do you maintain a niche of your own?

Our size is our strength in this competitive market. One, it gives us the advantage to be more agile and proactive to adapt to external factors; two, it enables us to drive quality through our colleagues who genuinely care about our guests; and three, it allows our entire team the opportunity to connect with most of our guests at a personal level and deliver a bespoke Swissôtel experience.

Does the brand have plans of expanding in the country? If yes, when and where?

Currently, all the FRHI legacy brands are undergoing the process of integration with AccorHotels' wide-spread brand portfolio. While there



are no concrete plans to expand the Swissôtel brand footprint in India in the near future, AccorHotels is always scouting for the right opportunities to grow its brands, especially the luxury portfolio that Swissôtel is part of.

Please elaborate on your target segments. How do you customise your service offerings to meet varied client needs?

Our client base majorly consists of those connected to the manufacturing, IT, and IT-related industries. Hence, corporate transient and long-stay guests are our main clients. Their requirements vary from

short, meeting-related day visits to long, product deployment exercises that could extend for months. Being a hotel of our size, we have the advantage of creating a very personal experience for our guests by customising our services according to their individual needs and desires. For short-stay guests, due to the limited interaction time, we focus on creating a seamless, unobtrusive, and efficient experience that provides a convenient environment where they can work efficiently and maximise their free time. The emphasis for our long-stays is on ensuring that they feel right at home and among friends. 🏠



MORE GOA more cheer



The charm of the sunshine state of Goa never ceases to delight tourists from across the globe. Recent studies have shown that Goa is among the best performing markets in India. Business in Goa has also moved beyond seasonality. Few industry experts comment on how the hotel industry in the region is performing, their ways of coping with competition, and the kind of challenges the city witnesses.



Anupriya Bishnoi

Goa, a premium holiday destination of India, attracts close to three million tourists, both domestic and foreign, annually. The state has also maintained a stable growth in terms of occupancy and continues to be a much sought-after

MICE destination, despite the emergence of other destinations like Kochi and Jaipur. Goa has also managed to get rid of the off-season cliché. 'Off-season' is only used to create another market segment with lower prices for all kinds of services, be it a hotel-stay, food or even hiring of a taxi. One of the reasons for its

growing popularity is that a lot of hospitality brands are getting a share of this destination from existing strong brands within the Indian hospitality sector. Many international brands such as Marriott, AccorHotels, Hilton, etc., are also expanding their portfolio and bringing new brands catering to the millennial generation.

TAIEB JOULAK

General Manager
W Goa

The luxury segment in Goa has driven its RevPar index mainly through ADR, with the segment growing by about five per cent, year-on-year, and the outlook for the market is indeed positive.

A two-season state

Goa has two seasons, where the first one falls under peak and the second under monsoon. First is when people are looking for more of an individual experience and want to explore their adventurous side, making it the Ibiza of India, and the second season, relatively cheaper than the former, attracts families who just want to get away from the busy city life and heat.

Something for everyone

Competition is all about pricing, rightly positioned with the happenings and programming done at the property. We focus on creating a strong music presence through happenings at WOOBAR and Spice Traders, and on creating a unique F&B programme through

innovative concepts for brunches and devising our take on inspiring cuisines with local elements.

Challenges mean opportunities

With a growing hospitality market, many mid-level and boutique hotels are growing in the market along with standalone restaurants. For them, challenges

can also become opportunities, especially for a brand like W.

Such challenges give us a platform to differentiate our brand's identity from the rest through conceptual programming, food and beverage activations, and quality of service provided at every point.



Taieb Joulak



SIDDHARTH SAVKUR

General Manager
Alila Diwa Goa

Goa has grown in visibility in the MICE segment. A plethora of accommodation options to suit any budget and increasingly better connectivity to crucial feeder markets are key reasons for this positive trend. Year on year, occupancies and ARRs have grown by around 5-7 per cent across the market.

Increased traffic during off-season

Until a few years ago, the monsoons were considered quiet periods, however, now this season is popular for weddings, MICE groups, and weekend domestic holidaymakers. An emerging trend is that of international visitors choosing to come during the monsoon to enjoy the beauty of Goa in the rains.

A platform for all

In the last few years, quite a few hotel brands have entered or expanded here but there is room for everyone to stabilise and grow in

the current market scenario. What is most important for us is to stay in touch with what our guests want and continue to create unique and artisanal experiences for them.

Upheavals affect us

As a leisure destination, you are susceptible to the vagaries of world dynamics. For instance, if there is a political or economic issue in one of our key feeder markets in another part of the world, we feel the impact fairly quickly. In an unstable environment, people cancel holiday plans first. Then, there is the perennial issue of infrastructure in

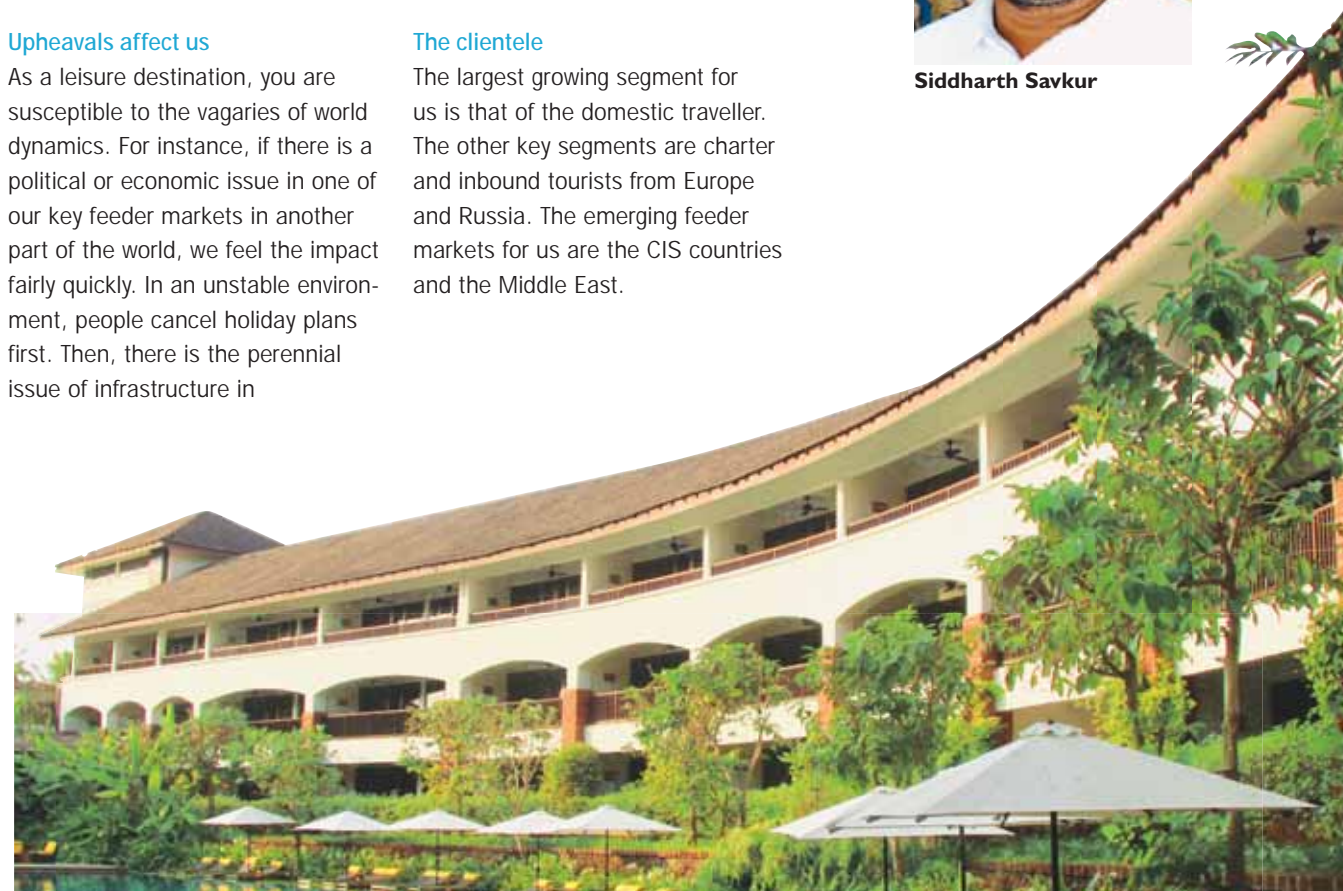
Goa. As a popular tourist destination, we get visitors from all over the world. Yet, the airport, garbage management, lack of public utilities, etc., often leave a lot to be desired.

The clientele

The largest growing segment for us is that of the domestic traveller. The other key segments are charter and inbound tourists from Europe and Russia. The emerging feeder markets for us are the CIS countries and the Middle East.



Siddharth Savkur





promotional packages and offers to maintain our fair share of the pie.

Few challenges

Recruiting and retaining skilled manpower is an ongoing challenge for most hospitality brands here. Other than that, it's all good news.

The clientele

Our target audience within the domestic market comprises families as we are an award-winning kid-friendly resort. We also receive a good share of destination wedding clients, MICE groups, and leisure groups throughout the year. From international markets too, it is primarily families and individual travelers who want to take advantage of our wellness packages.



Shobhit Sawhney

SHOBHIT SAWHNEY General Manager Park Hyatt Goa Resort and Spa

Tourists visit Goa for an array of reasons now such as wellness, adventure sports, culinary experiences, etc. Occupancies have been on the rise and despite new inventories being added, the charm and appeal of the established brands has not diminished.

Off-season no more

The monsoon season, preconceived as the off-season in Goa, is no longer the low season as a change is only witnessed in guest demographics that shifts to more domestic tourists. We have a wide variety of indoor and outdoor experiences that keep guests engaged, helping them make the most of their beach vaca-

tion. Seasonal packages and value-added inclusions help immensely in securing the desired market share and occupancy.

More brands, more clients

We perceive competition as an opportunity to attract more business for the entire state of Goa. New brands and contemporary accommodation options might have their unique appeal, however, the legacy of an established brand and authentic hospitality remains unfazed. We rely on market intelligence reports and guest feedback to introduce



Vishal Khosla

VISHAL KHOSLA General Manager Park Regis Goa

The industry is performing decently well, even in the off-season. Having said that, July has been a crucial month for most of the hotels in Goa due to the GST roll-out. We believe that this is just a small hurdle and that hotels will overcome it in no time.

Strategising to fill gaps

The off-season in Goa doesn't affect most properties in terms of revenue. Domestic market is very strong in Goa; we generally have inbound tourism all year. Also, properties tend to strategise and shift the focus towards MICE and other group segments to fill the gap. Since there is a healthy competition in the market, there is a good response from the online segment as well; we have been making a good amount of bookings through various travel portals.

Price, a differentiator

Every property is unique and that becomes its strong selling point. Price point also plays a vital role in getting business.

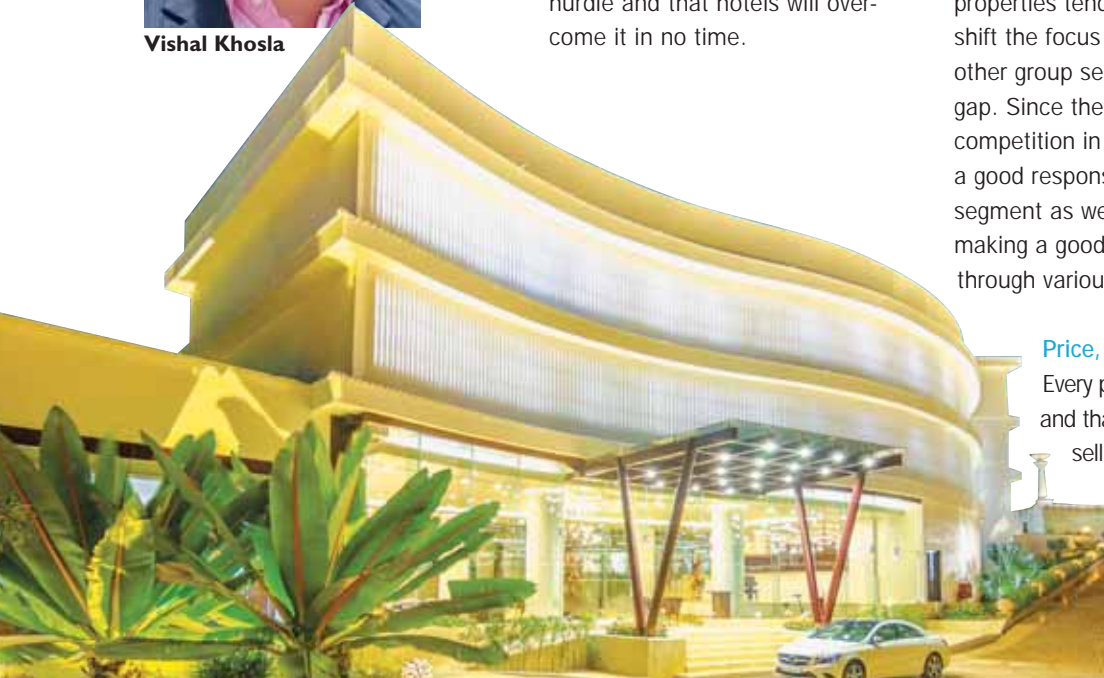
So, it is necessary for every property to know the right price at which to sell, and I believe, only a handful of them are able to deliver. We have a structured marketing and promotions plan that helps us get a major traction in business from the market.

Transportation, a drawback

Transportation is the biggest challenge in Goa. With fares increasing every year, it is becoming tough to manage the overall budget. Most guests want to avail airport transfers, which adds up to package costs and acts as a critical point for getting business from the market.

The clientele

We are getting a mix of MICE groups and inbound FITs along with a healthy mix of online business.



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Nikheel Shirodkar

NIKHEEL SHIRODKAR

**General Manager
ibis Styles Goa Calangute Hotel**

With increasing purchasing power of the rising middle-class, domestic traffic has increased in Goa. In the future, we expect the market to grow year-on-year.

Tweaking packages

Market trends this year have shown a slight drop in occupancy during monsoon. We have decided to better our existing offers by focusing on added services at a nominal

price increase rather than have a specific package designed for the off-season only, as we see a lot of repeat clientele.

Some key challenges

Goa is an environmentally sensitive state where garbage disposal, water wastage treatment, and recycling are necessary. Garbage disposal is one of the biggest

problems in Goa, in spite of it having a state-of-the-art garbage disposal plant installed in Salegaon. Transportation is also a little expensive in Goa, which can become an issue for travellers at times.



Andrea Almeida Coutinho

ANDREA ALMEIDA COUTINHO

**Managing Director
The Fern Beira Mar Resort, Goa**

Be it a weekend binge or a regular vacation, Goa is now one of the premier holiday destinations. The Fern Beira Mar Resort is located in the south of Goa, a more quiet side with a very scenic view. We have an average occupancy of 80 per cent, year round, with an ARR of approximately ₹ 4500.

Monsoon, an ideal season

Since Goa is a year-round destination, during the monsoon, guests usually want to experience the lush greenery and the more relaxed vibe of Goa. During this

time, we offer to them various schemes and discounts.

Apart from that, we also host corporate conferences for companies that often choose Goa as an ideal destination, given the lower airfares and hotel discounts or packages available here.

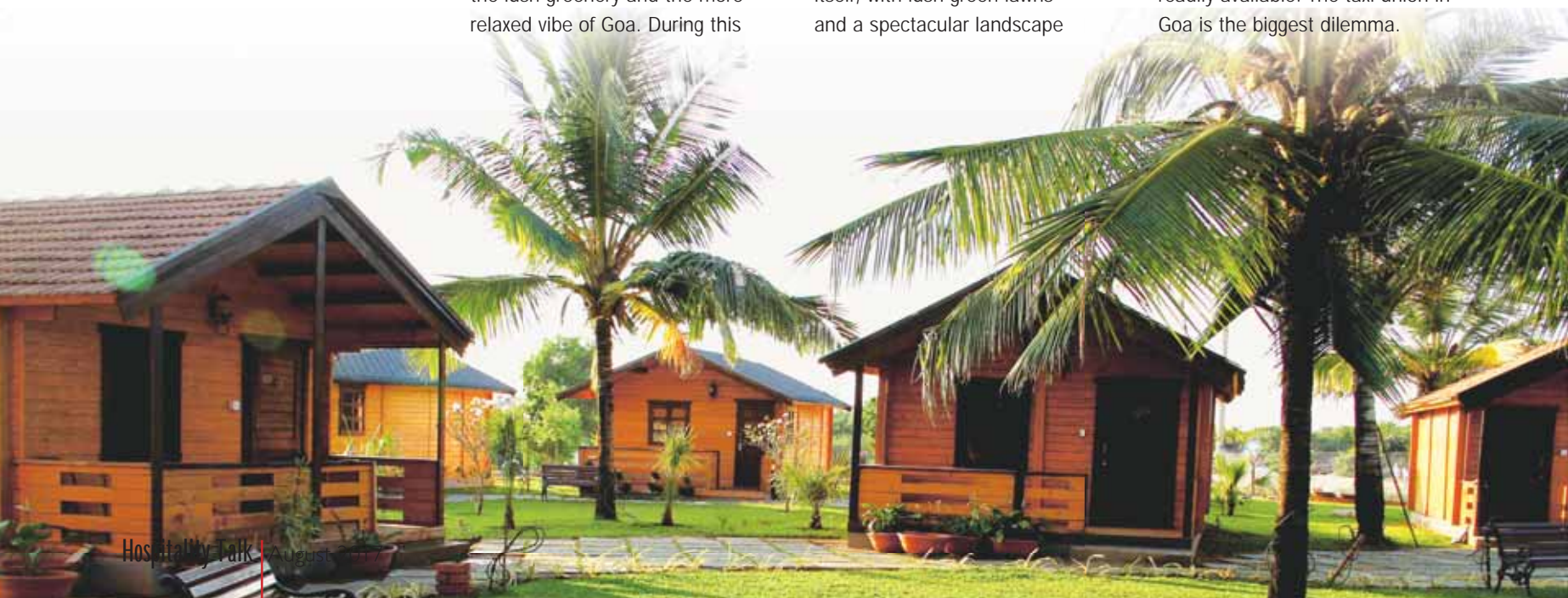
Healthy competition

Goa has healthy competition. What makes us unique is our location; we are situated on the beach itself, with lush green lawns and a spectacular landscape

that guests often appreciate. We are also well-situated in terms of availability of basic necessities for guests such as superstores, water sports, public transportation, etc.

Biggest dilemma - Transport

The most common problem in Goa is transport. We do have public transport but that is only available in the evening between 7-8 pm. Other modes like taxis are very expensive as they are all sans metres and not readily available. The taxi union in Goa is the biggest dilemma.





JAYAKRISHNAN SUDHAKARAN

Director of Sales & Marketing
Novotel Goa Resort and Spa & Novotel Goa Shrem Hotel

The city has witnessed 70 per cent occupancy, with 5-star hotels clocking in an ADR of more than ₹8000. Both our Novotel properties have witnessed a healthy growth of 7-8 per cent in ADR.

Rise in footfall during monsoon

Over the years, we have witnessed a rise in footfall during the monsoon as Goa transforms into a magnificent haven during this season, attracting more travellers and giving a boost to occupancy levels.

Healthy competition a must

With presence of both individual hotels and established hospitality brands, travellers visiting Goa are spoilt for choice. As the number of tourists increases, we see a healthy competition in the market.

A perfect mix

Goa is the perfect destination for leisure and MICE travellers. As a

result, the customer mix at the hotel includes both business travellers and families. The hotel's easy

access to local attractions makes it an ideal destination for business travellers and holidaymakers. ↴



Jayakrishnan Sudhakaran

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Safety in Goa

Goa is one of the safest places in India for tourists. Having said that, tourists often prejudge a destination based on what they see or hear, and may be concerned. It is therefore crucial for us to ensure that they get a strong sense of security all through their stay here. At Alila Diwa Goa, we ensure that there is zero compromise on security measures. We also have special practices for when a single lady is staying with us, to make her feel secure. Goa's beaches are also well-covered by a very efficient team of lifeguards.

Siddharth Savkur, GM,
Alila Diwa Goa

WHAT'S COOKING, GOA?

Goa's culinary scene is famous not just in the country but other parts of the world as well. People travel from across the world to binge on the scrumptious delights that the state has to offer. **Hospitality Talk** gets in conversation with spokespersons of select hotels to understand the latest F&B trends here.

 Anupriya Bishnoi

Travelling for gastronomy has been the trend for quite some time now. As tourists are flocking to unknown and equally famous regions for tasting

RAJEEV KUMAR

General Manager
The Fern Kadamba Hotel, Goa

Authenticity intact

Goan cuisine is an exclusive choice for the entire Konkan region. It has a wide range of delicacies for 'egg vegetarians' as well as non-vegetarian diners. The cuisine is largely seafood-based, however, there are some vegetarian dishes too that are immensely popular. Goan food also has influences of Portuguese culture and cuisine. Though a number of new restaurants offering different cuisines have opened up, the traditional flavours of Goan cuisine are by and large intact. It is famous for its preparation and is becoming more popular day-by-day. Close to 30 per cent of our guests are walk-in diners.

culinary delights, restaurants and cafes are upping their game to meet their experimental palates. Goa is one such Indian state that is immensely popular among tourists, both domestic and international, for not just the beaches and the

hospitality it offers but the famous Goan cuisine that food-lovers can't get enough of. Influenced by cultures that inhabited it in the past, Goa has managed to maintain authenticity by and large.

Most loved dishes

Guests visiting Goa expect some really good and authentic Goan food. We try to provide them with the real flavours by using quality spices and seafood. Goan Prawn Curry, Kingfish Re-chado, Prawn Peri Peri, Mutton Xacuti, Pork Vindaloo, Vegetable Foogath, and Baby corn Amsol are some of our most loved preparations among guests.

Simple strategies

Promotion on social media works all the time. Word of mouth is the best marketing solution for promoting outlets and events.



Rajeev Kumar

Off-season done away with

Goa is a holiday destination all-year-round, and there is no such thing as an 'off-season' in the state, anymore. In fact, we have seen more guest participation during summer vacations and at the beginning of the monsoon season.

ALEX RODRIGUES

F&B Manager
DoubleTree by Hilton Hotel Goa - Arpora - Baga

External influences

Traditionally, Goan cuisine comprised rice, seafood, coconut, vegetables, meat, pork, and local spices. Today, thanks to the high volume of international tourists visiting this popular beach destination, Goan food has become a fusion of many cuisines. The food culture in Goa is inspired by the variety of guests that the

state attracts, and over the years, the tourist inflow has increased the need for more variety with greater emphasis on fusion food.

The Portuguese rule left an ineradicable influence on the original style of Goan cooking, leading to an exotic mix of truly tasty and spicy cuisine. Most people relish

Goan cuisine because of its distinct and unique combination of spicy flavours. Additionally, there is a rising trend of food festivals and chef competitions that are being organised to promote the food culture in Goa.

Since the resort is located close to famous beaches and Saturday Night Market, it attracts a good number of



Alex Rodrigues



The Portuguese rule left an ineradicable influence on the original style of Goan cooking



walk-in guests, especially for our vegetarian restaurant, Taal. Famous for its scrumptious spread and being situated next to a beautiful lagoon, the restaurant gives guests a wonderful, memorable dining experience. It is also the only vegetarian restaurant in the vicinity that has a bar.

Popular Goan style

Since Goa is a coastal area, the guests at our restaurant generally prefer seafood cooked in the Goan style. The blend of Portuguese and Indian spices with coconut and vinegar as the base, adds to the flavour and gives the dishes a distinctive taste, making tourists yearn for more. Some popular dishes include Xacutis, Cafreals,



Peri Peri, Vindaloo, and Xec Xec. Street carts also promote the local Chorizo Pao, a spicy pork sausage served in Goan bread (Poie), immensely popular among tourists as well as locals.

Promotions aplenty

We do numerous seasonal promotions for food and beverage in the hotel, which gives the guests options to try the various offerings

of the resort. These promotions are also updated on social networking sites to attract walk-ins.

More guests during monsoon

The monsoon season that ranges from June to August is considered as an off-season in Goa. However, the hotel is busiest during this time due the influx of MICE groups including corporate off-sites and conferences.



Rajdeep Singh

RAJDEEP SINGH

Executive Sous Chef
W Goa

A mix of visitors

Goa has always been seen as a premier travel destination of India. It is visited by a large number of international and domestic tourists each year for its beaches, places of worship, and architecture. It has rich flora and fauna, owing to its location on the Western Ghats. Goa has seen a steep rise in domestic tourists in the past couple of years. The so-called off-season is slowly drifting away and the clientele is being very discreetly bifurcated as international (during peak season) and domestic (during off-season).

We also get a lot of walk-in diners. Being only seven months old, we have about 15-20 per cent of non-resident covers, however, with the kind of feedback we have been receiving, we are sure of receiving a fair number of footfalls to our hotel.

Select dishes

At W Goa, we are known for our food and its consistency. Our restaurant, Spice Traders, has made its mark in the market and has a very strong fan following. The Kitchen Table, our all-day restaurant, has in-house as well as non-resident guests coming in regularly. Some star dishes at the hotel are Tuna Truffle Pizza and Black & White Prawns,



Finer details

Good food is all about getting the small things right. We do not compromise on quality. It's good to be honest to your customer and we are sure we will go a long way.

All-season state

There is no such thing as an off-season in Goa. Monsoon gets the best out of Goa, making the state seem even more beautiful. 🍷





A better life, a better world

Panasonic's big capacity automatic cookers are a boon to the hospitality sector. These models are aimed for restaurants, hotels, caterers, and kitchens. From 3.2 litres to a maximum capacity of 7.2 litres, these cookers can cook between 2 and 4.5 kgs of rice, with many advantages over the conventional gas system.

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Across the globe, Panasonic is respected for its commitment to quality, safety, and convenience. Manufactured in India, for India, Panasonic products are designed around the unique needs of various customer segments.

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OVER 2000 MEETINGS @ TRAVEL WEDDING SHOW

The second edition of Travel Wedding Show, held from July 8-9, 2017, at Jaipur Marriott Hotel, brought together exhibitors and buyers in a speed-meeting format to transact business and enable market growth.



Ankita Saxena

The second Travel Wedding Show saw nearly 2000 meetings conducted among

32 exhibitors and nearly 64 buyers. Representatives from various hotels like Oberoi Hotels & Resorts, Taj Hotels Resorts and Palaces, Shangri-La Hotels and Resorts, Rotana Hotels & Resorts, Alila Hotels and Resorts, AccorHotels, Marriott Hotels India, Samode Hotels, etc., showcased various properties that could cater to Indian weddings. Various tourism boards, like Ras Al Khaimah Tourism, Tourism Fiji, Holland Tourism, Abu Dhabi Tourism and Cultural Authority, also participated at the Travel Wedding Show to inform the buyers about various offerings of these destinations, particularly suited to cater to Indian weddings abroad. On the first day, exhibitors interacted with travel

agents who specialise in wedding tourism, and on the second day, prominent event managers and wedding planners came under one roof to discuss business opportunities with the exhibitors.

Rajeev Jain, Director, Rashi Entertainment, said, "The wedding market is growing at an exponential rate; it is estimated to grow by at least 20-25 per cent in the next 2-3 years. The market has become competitive with multiple players entering the industry, and we need such shows to bring together the suppliers and buyers of this segment to create a better business module, grow partnerships, and increase the revenues out of it." 





ECO-FRIENDLY REFRIGERATION

Sanjay Jain, Director, Elanpro, delves into what makes this brand stand apart and the evolution of demands of guests that the industry has seen over the years.



What makes your brand unique?

We are a refrigeration solutions company and we begin by understanding the business requirement of the customers and suggest the solution most suitable for them. At Elanpro, we focus on giving the right solution with the correct delivery time and after-sales service. Over the years, Elanpro has earned its reputation as one of the most influential standard bearers, pioneering the use of environmentally-friendly gases and developing an intelligent range of refrigeration units now ruling the markets around the country with a professional approach to sales and service management, and contemporary products.

Also, to capitalise on the opportunity of tapping the hospitality sector of metros and non-metros, we have launched state-of-the-art Elanpro Experience centres. These are ultra-modern showrooms integrated with after-sales service facilities and showcase the innovative, high-tech products offered by Elanpro. In a world where innovation is the trend, we want our valued customers to understand a machine before making an investment.

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

Refrigeration equipment for the hotel industry has witnessed a sharp increase in demand over the past couple of years.

Elanpro focuses on new product launches in the said category. Food items and beverages need regulated temperature conditions for storage and dispensing. It is therefore pertinent that the demand for quality display refrigeration machinery continue to see an upswing. In a short period, we have built an extensive infrastructure to sell and service our product range catering to the hospitality sector. Elanpro's refrigeration equipment is designed to deal with factors such as space, electricity, and consistency, and enhance visibility and performance, thus being a preferred brand for hospitality chains.

How have the demands of hoteliers evolved over time?

We have witnessed fast growth of local QSRs and local restaurant

chains besides international chains. The local chains start with low investment and hence, demand for refrigeration equipment is economical, yet robust. Increased effects of global warming have led to use of eco-sensitive refrigerants. The use of natural refrigerants like Hydrocarbon R290 is becoming a standard. User-friendly products are also observing a surge in demand in the hospitality sector. Digital control is a key trend in the Indian commercial refrigeration market.

We are trying our best to meet the changing patterns and offer a complete range of value-engineered kitchen refrigeration and beverage solutions to the hospitality segment.

Will you be launching more products that will cater to this industry?

Being a refrigeration solutions company, Elanpro begins by understanding the business requirements of the customer and suggests the solution most suitable for them. We constantly strive to innovate and serve our customers with the latest technology to make the products as user-friendly and as eco-friendly as possible.

Presently, the company is gearing up for Goa Food & Hospitality Expo where we will be showcasing our new products for 2017. This year, we plan to introduce a series of products that will help resolve the day-to-day hassles of hotels and restaurants. We will be launching flexi drawer, a flexible storage unit; sushi showcases, a high-tech case for display and preservation of seafood; and under-counters with glass canopies.



Sanjay Jain



The strategy of scent

Vedic Aroma Lab, Lucknow, flawlessly meets the requirements of customers through innovative solutions, setting new trends in the business of scent branding consultancy.

Vedic Aroma Lab has introduced a new concept of 'Strategic Air Fresheners'. The company has pioneered the concept in India. Regular air fresheners just diffuse a random scent, whereas a strategic air freshener's diffusive pleasant aroma serves a purpose. Developed as scent marketing, you can create an Arabic ambience when organising an Arab food festival or use other similar scents such as chocolate to trigger emotions and drive sales. Vishesh Vijayvergiya, a renowned Scent Branding Consultant, can develop a myriad of scents for different occasions. Various aromas are available to meet different ambiances and settings like Divine Gardenia, Masala Tea, Hot Cappuccino, Swiss Chocolate, Turkish Rose, French Lavender, Arabic Agarwood and many others to create a unique

ambience aligned with the concept of the place. This concept is garnering popularity in hotels and restaurants based on the theme of

the area and that of the food. This upscale, novel scent marketing enhances the holistic guest experience and takes it to an all new level.



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GOA FOOD & HOSPITALITY EXPO IN AUGUST

The fifth Goa Food & Hospitality Expo is set to be held from August 17-19, 2017, at Dr. Shyama Prasad Mukherjee Indoor Stadium, Bambolim.



Goa Food & Hospitality Expo 2017, organised by Media Promotions, will help the industry gear up for the upcoming season. At the exhibition, participating companies will display cutting-edge products for hotels, restaurants, cafés, bakeries, fast-food outlets, specialty retail, home bakers, homestays, the manufacturing sector, catering units, airports, institute canteens, etc. The profile of exhibitors will include commercial kitchen equipment, refrigeration, tea and coffee equipment and appliances, food and beverage, wines, spirits, beers, bar and wine accessories, frozen foods, flavours, food packaging, crockery, cutlery, glassware, furniture and fixtures, electronics and technology, housekeeping and much more. Over 800 products from various national and international brands will be on display, with live demonstrations to experience and understand their features and be updated on the latest trends.



The event will give the hospitality industry of Goa an opportunity to stay abreast with the latest trends in the fast-evolving industry. It will provide a business platform to the

to be held alongside the exhibition include the Goa Bartending Championship in two categories – Cocktail and Mocktail Mixology and Flaring Challenge. It will have a first-of-its-kind



Goan community to identify opportunities, share experiences, and build networks with fellow members and exhibitors from around the globe.

Hospitality professionals from across India are invited to participate and share their knowledge at the event. Some of the proposed satellite events

challenge for bakers in Goa, recognising talent and acknowledging it. The organisers of the event shall have all major hospitality stakeholders on board to support Goa Food & Hospitality Expo 2017. Other proposed highlights include all-Goa GM's networking, culinary demonstrations and interactions, product launches, seminars, and workshops.

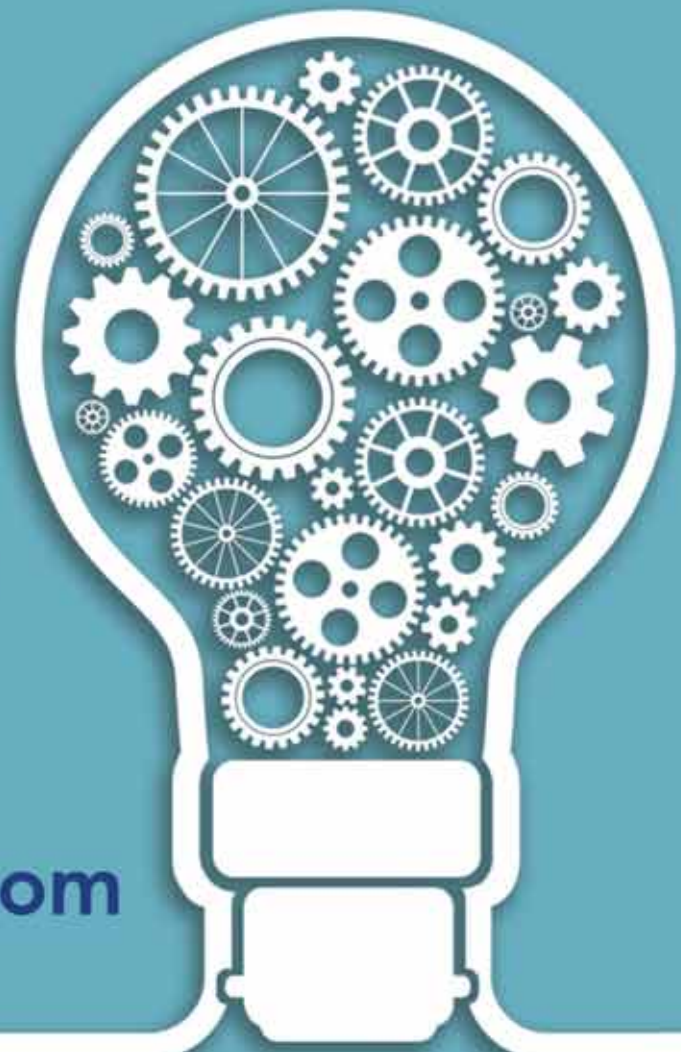


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Residing in the wild

Infinity Resorts was established in 1991 at Corbett National Park. Today, the brand has luxurious resorts in five of the world's renowned tiger reserves located at Corbett, Kaziranga, Kanha, Bandhavgarh, and the vast wilderness of the Rann of Kutch. **Haren D Khatau**, Director, Infinity Resorts, talks more about the brand.



Haren D Khatau

Tell us about the USP of Infinity Resorts.

Our USP is The Corbett Foundation (TCF), founded by my parents in 1994. Our main objective at Infinity Resorts is to welcome as many guests as possible to stay at our chain of hospitality establishments when they choose to visit national parks and areas of wilderness.

We interact with our guests, allow participation of our guests in TCF programmes, organise wildlife film shows, slide shows, village walks, visits to the tribal museum, and undertake other conservation efforts. We also run a programme for school children and actively advocate TCF's mission to bring about passion and dedication in fulfilling its ambition that man and wildlife can live in harmony.

How has the first quarter been for you?

The first quarter was both good and bad as some of our resorts did fantastically well while others did not fare as well. Demonetisation affected some of our business during the year-end peak season but overall, we did quite well.

What is your take on GST?

GST is a giant step forward to create a common tax platform for all kinds of goods and services. The

implementation is difficult due to the different tax slabs. However, over a period of time, I am sure these problems will be eased out and this tax will be beneficial to business-owners and consumers.

The year has been challenging for the industry, so far. What is the way forward?

The way forward is to complain less and work harder. There is a lot of scope for improving upon what we already have, but the relevant authorities must improve infrastructure, spend more money to improve tourist attractions, build more civic amenities, and encourage the tourist offices to work harder to promote India as a clean, safe, and attractive destination, worldwide.

What kind of challenges do you face in this business?

There are too many wildlife resorts that do not care for the conservation of nature or the environment; they only care for their bottom line, which is very sad and short-sighted. Without wildlife, it is not possible to attract guests to wilderness areas and enhance their stay and understanding of nature and all its beauty.

Tell us about your expansion plans.

My plans are now to further improve on all five resorts and after that

think about expansion plans ranging from food and beverage business to travel related services. Doing business in India is not easy and I feel that unless the ease of doing business is enhanced rapidly and processes be made more transparent, we will lose our competitive edge to other Southeast Asian countries that have done very well in attracting tourists to their cities and towns.



LOSING EXCESS BAGGAGE

These days, people are increasingly working towards lowering their intake of unhealthy food. We try and understand the basics of emerging diet plans and what one must strictly adhere to for healthy living.

Healthy food refers to the food that leaves a positive impact on our body. Its pros and cons depend on three questions - what, when, and where. Although healthy eating can be fairly simple, the mushrooming of various diet plans and diet gurus has created confusion among many.

MUST-DOS FOR HEALTHY EATING

Balanced-nutrient diet: It is important that every meal should have balanced amounts of nutrients, i.e., the right proportion of carbohydrates, fats, proteins, fibre, etc. For an easy evaluation and understanding of the contents of a plate of food, one must ensure it comprises 50 per cent vegetables, 25 per cent starch, and 25 per cent healthy protein. Fats are important for our body; one must know to differentiate between healthy and unhealthy ones.

Quantity of food and intervals:

We must take smaller, frequent meals. If you involve your body in consuming smaller meals every 2.5 hours or so, then the body is

continuously working to burn those calories, which in turn is going to increase your metabolism.

The high metabolism rate will take care of your fat deposits and will break down that extra food, giving you the right amount of energy that your body requires.

Exercise: Though a number of diet plans may suggest easier ways to reduce fat deposits, it is imperative to do at least a 45-minute routine dedicated to simple cardio exercises that may include a brisk walk, cycling, etc.

Biodynamic produce: Biodynamic is all about going back to the basics of farming. There are seasons and geographies for every product to grow, and they define the consumption patterns. Biodynamic fruits and vegetables are easily available in the local marts.

MYTHS OF NUTRITION SCIENCE

Egg yolk is unhealthy: Egg yolk has all the nutrients that are required for a healthy life.

Excessive protein is bad for

bones: High consumption of protein initiates excretion of calcium from bones, but regular consumption of higher proteins reverses the process.

Fats are not healthy: The past decade saw an epidemic of heart diseases and a few studies have floated around indicating that fats are unhealthy. However, it is a proven fact today that our anatomy requires saturated and healthy fats.

Dieting will help lose pounds:

Dieting without proper knowledge can be a disaster. If you want to lose weight, you need to increase your metabolism and in order to do that, the first step is to increase the number of meals you take and reduce the size of each meal.

Refined products are easily

digested: This is true, but only to a certain extent. Refined products do not have any required nutrients and give only calories. In addition to this, they affect our metabolism adversely. They have high fructose content, which helps gain fat in a rapid manner.

IN CONCLUSION

One needs to follow a healthy routine first and only then opt for a diet plan per the body type and daily routine.



Gautam Chaudhry



One needs to follow a healthy routine first and only then opt for a diet plan per the body type and daily routine



About the author

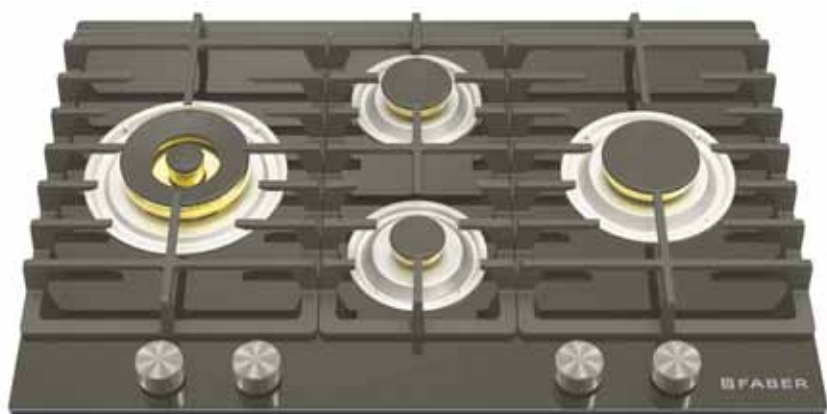
Chef **Gautam Chaudhry** represents the exclusive group of creative chefs who pioneered the trend of Progressive Indian Cuisine. He is also Director, Demiurgic Hospitality, Delhi and Giant Foods, Dubai, providing hospitality solutions to restaurateurs. He also represents Customized Kitchen India (CKI) as its Brand Ambassador.

Lighting economically

NTL Lemnis has launched another series of innovative products, the Pharox Apollo Retrofit LED bulbs (12W and 14W) for home and commercial spaces. These LED bulbs can easily replace the existing CFLs and incandescent bulbs in the existing bulb-holders without any hassle. This latest NTL Lemnis product is designed for multiple applications like residential and commercial centres, hospitals, schools, etc. These lamps are manufactured in India and are specially developed for Indian power conditions. The 100 per cent, indigenously designed and developed electronic driver of the lamps is their powerhouse.



APOLLO 12W & 14W



Good to cook

When it comes to cooking, having a reliable cooktop is a must for all kitchens. Faber's burners on a gas hob cook faster and more economically, so even a litre of water can boil in approximately two minutes less than other burners. Faber burners utilise more energy and distribute the heat more evenly over the entire surface of the pan. Faber has maximised the distance between all burners, in turn facilitating the use of large pots and pans on all burners, simultaneously. The elegant iron trivets can be removed individually for easy cleaning.

Binge on fruits

GAIA Crunchy Muesli - Real Fruit is a delicious combination of healthy multigrain and succulent pieces of papaya, apple, pineapple, and raisins. While the rolled oats, wheat flakes, and corn flakes provide you with a good dose of fibre, the added chunks of fruits give nourishment and bursts of flavour in every bite. Enjoy GAIA Crunchy Muesli - Real Fruit with milk, yoghurt, ice-cream or simply munch on it as an all-day guilt-free snack.



Air so smart

Hicare, in partnership with Blueair, aims at purifying the air in your house with the launch of a new air purifier, the iClassic 280i with patented HEPASilent technology that ensures whisper-silent delivery. Categorised under 'Smart' air purifier models due to its Wi-Fi enabled mode, the air purifier can be controlled by an application, Blueair Friend, from your Android or Apple phone. Hicare's trained personnel will help you through the installation and subsequent service and upkeep of this superior air purifier, delivering a matchless experience.



Monsoon in-house

Le Creuset has launched its Marseille Blue collection in vibrant shades of blue for casseroles, kettles, mugs and tea pots, making it a must-have for the season. The Marseille Blue collection includes the signature cast-iron cookware as well as stoneware collection. The cast-iron range fuses tradition with modernity. Its resilient material along with features like toughened enamel interiors, larger handles, and heat-resistant steel knobs serve to make it the most sought-after range of Le Creuset. The stoneware assortment is made from specialist clays and fired at the highest temperatures providing exceptional thermal resistance, making it an indispensable product for any kitchen.



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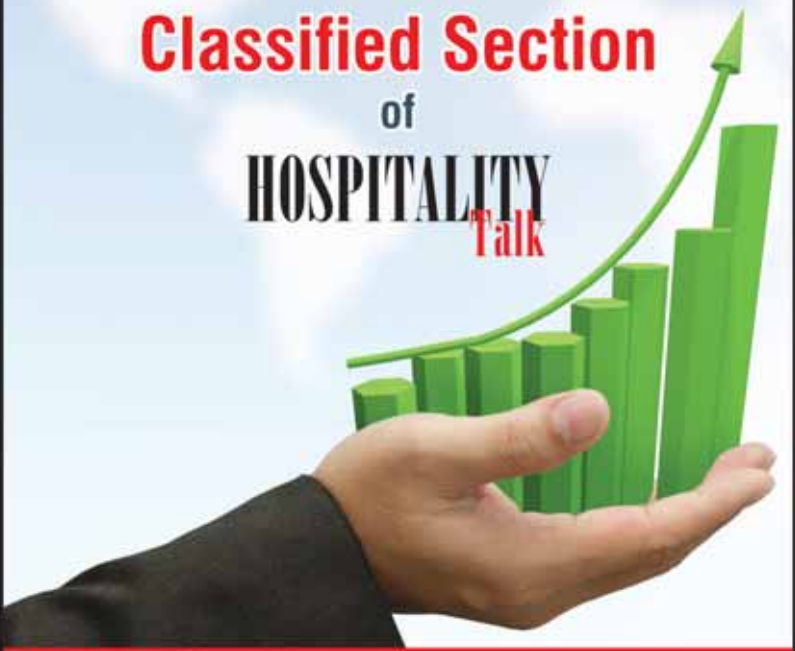
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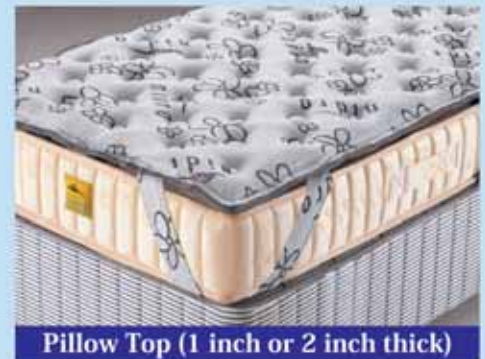
- Available with 4 types of internal filling -Regular P U foam or Memory Foam or Gel or Polyester Fibre
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Euro Top (3 inch thick)



Mattress Doubler



Pillow Top (1 inch or 2 inch thick)

Internal Filling Types



Filling Choices available

Thick size	Filling Choices available			
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2 inch	✓	✓	✓	X
3 inch	✓	✓	✓	✓



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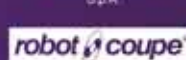
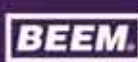


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MOVEMENTS

DEBASHISH BHOWMIK

Senior Vice President
Hotel Clarks Shiraz, Agra

Debashish Bhowmik has been appointed as Senior Vice President at Clarks Shiraz, Agra. He has more than 30 years of experience in the hospitality industry, with 14 years being spent as part of the Clarks Group of Hotels. He returns to Clarks Shiraz, Agra, after being associated with an academic management company as Head of their Melbourne unit. In the new role, Bhowmik will be responsible for taking the hotel to greater heights through his acumen in hotel operations, business development, and relationship management.



VIKAS KUMAR

Hotel Manager
Courtyard by Marriott Kochi Airport

Vikas Kumar has joined Courtyard by Marriott Kochi Airport as Hotel Manager. Prior to his new role, he was the Director of Operations at JW Marriott Hotel Chandigarh. A veteran in the hospitality industry with over 16 years of experience, he brings leadership and a dedication to service in his new role as Hotel Manager. Kumar has worked with numerous properties like W Maldives; Aloft Bengaluru Cessna Business Park; Sheraton Dammam Hotel & Convention Centre, Saudi Arabia, among others.



ANUJ CHAUDHRY

Hotel Manager
Hotel ibis New Delhi Aerocity

Anuj Chaudhry has been appointed as Hotel Manager at Hotel ibis New Delhi Aerocity. He has over 13 years of experience in the hospitality industry and has spent more than 10 years with AccorHotels India. Prior to this appointment, Chaudhry was working in the capacity of Director of Operations in the same property and contributed to a successful ramp-up of hotel operations with the increase in inventory from 316 to 445 keys.



DEEPAK VERMA

Director of Sales
Pullman and Novotel New Delhi Aerocity

Deepak Verma is the new Director of Sales at Pullman and Novotel New Delhi Aerocity. An MBA in Sales and Marketing, Verma was earlier working with the Hyatt Regency, New Delhi. Starting his decade-long career with The Leela Palaces Hotels & Resorts, he has worked with leading hospitality brands. The list also includes Mövenpick Hotel & Spa Bangalore and The Leela Ambience Gurugram Hotel & Residences.



DUSHYANT SINGH

Managing Director

Dholpur Palaces and Lodges

“

Bandhavgarh is my favourite Indian destination and internationally, I love the city of London”

I am a big-time animal lover. I have five dogs and they help me unwind like nothing else can. My business allows me to explore wildlife. In my time away from my dogs, I love gardening and reading. My all-time favourite book is *The Old Man and the Sea*. Bandhavgarh is my favourite Indian destination and internationally, I love the city of London. I am a foodie and love to try various cuisines, but am biased towards Rajasthani cuisine, my favourite dishes being Ker Sangri and Gatte ki Khichdi.

**PARUL THAKUR**

General Manager

JW Marriott Hotel Bengaluru

“

I try to spend as much time with my daughters as I can, whenever I get time off work”

My most preferred destination in India is definitely Goa. It has always helped me unwind completely, enjoying its pleasantly laid-back culture accompanied by the great coastal cuisine. When it comes to international destinations, I recently discovered Europe and have fallen in love with its rich heritage and culture. I try to spend as much time with my daughters as I can, whenever I get time off the busy schedule at work. Recently though, I have started training to run, a great stress buster.

**RAJESH KUMAR GUPTA**

General Manager

The Orchid Pune, Balewadi

“

My all-time favourite cuisine is Mughlai and the cuisine of Balochistan”

A few things that help me de-stress are spending time with family, long walks, short holidays, and reading. One of my favourite memories is the time I spent with my family in Kashmir, also my favourite holiday destination. I am a foodie and like to try anything edible under the sun, my all-time favourite cuisine being Mughlai and the cuisine of Balochistan. One thing about me that not many people know is that I was in the debate team for six years in high school, but still can't seem to win an argument with my wife.

**SUBHABRATA ROY**

General Manager

Four Points By Sheraton Navi Mumbai, Vashi

“

Domestic or international, I would always prefer a seaside destination”

I am very fond of playing cricket. It helps me keep fit and makes me strong. I don't just like to play this famous sport but also follow it religiously. I hardly get any free time, but whenever I do, I like to spend it in the kitchen, preparing simple recipes. I also like to de-stress by watching television or reading a book. Domestic or international, I would always prefer a seaside destination and enjoy all water sport adventures along with some delightful seafood by the shore.





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