

HOSPITALITY[®]

Talk

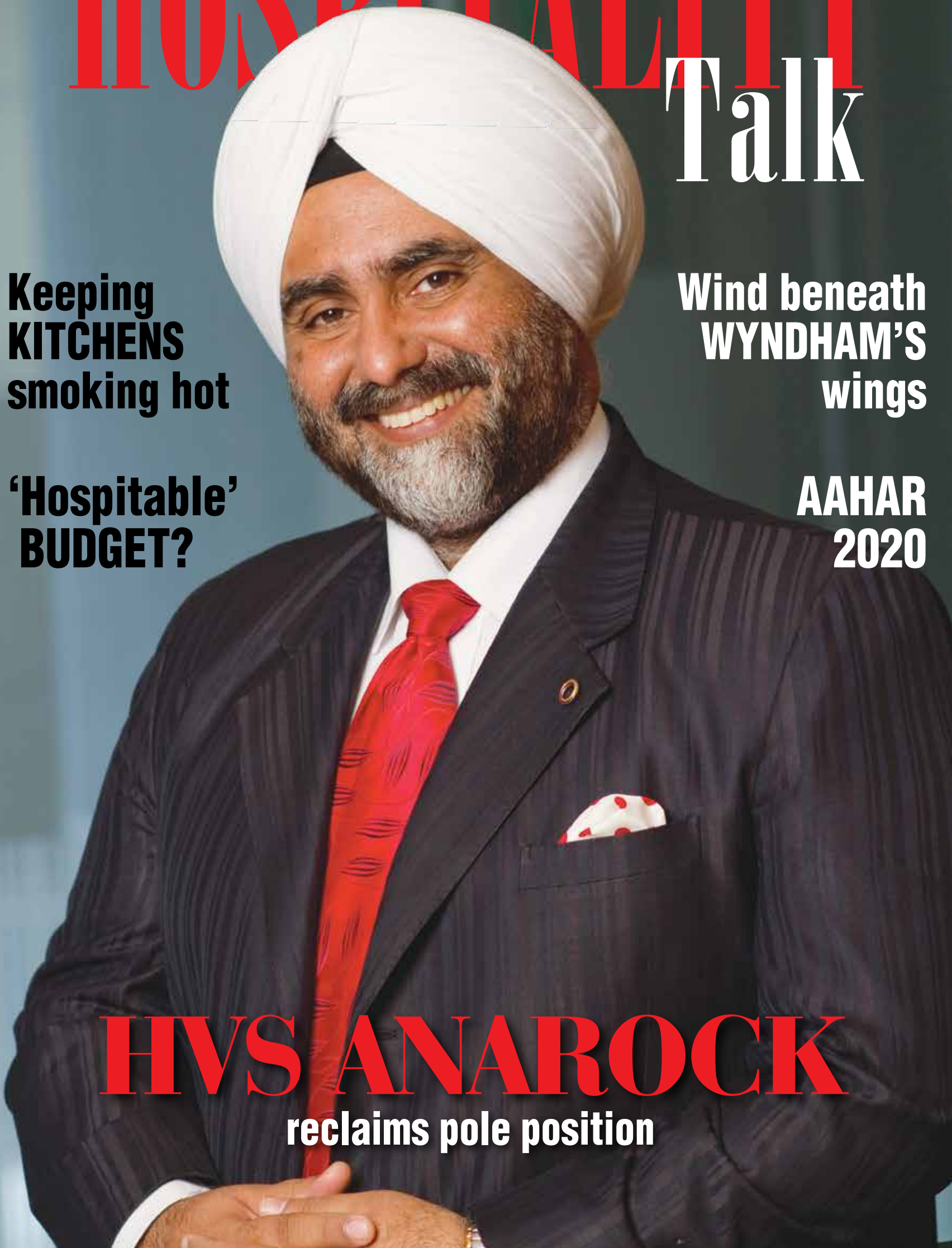
**Keeping
KITCHENS
smoking hot**

**Wind beneath
WYNDHAM'S
wings**

**'Hospitable'
BUDGET?**

**AAHAR
2020**

HVS ANAROCK
reclaims pole position





NATURE'S
GOODNESS
JUST FOR YOU



Tops offers a wide range of irresistible products such as Pickles, Jams, Tomato Ketchup, Custard & Jelly, Cornflakes, Instant Mixes, Culinary Sauces, Cake Mixes, Vermicelli and many more to choose from. These products are made from select ingredients and are carefully produced & hygienically packed. So, enjoy a delicious treat, anytime you feel like !!

G.D. FOODS MFG. (I) PVT. LTD.

Registered Office: C-1/119, Janak Puri, New Delhi-110058, Ph.: +91-11-4523 3333 | Fax: +91-11-4523 3345

Follow us on:    @TopsSocial | www.tops.in

8



16



18



22



26



30



CONTENTS

- 08 HVS ANAROCK**
Pact of the decade...
In 2018, HVS and ANAROCK joined forces to tap into India's hospitality market. The top management of HVS talks about their achievements ever since!
- 16 India: The wind beneath Wyndham's wings**
Nikhil Sharma, Area Director, Eurasia Region, discloses how nuanced the Indian hotel market is.
- 18 Not a very hospitable Budget**
Hospitality leaders talk about the Budget 2020 and how it remains insufficient for the travel and hotel industry.
- 22 The right CHOICE for a franchise model in India**
Vilas Pawar, CEO, Choice Hotels India, talks about his brand's importance in the dynamic Indian market.
- 26 Keeping kitchens smoking hot**
A few leading F&B spokespersons discuss the importance of technology inside kitchens and whether Indian hotel kitchens are on a par with the international ones.
- 30 HICSA ready to roll in April**
The 16th edition of HICSA, hosted by Hotelivate, will be held from April 1-2 in Mumbai.

**HANDICRAFTS
INDIA
YEAR BOOK**

New Delhi: 72, Todarmal Road, New Delhi - 110 001
Phone No: +91 11 232 34177,
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
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

Desk Editor
Smita Kulshreshth - smita.kulshreshth@ddppl.com

Senior Correspondent
anupriya.bishnoi@ddppl.com

Advertising : Delhi
irwin.kainth@ddppl.com
+91-9999989190
gaganpreet@ddppl.com
+9-1965039934

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

Advertising : South
shradha.kapoor@ddppl.com

Design
Raashi Ajmani Girdhar

Advertisement Designer
Vikas Mandotia
Nitin Kumar

eCommerce
Ashish Chakraborty

Production Manager
Anil Kharbanda

Circulation Manager
Tarun Jain

Business Manager
Ashok Rana

Cover Image Courtesy
HVS ANAROCK

All information in **Hospitality Talk** is derived from sources, which we consider reliable. Information is passed on to our readers without any responsibility on our part. The contents of this publication contain views of authors and are not the views of **Hospitality Talk**.

Similarly opinions/views expressed by any party in abstract and/or in interviews are not necessarily shared/do not necessarily reflect any opinion of **Hospitality Talk**.

All rights reserved throughout the world. Reproduction strictly prohibited. Material appearing in **Hospitality Talk** cannot be reproduced in whole or in part without prior written permission. The same rule applies when there is a copyright or the article is taken from another publication. Publications reproducing material either in part or in whole, without permission would face legal action.

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

Advertising enquiries: nikhil.jeet@ddppl.com

The publisher assumes no responsibility for returning unsolicited material nor is he responsible for material lost or damaged in transit. Any material submitted to **Hospitality Talk** will not be returned. The publisher reserves the rights to refuse, withdraw, amend or otherwise deal with all advertisements without explanation. All advertisements must comply with the Indian Advertisements Code as well as the Advertisements Code of South Asia. The publisher will not be liable for any damage or loss caused by the late publication, error or failure or advertisement.

or editorial to appear.

Hospitality Talk is printed, published, edited and owned by Sanjeet, printed at Modest Print Pack Pvt. Ltd., C-52, DDA Sheds, Okhla Industrial Area, Phase - I, New Delhi - 110020 and published at 72, Todarmal Road, New Delhi - 110 001



WEST INDIA

Goa gets a new convention center The Salao De Cavelossim Convention Centre at Novotel Goa Dona Sylvia Resort is an event space under a state-of-the-art German tent which can host up to 1200 people in freestyle.

43

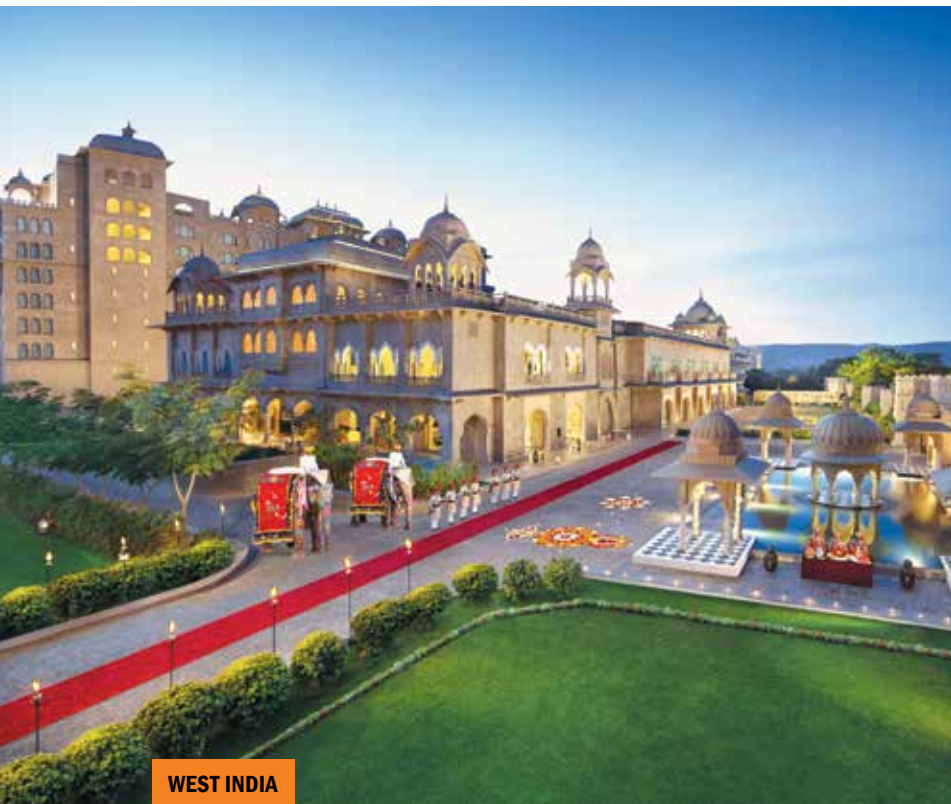
room Lords Inn Udaipur is now open. The hotel is in proximity to Udaipur Railway Station and major sightseeing places like City Palace, Pichola Lake, Jagdish Temple and Rope way. The debut property of Lords Hotels boasts of 43 beautifully appointed rooms and suites, which reflect grandeur and elegance.



WEST INDIA

Sarovar to open its 7th hotel in Gujarat- Somnath

Expanding its portfolio in Gujarat to seven hotels, Sarovar Hotels has announced signing of its latest project in the temple town of Somnath. It's a place where a strong trail of religion and legend linger around tourism and daily life. Sarovar already operates hotels in Ahmedabad, Bhavnagar, Gandhidham, Junagadh and Rajkot.



WEST INDIA

Accor to open its 2nd Fairmont in Mumbai with 646 rooms

Jean-Michel Cassé, COO, India & South Asia, Accor has said that the 2nd Fairmont in Mumbai with 646 rooms is in the pipeline. "Our upcoming properties for 2020 include the launch of Raffles Udaipur, Novotel Mumbai International Airport and ibis Mumbai LBS Road. We also have the Raffles Jaipur and Fairmont Mumbai Sahar, which are in the pipeline," he said.



MAYFAIR to open a golf resort with helipad in Satapada, Puri, by 2022

Pradipta Mohapatra, Assistant Vice President (Sales & Marketing), MAYFAIR Hotels & Resorts, says, "We are actively progressing in the process of establishing a Golf Resort in Satapada region of Puri, Odisha wherein our group will be investing ₹125 crores."

Think Big

Achieve Big results in the Food & Hospitality Business with Panasonic's Big Capacity Cookers

BIG CAPACITY AUTOMATIC COOKER



SR-942D
COOKS UPTO
2.5 KGS OF RICE
/ 4.2 L



SR-942D (SS)
COOKS UPTO
2.5 KGS OF RICE
/ 4.2 L



SR-972D
COOKS UPTO
4.5 KGS OF RICE
/ 7.2 L



HIGH POWER BLENDER

MX-ZX 1800

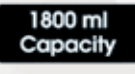
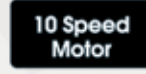
- Dual 6-Blade Cutting System for Superior Results
- One-Touch Control for Pre-programmed Recipes
- Manual Setting & Pulse Button
- Ice Pack for Keeping Beverages Cool



ONE-TOUCH CONTROL DUAL 6-BLADE CUTTING SYSTEM



MANUAL SETTING & PULSE BUTTON ICE PACK FOR KEEPING BEVERAGES COOL



NEW

AUTOMATIC STEAMER-IDEAL FOR BUFFET



Cooks upto
1 kgs of Rice
1.8L

Comes with Extremely Durable Double Steaming Basket



Anodized Aluminium Pan



Comes with Cooking Plate

SR-WA18H (SS)



OVEN TOASTER GRILL



32/38 L CAPACITY

TOP / BOTTOM INDIVIDUAL TEMPERATURE CONTROL

COMES WITH ROTISSERIE

NB-H3200

MEAT GRINDER



1500 watts

1000 watts

Comes with 3 blades

Comes with 2 blades

MK-MG1500

MK-MG1000

PANASONIC APPLIANCES INDIA CO LTD., 6th Floor, "SPIC HOUSE" Annexe, No. 88, Mount Road, Guindy, Chennai - 600 032, Tel: 044-61089416.
 OUR HOSPITALITY CHANNEL PARTNER: **Bengaluru**-Crockery World-9845025420 | **Chennai**-SSN S.Selladurai Nadar -Hotel & Catering World -044-25356006/25331772/23456006/23456007
Coimbatore - Chandran Steels - 8056993399, Ideal Stores - 9842213795 | **Delhi** - DKG SALES - 9810007063 / Rishab Hotel & Restaurant Pvt. Ltd. - 9810336610 / Hotel Equipment & Merchant - 8010009453 / Kitchen Rama Service Equipment Pvt. Ltd - 9810138158. | **Goa** - Grand Empire - 7738425891 | **Hyderabad** - Agromech Industries - 040-23700280 / 65552669 / 23811097 / 9246222812 / Vardhaman Kitchen World - 9912142260 / Prakash Sales Corporation - 9052852038 / Mamatha Sales Agencies - 9177775151 / Sri Lakshmi Venkateswara Steels - 9246190360 | **Jaipur** - KG Marketing - 9414051912 / R.K Engineering - 9829325226 / Kesav Store - 8386987778 | **Kerala** - Cater Circle - 9895756211 | **Lucknow** - Moon Star International - 8853211111 / Himalayan Equipment - 9889198330 / Kanhaiya Lal Prag Das - 9415108410. | **Ludhiana** (Punjab) - Bharat Hospitality - 9815719019 / Mukat Sales - 9815339999 / Akansha International Pvt.Ltd - 9872020167. | **Maharashtra** - Janta Steel - 022-24111987, Godskitchen Hospitality - 9820444564, Comet Kitchen Company - 9820316046 | **Raipur** - Isha Kitchen - 0771-4260005 | **Vijayawada** - One Stop Shop - 8666641113 / Sri Kranthi Distributors 9849090345 / Maaraj Steels 9493377663 / Gurunanak Traders 9441014429 | **Visakhapatnam** - Bombay Gas Light Stores - 8317573443 / Aafifi Shop Agencies - 9885461083 / Rathod Sons - 9553768772 | **BRANCHES:** **Andhra Pradesh** - Mr. Sreedhar.N: 98490 11926 | **Telangana** - Mr.Suman Kumar : 9949595112 | **Chhattisgarh** - Mr. Sunil Sahu: 9993421898 | **Gujarat** - Mr. Rahul: 8655666867 | **Karnataka** - Mr. Thomas: 9481516268 | **Kerala** - Mr. Shyju: 9995891707 **West Bengal** - Mr. Dipendu: 9007156490 | **Maharashtra** - Mr. Rahul: 8655666867 | **North** - Mr. Vishal: 9871293394 | **North East** - Mr. Manoj: 9864980610 | **Odisha** - Mr. Prashant: 9337560190 | **Tamil Nadu** - Mr. B S Ramesh: 9994054940.

FOLLOW PANASONIC COOKING INDIA ON

 VISIT:
www.panasonic.com
 BLOG:
www.panasonicindiacooking.com

75 key, Clarks Premier Kota opens doors. The hotel is located on Bundi Road and offers 27 Deluxe and 12 Executive category rooms. Add to that, there are 12 suites and another 24 Studio rooms with separate living area and a kitchenette to cater to guests who come with bigger space requirements.



NATIONAL

Radisson to open 9 new hotels by 2022

Radisson Hotel Group has announced signing of 17 new hotels in India. Out of this, 9 hotels will be open by 2022 including in Greater Noida, Bareilly, two in Vaishno Devi, Kashipur, Saputara, Surat, Gwalior and Jabalpur. The Group is actively pursuing opportunities to introduce its industry-leading brands to key gateway cities and rapidly emerging destinations nationwide, including Tier-2 and 3 cities.



SOUTH INDIA

Hyatt Regency debuts in Kerala with 77 rooms

Hyatt Regency Thrissur marks the second Hyatt branded hotel in Kerala and the 13th Hyatt Regency branded hotel in India. The 77-room hotel features 69 spacious guestrooms and eight suites, including a presidential suite. Ranging from 323 to 1,335 square feet (30 to 124 square metres), each guestroom is equipped with best-in-class amenities and offers scenic views of the pool or gardens.

Anoushka Gourmet
MAKING MEALS TASTIER

BASE GRAVIES

- Tomato
- Onion
- Cashew
- Kadhai
- Bhunna
- Palak

ITALIAN

- Arrabbiata
- Pizza
- Basil Pesto
- Cheese sauce

READY TO SERVE AND COOK GRAVIES

- Makhani
- Kholapuri
- Malai Kofta
- Biryani
- Chana Masala
- Dal Makhani (RTS)
- Tikka Masala (RTS)
- Pav Bhaji (RTS)

MARINADES

- Tikka
- Reshmi
- Hariyali

ASIAN AND THAI SAUCES

- Green Thai Curry (RTS)
- Red Thai Curry (RTS)
- Manchurian
- Szechwan
- Hot Garlic
- Basil Sauce
- Teriyaki Sauce

For Inquiries and Private Label contact the below
Anoushka Gourmet Pvt. Ltd.
 E: mail@anoushka.com | T : +912228321216

SUGANDHCO



VEDIC AROMA LAB™
FAMILY PERFUMERS SINCE 1850



LARGEST COLLECTION OF BLENDED
ESSENTIAL OILS FOR OIL DIFFUSERS

- LEMONGRASS
- LAVENDER
- JASMINE
- SANDALWOOD
- AGARWOOD
- FRANIPANI
- MANDARIN
- GREEN TEA
- VANILLA
- RAJNIGANDHA
- LEMON
- CITRONELLA
- LILY
- ROSEMARY
- SIGNATURE SCENTS



Our range of Aroma Specialties for the Hospitality Industry includes Hot/Cold Towel Fragrances | Fountain Fragrances | Reed Diffusers | Floor Fragrances | Odour Neutralizer | Gourmet Scents | Laundry Fragrances Air Fresheners | Carpet Fresheners | Customized Aroma Gift Packs | Aroma Workshops & much more!
For complimentary samples and product catalog, pl get in touch with us today!



+91 95 191 11233



sales@vedicaroma.in



thearomadepot.com



0808 15 VEDIC

OUR AROMA SPECIALTIES HAVE BEEN USED BY INDIA'S LEADING BRANDS



Disclaimer: All product names, logos, and brands are property of their respective owners. All company, product and service names used in this advertisement are for identification purposes only. Use of these names, logos, and brands does not imply endorsement.

HVS ANAROCK

Pact of the decade...

In 2018, HVS and ANAROCK joined forces to tap into India's hospitality market. The top management of HVS talks about their achievements ever since!



Anupriya Bishnoi

One year of HVS 2.0

What is HVS 2.0?

HVS is a global hospitality consulting firm with over two decades of experience in the Indian hospitality consulting & advisory market. The company started operations in India through a joint venture in 1997; however, the JV partners decided to part ways in 2017. Five months after breaking ties with its earlier Indian partner, HVS set up a new joint venture in India with Anuj Puri-led ANAROCK Property Consultants in 2018. The two industry behemoths – HVS, a global leader, having served clients across 6,000+ markets with unrivalled hospitality intelligence, and ANAROCK Property Consultants, one of the leading specialised real estate services company in India – joined hands to provide international best practices in hospitality consulting and transaction advisory in India & South Asia, marking the beginning of the HVS 2.0 journey. With this partnership we leverage HVS' premier position globally in the field of Hospitality Consulting and ANAROCK's real estate services and capital markets platform and know-how, to create a unique value proposition in the Indian hospitality consulting & advisory space, catering to clients better than ever before.

How is HVS different from other consulting firms?

HVS is the only global consulting firm focused exclusively on the hospitality industry. We provide comprehensive solutions through our single-minded focus, helping clients succeed in the complex hospitality area through our global reach and in-depth understanding of the local market. HVS has over 50+ offices in five continents, with 300+ industry specialists having delivered 60,000+ assignments in over 6,000+ markets. Since literally writing the book on how to value a hotel in 1980, HVS has evolved into the global professional services leader by continually providing our clients with unrivalled hospitality intelligence.

We have over two decades of exposure in India and are the leading Hospitality Consulting & Valuation company in the country today. Our team has a combined experience of 150+ years, including hands-on experience in hotel operations, brand building, projects, pre-opening, asset management and in every area of the hotel business throughout the lifecycle of the hotel, having worked with leading domestic



MANDEEP S. LAMBA
President, South Asia
HVS ANAROCK





and global brands. Our single largest differentiator is that all our leaders have worked with hotel operating companies in leadership roles and bring with them top quality hands-on experience in setting up and operating hotels.

What are the services offered by HVS?

Our team with a combined experience of 150+ years leverages their intensive market knowledge to provide clients end-to-end services across the spectrum of the hotel property lifecycle. Whether the client is a first time investor looking to buy one hotel, an experienced developer putting together a complex deal, an owner looking to improve their hotel's cash flow or value, a financial firm evaluating an asset, or a developer looking to hire an operator, we can help them at every step.

The advisory services – including but not restricted to feasibility studies, mixed-use development advisory, operator searches, hotel management agreement negotiations, valuations, asset management services to hotel owners at every stage of development & operations, executive search services to find the right senior candidates across the hospitality spectrum; Transaction Advisory offered by HVS ANAROCK is tailored to the specific needs of our clients. We also specialise in Brokerage and Transaction advisory to hotel owners, PE Funds, Sovereign Wealth Funds and HNIs. Our team has the largest transaction advisory experience in the country, offering exclusive buy-side & sell-side brokerage, using innovative transaction structures to achieve price optimisation and assisting in raising debt and equity. We help our clients make informed decisions with our unrivalled industry experience, in-depth research, analysis and powerful insights.

Why should hotel owners and investors utilise the services of HVS?

Our team brings in hands-on experience in the industry, having worked with the best global brands, and with this extensive experience has completed 600+ economic feasibility &



We have exceeded our expectations for the first year in 2019, having provided diverse advisory services

valuation studies, 90+ brand search & contract negotiations, 60+ asset management contracts and 600+ executive search mandates. None of our competitors have such a vast and varied experience of the India market spread over 20 years backed by our global reach, proprietary cutting-edge CRM platform and best practices.

What have been the key highlights of the first year of HVS 2.0?

We have clearly exceeded our own expectations in the first year in 2019, having provided an amazing and diverse variety of advisory services to leading investors of the industry. Our executive search mandates have successfully closed top-level talent acquisitions with leading hotel groups in the country, and we are executing asset management solutions for some of the biggest brands of the country. We are currently working on transactions of over USD 200 million.

We have successfully established ourselves as the thought leaders in the sector through our thought-provoking insights on key themes and as a facilitator of change within the industry, by addressing the perennial challenges in the industry. Through our maiden 'HOPE' (Hospitality Overview, Presentation & Exchange) platform in 2019, we have encouraged a dialogue in the industry on new age models like ancillary revenues and social media management, which our local competitors are attempting to replicate.

Our 'Monday Musings' current affairs posts on LinkedIn are very well received and have been a talking point on social media.





AJAY MEHTANI
Senior Vice President – Asset
Management, South Asia
HVS ANAROCK

Asset Management

Why should hotel owners look for professional asset management services?

The role of an asset manager has been ‘underplayed’ in India but as the practice matures, it’s only now that more hotel owners and operators are realising the true benefits and potential of working with professional asset managers to review and improve their hotel performance. We work with owners to maximise the asset value and potential by optimising operational efficiencies to deliver better ROI. We achieve this by evaluating the hotel operations, identifying key areas of improvement from the perspective of revenue & cost, and working with the operations team to implement necessary changes to bring about the desired results. Hotel assets are no different than any other real estate and it is important to measure per square feet return on built-up areas like any other asset class to improve the ROI. The objective is continuous improvement and adding to the EBITDA; any improvement in the same through improving top line; efficient

and we have instituted a ‘One-time Asset Management Review’ which provides hotel owners a deep-dive into their hotel performance & measures over 70+ matrices with recommendations at a nominal cost. We recommend that all hotel owners should get this third-party review at least twice a year like Mystery Shopping or Brand Audits.

Why should large hotel owners look at external asset managers?

Both have their benefits and risks. As third-party subject matter experts, we provide in-depth knowledge and industry expertise with no inherent bias. While the in-house team provides a good oversight and internal view on the performance, the external team brings in learnings from across various brands, geographies and segment positioning which are useful for benchmarking. It brings in new perspectives which is why HVS has also launched the ‘One-time Asset Management Review’ for clients. But above all, third-party asset managers bring on an unbiased and independent view.

What is ‘One-time Asset Management Review’ and how does it help owners?

As the industry matures the ROI becomes critical, hotels are being built for return on investments. If we want the industry to grow and get more institutional capital for development of hotels, hotel assets must provide the desired yields.

We recommend that hotel owners in India should get One-time Asset Management reviews once or twice a year to evaluate the performance of their hotel. We evaluate sales, marketing, revenue management, distribution, social media, account management, food & beverage sales, departmental costs and many other areas including systems, processes etc. during the review. We cover ~70+ matrices to provide a deep dive into the hotel performance across departments, rather than just looking at the financial analysis. We believe that our review provides an unbiased perspective. It is a small cost that helps in improving the value of the asset where a large capital has been invested. It’s very similar to getting Mystery Shopping or Brand Audits done from third-party subject matter experts.

At what stage of the project should the hotel owner bring in asset managers services?

Asset managers can contribute their services to the owner across the lifecycle of the project, beginning right from the project planning stage, selecting the right operator to pre-opening and post-opening. The asset manager brings considerable value to the table while negotiating agreements and ensuring that the project as well as operations are in line with the overall budget and business plans. When you have a professional asset manager on board you can expect savings during the project which will far exceed the fee paid to a professional asset manager.

What other services does an AM provide?

We can de-couple asset management services in many ways. We can provide strategic advice in the area of sales, marketing, distribution, revenue management, pre-opening launch plans, reviewing operator budgets, branding, F&B sales planning, and in many other areas including departmental costs. Strategic planning and organisational restructuring, market repositioning, and management contract arbitrations are some of our other services than those discussed earlier.



The role of an asset manager has been ‘underplayed’ in India but that’s changing now

cost management will improve flow throughs and asset valuation by a multiple of ~10 to 15 depending on the type of hotel.

Unlike other real estate asset classes, hotels are an ongoing business which require a fair amount of expertise and asset managers not only need to be financial analysts but also understand markets, account management, revenue management, pricing, distribution, food & beverage, sales & marketing etc. Each of these areas impact hotel performance and one needs to be able to get a complete picture rather than just look at financials which give us the details of what has happened and not why it has happened. We believe hotel owners currently do not sweat their assets to its full potential, be it franchised or managed. There is always room to grow



GODWIN

GROUP OF HOTELS

Meerut | Haridwar | Goa | Jaisalmer*

Comfort & Luxury

Haridwar Kumbh

January 14 to April 27, 2021

Makar Sankranti	Thursday	14 Jan. 2021
Mauni Amavasya	Thursday	11 Feb. 2021
Basant Panchami	Tuesday	16 Feb. 2021
Magh Purnima	Saturday	27 Feb. 2021
Maha Shivratri (Shahi Snan)	Thursday	11 March 2021
Chaitra Amavasya, Somvati Amavasya	Monday	12 April 2021
Nav Samvat Sar	Tuesday	13 April 2021
Maish Sankranti (Kumbh Snan)	Wednesday	14 April 2021
Ran Navmii	Wednesday	21 April 2021
Chaitra Purnima (Shahi Snan)	Tuesday	27 April 2021



GODWIN GROUP OF HOTELS

For Reservations : +91-90 121 22222, 90 122 11111, 888 888 84850

www.godwinhotels.in



AKASH DATTA
Senior Vice President, Consulting
& Valuation, South Asia
HVS ANAROCK

Consulting & Valuation

What services are provided under the C&V vertical?

We offer a combination of sophisticated global intelligence and in-depth local knowledge through our market feasibility and ROI studies for hospitality sector. As part of our offering, we conduct market demand studies and provide reliable comparable information, including financial statements for benchmarking potential performance of hotels. We also offer highly credible hotel valuations and appraisals and our reports are based on methodologies that have set industry standards as well as assist clients in making informed decisions, by providing an in-depth understanding of valuation methodologies. Being a truly international company, we follow global best practices and are equipped to handle portfolios of all sizes, in any location. We have conducted 600+ feasibility & valuation studies in India. Additionally, we also provide operator search and contract

negotiation services to find the operator that provides the best strategic fit for each unique asset.

Why should hotel investors get feasibility studies done? How do they help the investor?

Well, think about this. Before you invest millions of rupees of expensive capital in any business, shouldn't you be spending an insignificant fraction of less than even 0.01% on a feasibility report? It is prudent to work with a global and established hospitality expert to perform feasibility and ROI studies for a hotel and/or a mixed-use project to help determine viability of the project. It is our belief that many projects which end up being stressed are so because of no feasibility studies or poor-quality studies.

We offer a combination of sophisticated global intelligence and in-depth local knowledge in our feasibility studies. HVS clients benefit from our longstanding global relationships with all major hotel companies that give us insight into their operating performance and contribute to our extensive library of actual hotel operating statements, financial statistics, area trends and investor requirements, enabling us to make realistic forecasts and accurate assessment of the viability of the hotel investment. Our global analytical models have been perfected through years of experience of working across verticals and markets. Our market analysis, facilities sheet, financial analysis, forecasts and projections for the market and proposed hotel provide a 360-degree view on the project before it has even commenced.

What expertise do you bring to the table for the owners for operator search and management agreements?

We have the world's most comprehensive database of franchise and management agreements and our understanding and deep domain expertise is better than any of our local or global competitors today. We assist clients in identifying the right brand, franchise or operator that will maximise hotel performance, free up owner's time and minimise oversight, grow top-line revenue and implement operational efficiencies and improve asset value. We have conducted 90+ brand & management selection and contract negotiations in India and 15,000+ globally.



We have the world's most comprehensive database of franchise & management agreements



STEPHEN RUSHMORE JR.
President and CEO
HVS



I am delighted with the amazing ground we have covered in India with our new partners and the competent team that we have built. At HVS, the response from the India market reaffirms our global equity & leadership in hospitality consulting. India and South Asia are prime markets for us and we will support our teams to deliver our globally acclaimed standards of service in these markets.



ANUJ PURI
Chairman
ANAROCK
Property
Consultants



It's been a wonderful start of our partnership with HVS. The synergies brought by both the firms on the back of each one's core capabilities has proven to be a key differentiator for us. This has not only resulted in quicker and enhanced market penetration, but also allowed us additional benefits brought by 'speed to market'



SHOBHIT AGARWAL
MD & CEO
ANAROCK Capital



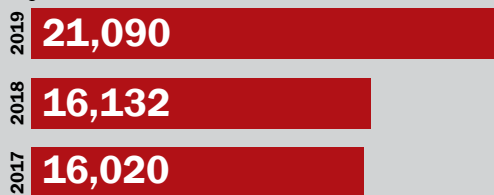
In past few quarters, we have seen rise in capital market activities in the Indian hospitality space. Various good quality assets are available at attractive valuations across the country. Interest from foreign institutional investors has also increased given attractive valuation and optimistic future.

2019 Brand Signings

Brand Signings 2017-19*

2019 saw a substantial increase of 31% in brand signings by keys and an 11% in brand signings by hotels over 2018, signifying an increase in average keys per hotel.

By Keys



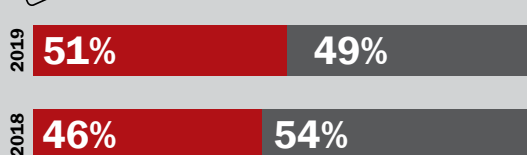
By Properties



Brand Signings 2019: International vs Domestic Brands

Domestic brands with their aggressive growth strategies have overtaken the international brands in brand signings for 2019. They, however, continue to sign smaller format hotels with average keys for domestic brand signings being almost half of their international peers.

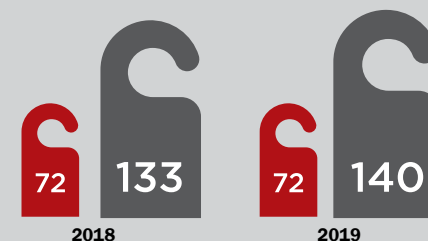
By Keys



By Properties



By Average Keys



■ Domestic ■ International

*Reported by Hotel Operators as of December 31, 2019 for CY2019
Source: HVS Research

Executive Search

Why use HVS executive search rather than some of the other hiring consultants? What are the unique benefits of using HVS executive search?

We are the only hospitality executive search firm that is part of a wider, industry-specific consultancy. HVS is the global authority on hospitality and HVS executive search can leverage unrivalled relationships, access unique intelligence and provide a global reach within the hotel, restaurant and travel & leisure sectors. Our global presence and reputation enable us to access and engage hard-to-reach talent. We provide access to the unparalleled HVS database of assets, business intelligence & industry talent. Working in partnership with our clients, we assess and advise on executive talent requirements and how these can impact their business' overall strategic aims. Our in-house research capability helps us to maintain real-time knowledge of events, trends and key individuals within our chosen marketplace. We also use our proprietary HVS assessment tools to evaluate competency at senior management levels for behavioural interviewing ensuring cultural fit.

Which sectors do you have expertise on within the realm of executive search?

Our prime focus is hospitality industry, but we also cater

exclusively to the services sector including real estate, luxury retail, healthcare, media & entertainment, co-working, co-living, aviation, online travel companies, KPOs and BPOs.

Can HVS be a good alternate for internal talent acquisition team?

It is always better to hire an ES firm, for a quick turnaround on the hiring process as we help clients recruit the best talent available in the market along with taking the complete onus of the hiring cycle from research, screening, presenting, shortlisting, conducting reference checks and assessing the final candidate with the help of best available assessment tools; which is of far better quality than a contingency firm.

Moreover, the biases that come when an in-house hiring team is looking at a candidate can be avoided.



SHALOO DHILLON
VP, Executive Search
HVS ANAROCK

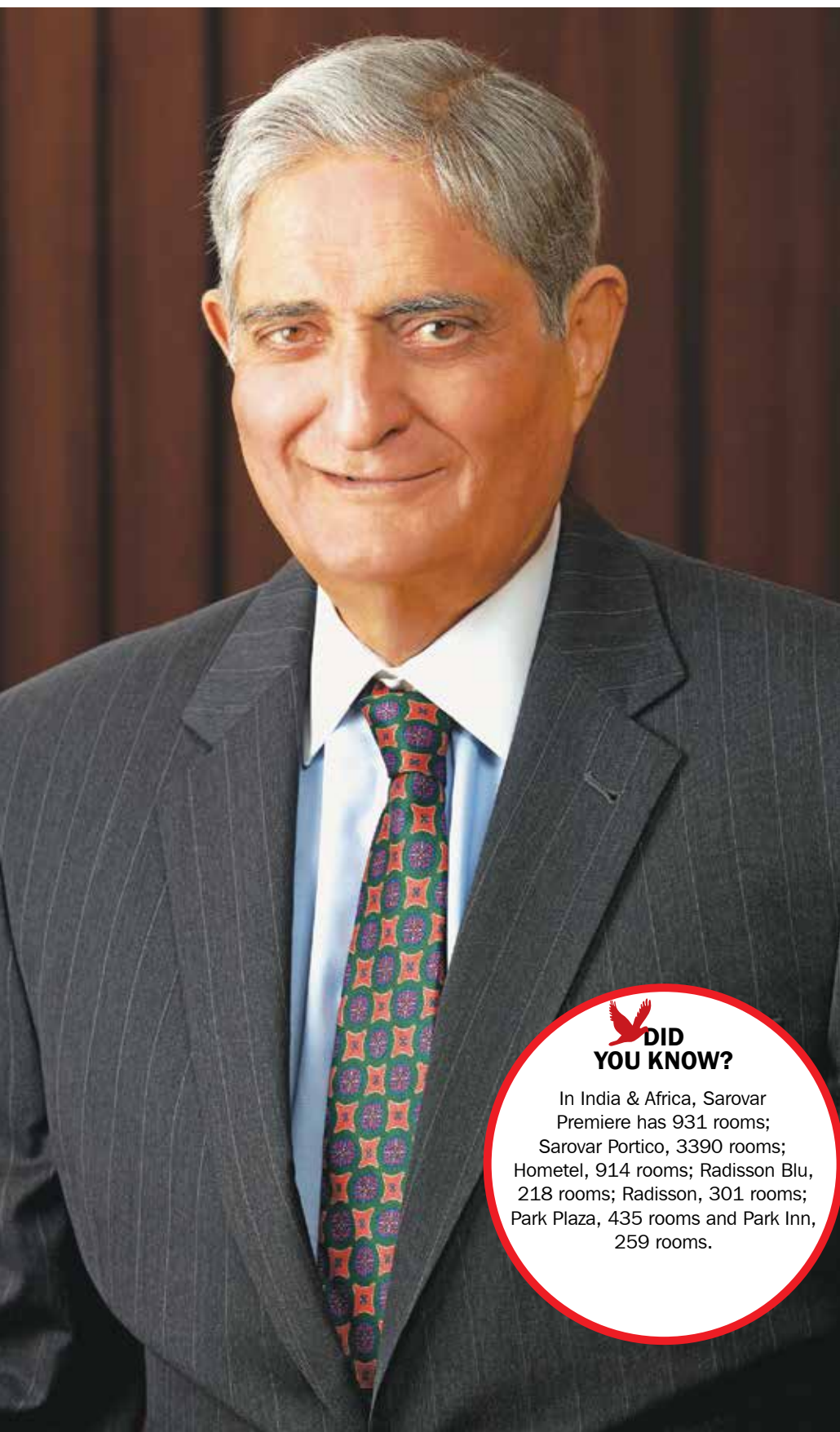


We are the only hospitality executive search firm that is part of a wider, industry-specific consultancy

Guests love coming back to Sarovar

Anil Madhok, Executive Chairman, Sarovar Hotels and Resorts, spills the beans on what makes the brand special and how his experience adds to the day-to-day functioning of his hotel brand...

 Anupriya Bishnoi



 **DID YOU KNOW?**

In India & Africa, Sarovar Premiere has 931 rooms; Sarovar Portico, 3390 rooms; Hometel, 914 rooms; Radisson Blu, 218 rooms; Radisson, 301 rooms; Park Plaza, 435 rooms and Park Inn, 259 rooms.



What makes Sarovar so unique?

Our vision is to be the brand that guests love coming back to. We deliver this with a portfolio of service spectrums that resonate with superior standards in accommodation, cuisine, employee behaviour, and facilities. Sarovar Hotels is recognised for its spirit to serve and commitment to distinctiveness, which ensures better guest satisfaction. We focus on growth and maintain consistency in our deliverables through warm, personalised service and absolute transparency in all our dealings.

Besides growing in Africa aggressively, is there any other country you are looking at, right now?

Right now, our business expansion focus is just India and Africa. Our Africa story started 15 years ago.

What changes have come in the brand post its merger with Louvre? Anything significant that you would like to mention?

There has been no significant change in the operations of Sarovar Hotels. But in future, Sarovar Hotels will be directly connected



I feel the mid-market and budget hotels in India and overseas have the maximum potential

to Central Reservation System via Louvre’s GDS (Global Distribution System), international OTA (Booking.com, Expedia, Ctrip), B2B portals like Hotelbeds, GTA etc. This will enhance Sarovar Hotels’ global reach, thus attracting

more corporate and leisure business across the world.

Being one of the most senior people of the industry, how do you execute your experience in your projects?

I feel the mid-market and budget hotels in India and overseas have the maximum potential given the demand from business and tourism sources.

Developing luxury hotels come at a huge capex and spiralling land cost and have longer gestation periods, as compared to mid-scale budget hotels. Demand for mid-range economy hotels is increasing which is in sync with overall increase.

What challenges do you see for this sector for this year? How are you planning to deal with it?

Hotel guests demand a basic right to be connected in any hotel, in any location, around the world. Technology is a constant travel companion, wherever we go. Innovative use of technology that benefits customers and not just hotel operations helps hotel chains to stand out from the competition and attract new customers.


The other challenge relates to disruptive distribution strategy of online travel portals. This is leading to a shift in the traditional booking source and is increasing a hotel’s distribution cost.

VOLONITÉ[®]
YOUR FLOORING DESTINATION

We have refined the definition of **Virgin LVT**, in order to obtain the perfect authentic original look which enable the flooring to create a lifelike copy.

VOLONTÉ covers the main elements:

- Made from 100% Virgin PVC
- Impeccable dimensional stability / UV Treated
- Resilient and durable
- Natural and realistic surface design
- Resistant to Indentations and Fire
- 100% Waterproof
- Easy to clean and maintain




Charms Classic Deco
Step On To Grandeur

A / 11 – B, Pravasi Industrial Estate, Off Aarey Road,
Goregaon (East), Mumbai – 400 063.
Tel. +91-22-29271876 / 1877 / Cell: +91 93200 91238
Visit : <http://charmscd.com> / volonteflooring.com



India: The wind beneath Wyndham's wings

With 9,300 hotels across the world, Wyndham Hotels & Resorts is the world's largest hotel franchising company. **Nikhil Sharma**, Area Director, Eurasia Region, discloses how nuanced the Indian hotel market is.

 Anupriya Bishnoi

Immediate plans for the Indian market?

We have a strong representation in the Indian market with 44 operational hotels and more than 4,000 rooms across the country & two hotels in Sri Lanka. In 2019 alone, we added seven new hotels in Kapurthala, Lucknow, Bangalore, Jaipur, Gandhidham, Statue of Unity and New Delhi Pitampura under Ramada by Wyndham along with a new property at Aligarh GT Road as we entered 2020.

How difficult or better has India as a hotel market become over the last few years?

India has always supported our ambition to make hotel travel possible for all and we have a good representation of our brand in the Indian market. The hospitality sector



in India is making impressive progress owing to various factors. The rising middle-income group with increasing disposable incomes is supporting both domestic and outbound tourism which further boosts the hotel market. People are travelling not just for romantic getaways and annual family vacations these days. We see more people travelling for adventure, to explore the local nature and so on. Such travelling choices give way to new possibilities for our industry.

Increased connectivity, travel aggregators and growing air travel are also fuelling the growth of the sector. Moreover, India's rich cultural and historical heritage, geographic diversity, beautiful landscapes, backed by positive government initiatives have the potential of making it a global tourism hub.

“ The Indian tourism and hospitality industry play a key role in driving the Indian economy

Your predictions for 2020?

The Indian tourism and hospitality industry play a key role in driving the Indian economy and had seen a spur of growth trends in 2019. We are excited for 2020 as India is building on a diverse portfolio to drive tourism, which ranges from cruises, adventure, MICE, medical, rural, religious, sports and eco-tourism etc. There have been immense supportive policies by the government which have helped in steering the industry towards growth. The 'Swadesh-Darshan' scheme (development of tourism infrastructure) and the expansion of e-Visa scheme is expected to continue to boost the tourist inflow to India. The Indian market is a cost-sensitive market providing an excellent fit for mid-market hotel brands like ours to grow. All of these factors combined, set a very positive picture for the hotel industry for 2020.

DID YOU KNOW?

Globally, Wyndham has 20 brands, 9,300 hotels, 831,000 rooms in 90 countries. Wyndham has 44 hotels in India that house 4,103 rooms. Ramada by Wyndham, Days by Wyndham, Howard Johnson and Ramada Encore are Wyndham brands that operate in India.

Post GST reduction, any consequential effect to be noticed?

Our hotels have benefitted under the Goods and Services Tax, and the hospitality sector also stands to reap the benefits of standardised and uniform tax rates. There are many pros to this new tax regime which could help the industry's growth in the long run. For instance, complementary food (breakfast) was taxed separately under VAT, but now it will be taxed under GST as a bundled service. Furthermore, as the final cost to end user decreases, we can expect the industry to attract more overseas tourists than before.





THE PROMISE OF GOOD TASTE AND GREAT QUALITY WITH WIDE RANGE OF GRAVIES & MARINADE MIX

MASTER MIX FOR MASTER CHEFS

Karamat helps maintain the consistency of the dishes, so that chefs can focus on innovation and creation. Our standardized and exact mixes ensure that chefs can devote more attention to other aspects of preparation, while the quality is maintained throughout. Assured uniformity in every batch and the same great taste all year round!



Enjoy the Spectrum of Taste



Gravies



South Indian



Marinade Mix



Desserts



Chutneys



Spices



Seasoning Mix

More than **52** Varieties to choose from

Gravy Base



new Seasoning Mix



new Marinade Mix



Manufactured By:
FOOD SOLUTION
(INDIA) LIMITED

Contact Us for more information info@fsil.in • www.fsil.in
+919924080094 / +919924080096



Not a very hospitable Budget

While the Union Budget 2019-20 has made some in the travel trade happy, others claim that despite allocating ₹ 2,500 crore to tourism, the government hasn't done much for the industry at large.



GURBAXISH SINGH KOHLI
VP, FHRAI

The appeal for further reduction of GST and an infrastructure status for hospitality remain in the wish list. Neighbouring countries continue to have the advantage of a lower GST, while the Indian hospitality industry, a major facilitator of jobs in the country, remains at a disadvantage. Single-window clearance for hospitality projects remains a pipe dream even as hotels continue to face challenging situations. The only positive lies in the allocation to infrastructure wherein 100 more airports will be developed by 2024, roads will be built, and new trains and tracks will facilitate connectivity to tourist destinations.



JK MOHANTY
Hony Secy, HAI

We welcome the government's decision to increase the budget for tourism to ₹2,500 crore, as well as the allocation of ₹3,150 crore for the promotion of culture. Furthermore, a grant of ₹1.7 lakh crore for transport infrastructure would have a positive impact on the tourism sector. That said, hospitality seems to have been neglected once more. Among our demands, the topmost was to bring hotels under the infrastructure status, which has not been considered, nor has it been declared as a priority sector for getting term loans.



SANJEEV K NAYAR
GM, WelcomHeritage

Initiatives like adding 100 more airports by 2024 under the UDAN scheme will help improve connectivity across the country. WelcomHeritage has always supported developments that benefit the cultural heritage of India and by allocating ₹3,100 crore to Ministry of Culture, we expect further promotion of India's vast and rich culture and heritage. The government will also make travel accessible and affordable. Overall, the budget is quite satisfactory and the measures for boosting transport infrastructure will positively impact the sector.



DID YOU KNOW?

The Union Minister for Finance, **Nirmala Sitharaman**, has allocated ₹2,500 crore for promotion of tourism in the country, increasing the budget for tourism by 14.19% from last year. State governments are expected to develop a roadmap for certain identified tourist destinations.



SARBENDRA SARKAR
 Founder & MD, Cygnett Hotels & Resorts

The government's push for infrastructure development by building more airports and announcement of new Tejas-like trains will boost tourism to regions outside the main centres of the country. This, in turn, will have a positive impact on the hotel sector. We are building hotels in several new locations and with this kind of infrastructure development, we will surely benefit. We believe that these are big announcements and would give a boost not only to our business, but also to the industry at large.



PUSHPENDRA BANSAL
 COO, Lords Hotels & Resorts

Presently, hoteliers must run from pillar to post in order to obtain the required licences and registrations. In the Union Budget that was recently announced, single-window clearance for licensing should have been introduced to promote ease of doing business. Allocation of ₹2,500 crore to the tourism industry would help in development of infrastructure, which is the need of the hour. In my opinion, GST on room tariffs could have been reduced further to encourage more inbound tourism, mainly for FITs.



JB SINGH
 President and CEO, InterGlobe Hotels

With ₹1.7 lakh crore being allotted for transport infrastructure in terms of expansion of highways, new Tejas trains and 100 more airports getting announced, we expect seamless travel between Tier-II and urban cities. The initiatives to develop five new smart cities as well as building archaeological sites with on-site museums will open new avenues and experiences for visitors and boost travel. With infrastructure being at the core for economic growth, we are hoping that this budget will help in creating and developing new and iconic destinations.



ZUBIN SAXENA

CEO – South Asia

Radisson Hotel Group

From the tourism perspective, Union Budget 2020 was good. There was announcement around infrastructural growth. They are talking about developing 100 additional airports and religious destinations. There has been discussion about developing high-velocity trains. All this bodes well for the future of the hospitality industry and India is a domestically driven market and I think these kinds of overall infrastructural developments will make our tourism and hospitality sector much stronger. I appreciate the initiatives that have been taken.



ATUL JAIN

Chief Operating Officer – India, Bangladesh and Sri Lanka, Best Western Hotels & Resorts

Budget 2020 has been good as far as allocation of money to the sector is concerned. But I still think the government needs to allocate more funds to the industry. Infrastructure is getting developed, but the focus should also be on the hotel sector. Hotels are an integral part of a country and their role in the development of tourism is pivotal. There is lack of branded supply in C-Class cities, which is now getting developed. So, I think, more focus on the hotel industry is required.



KB KACHRU

Chairman Emeritus and Principal Advisor Radisson Hotel Group- South Asia

One must appreciate that few steps have been taken in terms of announcing 100 new airports. Also, there have been initiatives about developing religious circuits. So, domestic tourism will improve. But we want something more tangible in terms of getting people to India and giving some kind of help to people who are establishing hotels in new locations because it's a highly capital driven industry – at least the hotels. So, we need more support in terms of interest rate, funding etc. I wish a little more attention was paid to that.



PRADIPTA MOHAPATRA

Asst. Vice President – Sales & Marketing, MAYFAIR Hotels & Resorts

The long-time pending demand of the industry i.e. conferring it with the infrastructure status is yet to be heeded. While the interest rate in developing countries is anywhere between 4-5%, the same in India is at 11-14%. Likewise, the demand for a uniform GST tariff of 12% across all categories of rooms is yet to be addressed. Nonetheless, announcements like the establishment of 100 new airports under the UDAN scheme, introduction of more Tejas-like trains and the establishment of the national infrastructure pipeline to improve the overall economic and social infrastructure will benefit the tourism industry.



SUHAIL KANNAMPILLY

CEO, The Fern Hotels & Resorts

Historically the tourism industry has had very little from the budget, even though we contribute over 10% of the country's GDP and over 20 million jobs. In terms of monetary allocation nothing much has changed, as the onus still lies with state governments. However, as an industry we look beyond the budget. This year did see a significant rationalisation of the GST which was a big relief. Schemes like UDAN, the impetus to Tejas & road infrastructure will help spur domestic tourism. From the hotel perspective, we've already seen significant impact in cities where UDAN routes have had takers. We are awaiting the National Tourism Policy.

Inputs by Anupriya Bishnoi, Nisha Verma, Kanchan Nath

Leading Supplier of World's best known Commercial Kitchen Equipment for Hotels, Restaurants, Cafeterias and Eating joints



Modular Dice Ice Cube Machine



Electric Gas 10 Tray Oven



Rational Electric Self Cooking Center Combination Oven



Hood Type Dish Washing Machine



Single Flavour Soft Serve Freezer



Round Ice Cube Machine



Giant 2- Slush and Juice Dispenser



Fully Automatic Coffee Machine



Italian Espresso/Cappuccino Coffee Machine



Drink Machine Two Speed



Commercial Microwave Oven



Digital Thermocouple Thermometer



Stone base Deck Pizza Oven



Pre Rinse Unit



Planetary Mixer

Brands under one Roof



Mittal International

Head Office: 7, Netaji Subhash Marg, Darya Ganj, New Delhi-110002, India
Phone: 011-23271810, 23279639, 23260134, 23278741, 23242500-01-02-03


E-mail: sales@mitalin.com, Website: www.mitalin.com

Mumbai Office: Unit No. 1/D, 1st Floor, 32 Corporate Avenue, Near Paper Box Off. Mahakali Caves Road, Andheri East, Mumbai-400093, Phone: 022-26861938 26863195

Chennai Office: E.W.S. No. 1729, 1st Main Road, Vasantha Colony, Off 18 Main Road, Anna Nagar West, Chennai-600040, Phone: 044-43831150

The right CHOICE for a franchise model in India

Vilas Pawar, CEO, Choice Hotels India, talks about his brand's importance in the dynamic Indian market, and why in spite of all the talk about the demand and supply shortfall in India, the country might actually not be an undersupplied market.

 Anupriya Bishnoi

Let's start with your immediate expansion plans.

Being a franchise company is different, we don't really invest in real estate or hotel projects. This is a bit challenging when it comes to expanding. Having said that, we are looking at India aggressively now. We have got realignment done. We are a part of the APAC region now. We will leverage a lot of APAC region benefits that Choice draws. APAC is strong in Australia where we have close to 400 hotels. And we will be leveraging off what their strengths are and bringing that to India. A lot of it is in terms of distribution, platforms, loyalty programmes. This gives us muscle power to go out and do a little bit more than what we are doing right now.

We are also evaluating various brands of Choice Hotels to open in the Indian market. We are scouting for properties/locations for our Ascend brand which is the most high-end brand of Choice. We will be opening about seven hotels this year and all these properties will open in the next seven to eight months. We are looking at opening seven to 10 hotels every year.

What has been your major contribution to the industry?

I think, allowing the ownership to come to a platform and to make them visible on an international level and give them the credibility of an international brand is what we are doing.

What about disagreements with the owners?

When the owners sign with us, suddenly, they start seeing their revenue coming in the form of dollars.



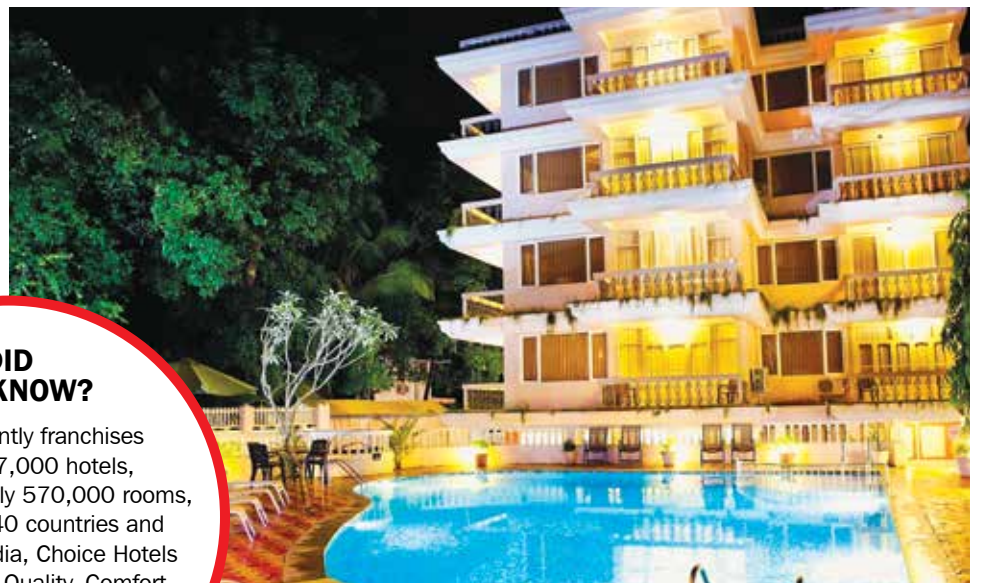
We are an international chain, but we operate primarily in the domestic segment. Unless there is a reason for a foreigner to come to the locations we operate in, they won't since we primarily deal in small cities of our country.

What do you have to say about the undersupply of rooms in India?

The occupancy rate in India is only 67 per cent, where's the shortage? People usually compare Vegas with India which is a different game altogether. These places have the business, and there even an economy



We are an international chain, but we operate primarily in the domestic segment



DID YOU KNOW?

Choice currently franchises more than 7,000 hotels, representing nearly 570,000 rooms, in more than 40 countries and territories. In India, Choice Hotels operates under Quality, Comfort, Sleep Inn and Clarion brands.

hotel is charging 300-400 dollars, mostly. Usually in India it's the metropolitans which are full. Right now, I would club India into Tier-1,2,3,4 cities and that may change after a few years. Today, Tier-1 hotels have supply demand issues and in these cities where there is an actual crunch, real estate is so expensive. There has to be a high allocation of resources and funds but then that also doesn't make sense since in cities like Mumbai, there is no land available, so where do you make a hotel?

Your take on price discrepancy?

Luxury hotels in India are undervaluing themselves. and the tax structure in India is higher than what its overseas. Even the budget hotels' price points abroad are much better than we have for luxury hotels in India. So, there sure is discrepancy.



Go multifunctional with Rational

In the past few years, the food industry has adapted to new technology, which has changed consumer behaviour as well. **Vikram Goel, MD, Rational**, shares what makes his brand unique and plans for 2020.

What are the USPs of your brand?

Most hotels, restaurants, bakeries or fast food chains are struggling with a limitation of space and are forced to work more efficiently. For example, usual commercial kitchens have multiple equipment like stove, oven, steamer and grill for different requirements, which occupies lot of space. In comparison, Rational appliances can do multiple things and therefore can free up or replace up to 40 to 50 per cent of all standard cooking appliances. The saved space can be optimally used for a bigger sitting area. The demand for 'Green' energy saving products is increasing within the kitchen industry globally. The SelfCookingCenter is awarded with the 'energy star', which means it helps save up to 70 per cent energy costs and up to 30 per cent production time in comparison to traditional kitchen equipment. Also, it is getting more and more important that a cooking appliance



At Rational, we try & identify the biggest challenges in our customer's kitchen & offer a solution for them

can be used internationally. This means that multifunctional appliances will more and more develop into multinational appliances, too. Therefore, Rational is expanding its cooperation with local master chefs all over the world. A special focus is also put on further development for Asian cuisines including Indian.

What kind of challenges do you face pertaining to this industry?

Every kitchen in the world has some or the other kind of challenges, be it space constraint, to untrained staff, to maintaining consistency, and the biggest of all, creating a scalable business model. We at Rational try and identify the biggest challenges in our customer's kitchen and offer a solution for them. In line with the company's core philosophy of customer benefit to develop the market, Rational for the past 10 years, has made people in the Indian market aware of the benefits of using combi-steamer technology through Rational CookingLive (RCL) – a two-hour event conducted regularly at multiple locations. At Rational CookingLive, customers can get solutions to their daily operational challenges, simultaneously they can test the performance of the SelfCookingCenter and experience how powerful and useful it is.



Hotel & Resort - Management / Franchise / Leasing & Advisory Consulting Solutions

Your Trusted Hospitality Advisors

Are you looking for your Hotels, Resort Brand Conversion/Association - or Re Association, to Refresh the product and put you ahead in the competition



SOLUTIONS

- Hotel, Resort, Restaurant Brand Tie Ups Management / Franchise / Leasing / Revenue Share MG Agreements (Associated with 20 Plus International & 50 Plus Domestic Hospitality Brands)
- Concepts Development - Hotels / Resorts
- On-going - Advisory Support - MIS Structuring / Training / Operational Audits
- Feasibility Reports
- Brand Creation - Pre-Opening Advisory Support
- Facility Planning / BOH / Kitchen Designing
- Creative Designing Support
- Procurement Consulting Support
- Hotel / Resort Asset Management
- Architectural & Interior Design Consulting

OUR PRESENCE

New Delhi / NCR | Lucknow |
Goa | Pune | Bengaluru |
Dehradun

M: +91-9711070213

E: talloakhospitality@gmail.com

W: www.talloakhospitality.co.in

Mitigating financial risk...

Opening a hotel in India is no mean task. There are quite a few hurdles that one has to scale before the hotels become a reality. Industry stalwarts discuss what hampers the growth of the Indian hospitality industry in detail.



Anupriya Bishnoi

The first requirement of any hotel is finance – if you don't have the money, you don't have the project and money comes at a cost. The more the project gets delayed, the more the cost goes up and the

major contributor to the cost is the interest during the implementation period. There is inadequacy of cashflow to repay the debt that has been raised. The continuous risk of a hotel being able to sustain, is always there.



SONICA MALHOTRA

Joint Managing Director, MBD Group

Sometimes you start your hotel project on a hunky-dory note, but then the cashflows towards the completion are not as sturdy as when you started them. We have been able to get some reprieve in terms of loan financing and costs associated with it from financial institutions and government bodies. But it is still not as enterprising as we expect. For example, the cost of funding – we have seen the MCLR which have come down in the recent past, but that is not exciting enough to give a big positive delta on the project. Talking about External Commercial Borrowing (ECB), government has allowed 100 per cent FDI in hotels through the automatic route – 100 per cent FDI in tourism and hospitality sectors is allowed, including tourism construction projects like the development of hotels, resorts, and recreational facilities. The question is – the ECB currently, you can only avail for five years and this duration is not enough for hotels to build, stabilise and start earning positive cashflows to start repayments. This is still not enough.



AJAY BAKAYA

Managing Director, Sarovar Hotels & Resorts

In developed countries, repayment of loan is over a 20-25-year period and interest rates are 1-6 per cent. The typical Indian scenario is 10-year repayment and 12 per cent interest, which needs to change. We feel a three-year interest only payment +12 years principle loan repayment, that is, 15 years, will add viability to the Indian hotel projects. Overall, loan should be limited to 50 per cent of the project cost in Tier-II and Tier-III cities and to 60 per cent of the project cost in Tier-I cities. With year round business demand and large local populations, the current lending system in India is extremely inefficient and unviable. It needs to change.



ZUBIN SAXENA

MD & VP Operations – South Asia, Radisson Hotel Group

The return of debt capital and return on equity expectations are different. So, the risk to the stakeholder will depend on whether it's the debt side or the equity side of investment; which seeks larger returns. Also, there is a huge kink in our financial/lending model. If you were to compare the lending terms between India and abroad, like USA, typically debt would come in around less than 6% in US, your inflation is 3% or even less, your amortisation is spread over 25 years and your loan to value is 85%. In India, it's completely different, your amortisation is stuck at 12 years, and if you are lucky the period is 15 years, your loan to value is 60:40, inflation is at 5%, your interest rates are at 11 and 12%. A project is bound to fail if it doesn't have a higher portion of equity in it. Talking about branded hotels, I guess the industry has matured over the years. We have feasibility teams and we do a detailed financial analysis for each hotel we are getting into.



Overall, loan should be limited to 50% of the project cost in Tier-II and Tier-III cities- Ajay Bakaya





TANMAY BATHWAL

Managing Director, Hirise Hospitality

The cost of land in India is very high. So why people are not investing in India vis-à-vis other developed countries, is when you look at the total investment of land and the project. We need to remove land cost out of project cost. This can be done by using technology. When we build a hotel nowadays, we think of its longevity as 50 years. We may change the interiors, we may change plant and machinery, but the basic building remains the same. There are prefabricated structures available and we have done hotels in containers. If you build a 200-room hotel, you don't have to be stuck with that number of rooms for the next 50 years. You should be able to scale it up to 500 or bring it down to 50. If we will do it, we will get the ROIs as and when they are required, and once we get it, servicing on debt or equity at whatever cost it might come, will be easily possible.



ANIRBAN CHAKRABORTY

Managing Director, Tourism Finance Corporation of India (TFCI)

We are primarily focussed on funding tourism projects especially in the hotel industry. So far, we have financed 52,000 rooms in the country. One out of three branded segment rooms is financed by TFCI. We have sanctioned around 11,000 crores and dispersed around 8,000 crores. None of the industries have got that kind of track record. Hotels have a long gestation period; it is a perpetual project. Once the hotel takes off, then it will always self-refinance based on your capacity utilisation and ARR improvement. So, in hotels, you need to give stabilisation time. We keep a flexible restricting package. Initially, we give very low repayment and it will be back in telescopic repayment and we give the opportunity to cash sweep – if you have excess cashflow and the hotel picks up early, you can prepay that. So, we bring all these things in the gamut of our structuring. And as far as our experience in the hotel industry is concerned – you cannot lose money, it's a perpetual asset.



ANIL ADVANI

Director, Quantum Tourism & Financial Vistas

Owners never raise a red flag to operators saying they are building a non-viable project. If you are setting a hotel at 1 crore per key and you are projecting an ARR of ₹4,000-5,000, it can never be viable. And for an operator, if you see the project is not viable, don't get into the project or warn the operator of the repercussions. In most cases, if design is inefficient, the financial risk is more. And one thing that can make or break a hotel is average built-up area per room. You can do a same hotel at 600-1,800 sqft per room. How much to build should be considered vis-à-vis the commercial viability of the project.

DID YOU KNOW?

According to HVS, India ranks amongst the countries with the highest cost of capital for the hospitality industry. Lending norms are stringent with interest rates ranging between 11-14% for borrowings as against an average of 4-5% in most developed economies.

Keeping kitchens

With the ever-evolving culinary scene in India, a lot is yet to be accomplished. A few leading F&B spokespersons discuss the importance of technology inside kitchens and whether Indian hotel kitchens are on a par with the international ones.



DEEPEN BANERJEE

Sous Chef

Meluha The Fern an Eotel Hotel

MUST-HAVE TECHNOLOGY

Combi ovens, Thermomix, Induction ranges are a few examples of latest technology. However, one of the most important things in the kitchen are temperature-controlled heated lamps for pick-up counters because sometimes that is where most of the food stays for a long time before it is picked up.

OBSOLETE TECHNOLOGY

There are certain things which are already out of the kitchen or are on their way out. Old-fashioned OTG or salamander is something chefs can do away with. Ugly gas ranges which we had to clean and scrub every night after the shift, gas powered ovens, lousy pick-up counters with heating rods, are obsolete today. Similarly, Bain Marie is old-fashioned.

INDIAN KITCHENS VIS-À-VIS INTERNATIONAL KITCHENS

There is not much difference between an Indian hotel kitchen and an international hotel kitchen. All the modern technologies are adopted by both. However, there are a few areas where international hotels chains have an edge. For example, a few kitchen equipments used by hotels abroad are a bit advanced, which in turn increase efficiency.

FAVOURITE EQUIPMENT

A kitchen knife is the best equipment to work with – it is the heart of a kitchen as it is multifunctional. Without a knife, a chef is incomplete.

DID YOU KNOW?

According to a recent report by Dineout, over 4566 tables were reserved per hour across India in 2019. Indians dined out 4.5 times more in 2019 in comparison to 2018 and average value of orders for dining was ₹1600 as against ₹300 while ordering in.

smoking hot

RITESH SEN

Amanora The Fern, Pune

MUST-HAVE TECHNOLOGY

A smart combi oven which can bake, steam, cook and hold food along with handling the equipment remotely from out of office is something that should be included. Blast Chiller, a familiar kitchen equipment for those aspiring to be a HACCP-certified hotel/company, can be included too. The Winnow System cuts food waste in half by making it quick and easy to measure and manage food waste. Food that is discarded is thrown into a special bin in your kitchen. Technology in the bin identifies each food type and measures how much of that is wasted. The data is recorded and sent to the head chef/management daily so that they can see if there are any excesses or problems when it comes to waste management.

INDIAN VIS-À-VIS INTERNATIONAL KITCHENS

Most hotels in India thrive on the business of Indian foods which are dependent on more traditional cookware and technology. However, with major international hotel chains coming up and bringing the latest technology, basic Indian food is best prepared using traditional ways and means.

FAVOURITE EQUIPMENT

One of my favourites is the versatile robot coupe, which makes work easy by saving labour, time and energy. Another must-have equipment is the super smart combi oven.



RAKESH SINGH

Head Chef
Lords Plaza Jaipur

MUST-HAVE TECHNOLOGY

A remotely controlled kitchen should be introduced in hotels. It can monitor kitchen appliances, track inventory etc. With this, we can accomplish more with a smaller team no matter where we are.

FAVOURITE EQUIPMENT

Food processor is my favourite equipment to work with since chopping, slicing and dicing ingredients can be done by consuming less time and it's a quick and easy way to prepare large volumes of food. Also, it can be used to chop or slice vegetables which can be put into casseroles, soups can be processed in a matter of minutes and sauces can be mixed up to help prepare pasta dishes efficiently and quickly.



ABHISHEK PANI

Director Food & Beverage
Novotel Visakhapatnam Varun Beach

INDIAN VIS-À-VIS INTERNATIONAL KITCHENS

Although technology in its various forms has been making great strides across industries in India, commercial kitchens have been witnessing low technological adoption in the country. Technology used inside an operational kitchen can decrease cost and increase savings in the long-haul, in addition to increasing customer satisfaction.

FAVOURITE EQUIPMENT

My favourite equipment is a cocktail shaker, which makes the experience of preparing a perfect cocktail unmatched and we all are here to create that 'perfect' moment in every guest's life.



RIDUL DEKA

General Manager
Novotel Ahmedabad Hotel and Residences

INDIAN VIS-À-VIS INTERNATIONAL KITCHENS

Until a few years back, the Indian kitchen industry was not at par with international hotels but due to stringent FSSAI and ISO hygiene and safety mandates, it is important that technology is at par with the international standards. Accor being an international group had brought in high-end technologies to India years ago to increase energy efficiency and safety in kitchens. Our team is also trained with latest technology and equipment to reduce errors and utilise resources optimally.

FAVOURITE EQUIPMENT

As a part of Accor's global sustainability programme, the kind of technology that we use to track food waste not only helps us capture, track and manage food waste with ease but also helps us save time and money. This technology enabled with Artificial Intelligence helps maximise operational efficiency and data accuracy, reducing food waste.

Virus bug to hit hospitality

While 2019 saw positive growth for the hospitality industry in terms of demand, ADR and even RevPARs across India, the current coronavirus pandemic is expected to slow down growth in 2020.



Hazel Jain

Cautious is the word of advice from Vijay Thacker, Director at Horwath HTL India, for hoteliers. “Under normal circumstances, I would have predicted limited growth in 2020. But with the coronavirus already hitting Q1 this year, we don’t know what its impact is going to be on the hospitality sector going forward. We should be lucky to break even, I think,” Thacker says.

He further adds, “The current year’s results are decidedly better than in the past – particularly the ADR. The growth has been (in rupee terms) the highest in the last 10 years. The RevPAR growth in INR has been the second-highest in the last decade. And if you compare on a same store basis, the growth again has been more substantial than in the past.” The



report reflects occupancy, ADR and RevPAR growth of 0.8 pts, 2.9% and 4.1% respectively. In rupee terms, ADR and RevPAR growth were the biggest and second biggest respectively, in the last 10 years. “All the segments except the occupancy for the mid-scale economy have grown.

Mid-scale economy occupancy has gone down and that is a bit of a concern because at 62.5 per cent, that segment would struggle for long-term viability. Some cities have done well. We saw double-digit RevPAR growth in Bengaluru, Hyderabad and Gurgaon. A total of five cities have now gone to the 70%+ occupancy. But there is a decline in RevPAR for Goa and Ahmedabad,” Thacker reveals.

On the downside, he adds that there is also a lack of scale in the industry. “There is a need for responsible pricing and the need to show that we create value for the destinations. There is a need for sustainability, the need for looking at data protection, and the possibility of growth in the leisure segment,” he shares.



2019 results are better than the past. The growth has been the highest in the last 10 years

Sturdy Flooring options

EcoFit by Square Foot is a revolution for the industry. Below are some USPs.

EcoFit is a technologically advanced product with a design that is both environmentally friendly and recyclable. Highly sturdy, this antibacterial embossed surface is 100 per cent waterproof flooring solution, stable to heat, sun and light. It is best for rooms with large windows and a lot of sunlight. It can be installed over 6,400 sqft without unsightly transitions, for a larger than life feel.

Why would you have to worry about whether you’re having too much fun just because of your floor?

Don’t! EcoFit can take it. Whether crayon, soda or even your kitty’s ‘accidents’, EcoFit won’t stain if it’s cleaned up promptly. In addition to this, EcoFit is extra scratch resistant and pet proof. The product can be wet-mopped and is 10 times more impact resistant as compared to standard Wood-Plastic Composite (WPC) products.



Godwin Hotels in Jaisalmer and Mussoorie soon

Godwin Hotels will open its Jaisalmer property this year, Mussoorie hotel opens next year.

Godwin Group of Hotels marks its presence in three different locations in the country – Meerut, Haridwar and Goa. It provides a convenient access to the must-see attractions of the cities and is the perfect choice for tourists who are seeking peace, comfort & solace amidst hectic schedules. While staying at The Godwin hotels, visitors can enjoy world-class facilities like concierge, parking, restaurant, coffee shop, Wi-Fi, gym, garden and spa. The hotel is well equipped with modern amenities that makes for a remarkable stay. In addition to this, you can enjoy various recreational facilities during your stay. The brand will be opening new properties in Jaisalmer which will open by end of 2020 and in Mussoorie by mid-2021.

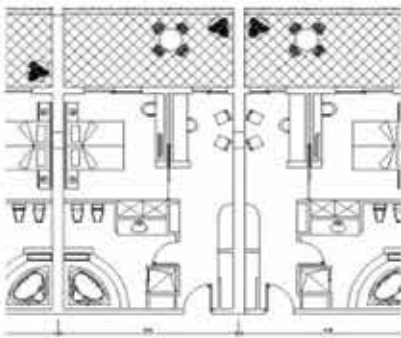
We Provide Interior Services All Over India, Can Work For Architects Consultants On Mutual Understanding.

WE SPECIALIZE IN RENOVATIONS AND MAKEOVERS

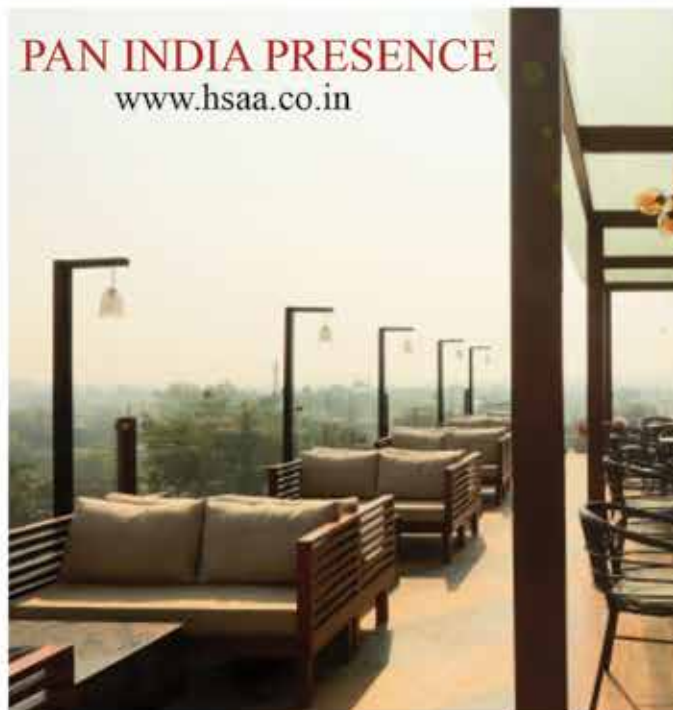


**DESIGN TO
EXECUTION**

**COMPLETE TURNKEY INTERIOR SOLUTION
FROM PLANNING
TO EXECUTION**



PAN INDIA PRESENCE
www.hsaa.co.in



**One Stop Shop
for all**

- Interior Designing
- Furniture Work
- Furnishing
- Civil work
- Sanitary Work
- Electrical work
- H.A.V.C.

*With Warranty and
guarantee
for furniture.*



Head Office: 1/116 Subhash Sadan, WHS. Kirt Nagar, Adjacent to NAWABS.

Contact : +91-9818098884, +91-9717097418, +91-9810004777

E-mail : hsaaco@gmail.com, hema_interior@yahoo.co.in



HICSA ready to roll in April

The 16th edition of HICSA, hosted by Hotelivate, will be held from April 1-2 in Mumbai. **Manav Thadani**, Founder Chairman of Hotelivate and Founder of HICSA, discusses what to expect in the 2020 edition.

 Anupriya Bishnoi

Could you elaborate on HICSA 2020?

HICSA will complete 16 years in 2020, coming a long way to become an unequalled platform where all stakeholders of the region's hospitality industry discuss and deliberate on the growth opportunities and challenges. Coming on the heels of various global and regional destabilising events, such as the coronavirus outbreak, ongoing trade war, and a combustible Middle East, this year's conference is especially important as the tourism & hospitality industry tends to be the first to get impacted and the last to recover.

Focussed on a content-rich agenda, we have several global leaders sharing their views via interviews, keynote addresses and panel discussions. Additionally, we have several first-time speakers talking on topics that may not be directly related to hospitality, but the industry can certainly benefit from them. We also have two Indian states – Odisha and Madhya Pradesh – showcasing their tourism potential via presentations.

How do conferences like these help the hospitality industry?

The hospitality industry, part of the larger Travel & Tourism industry, has numerous stakeholders and is impacted by a diverse range of factors. Its resilience, in large part, depends on the ability of all stakeholders to foresee challenges and jointly overcome them.

Events like HICSA provide the much-needed platform for such discussions to take place. HICSA has grown from strength to strength in terms of bringing to the fore subjects that are most relevant to the current hospitality scenario. We have been consistently applauded for our content and delegate mix, making HICSA one of the most relevant forums for the industry in the region.



What is your forecast for 2020? How will new brands impact the Indian market?

Clearly 2020 has started off on a disastrous note for many countries in Asia and Europe. Business travel is down as global companies have ordered limited or only necessary travel across the region. Holiday destinations too have been impacted across the Asia Pacific.

For many countries the Chinese outbound traveller was the most important customer and the fact that they are not coming or will likely be unable to travel in the foreseeable future is scary for economies dependent on them. Closer to home in India – we have never really relied on the Chinese traveller and this is where the importance of domestic tourism kicks in.

Unless there is an India-centric coronavirus spread, we believe that the tourism economy will suffer but may scrape through with a bad year. Already some of the big chains like Marriott and Taj are shifting some of the global outbound MICE travel to take place in India instead. However, I do add a wind of caution that the story could be very different in a few months.

On your other question, there is certainly brand proliferation in the Indian market, and while each chain tries to differentiate itself from the other, from an owner and customer standpoint, the differences are getting blurred.

When in an upcycle, the high number of brands available today serve as options, but in a downcycle, when most hotels resort to price wars, the difference in the positioning and proposition of multiple brands may diminish as the customer base shrinks considerably, and everyone goes after the same demand.



Clearly 2020 has started off on a disastrous note for many countries in Asia and Europe



DID YOU KNOW?

The 2020 edition of HICSA will discuss various topics impacting the global hospitality industry. A few of them are – The hypocrisy of hospitality; Celebrating 100 years of hospitality; The loneliness of leadership; Hotel tech and the way forward; Global leaders' panel etc.



Accor wagon on Delhi,

Accor conducted its showcase in Delhi and Mumbai recently where its various hotels from all over the world came under one floor to exhibit their offerings to the travel trade. Below are a few snapshots from Delhi's showcase.



The Accor Showcase took place at the Pullman New Delhi Aerocity on February 26 and at Sofitel Mumbai BKC on February 28. **Rohit Chopra**, Regional Director Sales-India, Accor, said, "The event is growing from strength to strength and doing very well. We have hotels here from

all different categories. We have multiple Raffles, Fairmont's from different countries, they are looking to tap the MICE and wedding segment. We have participants from Baku, Azerbaijan, London, North Europe, representatives from the USA, and more."



Mumbai roads





SOUTH AMERICA

Marriott's Aloft opens in San Juan, Puerto Rico

Aloft San Juan arrives in Puerto Rico as part of the expansion and growth of PRISA Group with Caribe Hospitality and is managed by Marriott International. With 177 rooms, this vibrant new boutique hotel features a loft-inspired design that redefines modern travel.



GLOBAL

Hilton unveils new brand, 'Tempo by Hilton'

Tempo by Hilton launches with 30 hotels under development and 30 more pending deals. By combining thoughtful design and diverse lifestyle partnerships, Tempo by Hilton provides hotel owners and developers with a highly scalable brand that is both uplifting and within reach for future guests – all operations are powered by an efficient service model.



EUROPE

Hyatt House Frankfurt Eschborn opens with 190 rooms

The 190-room Hyatt House hotel is ideal for guests who are looking to continue their work and personal routines. Hyatt House Frankfurt Eschborn provides apartment-style living, which makes the business traveller feel at home. The hotel offers easy access to the airport, the Main-Taunus-Zentrum shopping mall and to downtown Frankfurt due to great transport links.

EUROPE

IHG's Kimpton

brand debuts in Spain,

Barcelona Featuring 156 rooms,

10 suites, 3 restaurants and bars,

and a rooftop terrace and pool.

Kimpton Hotels is within walking

distance to some of the

city's prominent landmarks.



GLOBAL

Accor and Visa join hands; partnership to help loyalty members

Accor & Visa have partnered to bring new payment experiences to Accor Live Limitless loyalty members. The partnership will bring together Accor's loyalty programme and Visa's global payment capabilities to create the new ALL Visa card. Members who apply for the new Visa card will be able to use it for everyday purchases wherever the Visa card is accepted.

Form IV

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

1. Place of publication : 72 Todarmal Road, New Delhi - 110001
2. Periodicity of its publication : Bi-Monthly
3. Printer's Name : SanJeet
Nationality : Indian
Address : 72, Todarmal Road, New Delhi - 110001
4. Publisher's Name : SanJeet
Nationality : Indian
Address : 72, Todarmal Road, New Delhi - 110001
5. Editor's Name : SanJeet
Nationality : Indian
Address : 72, Todarmal Road, New Delhi - 110001
6. Name and address of individuals : SanJeet, 72, Todarmal Road, New Delhi - 110001
who own the newspaper and partners or shareholders holding more than one percent of the total capital

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

Date : 01/03/2020

Sd/-
SanJeet
Signature of the Publisher

We Know what productivity means to you.

A LOT !

MEHTA
FURNISHERS

www.mehtafurnishers.com

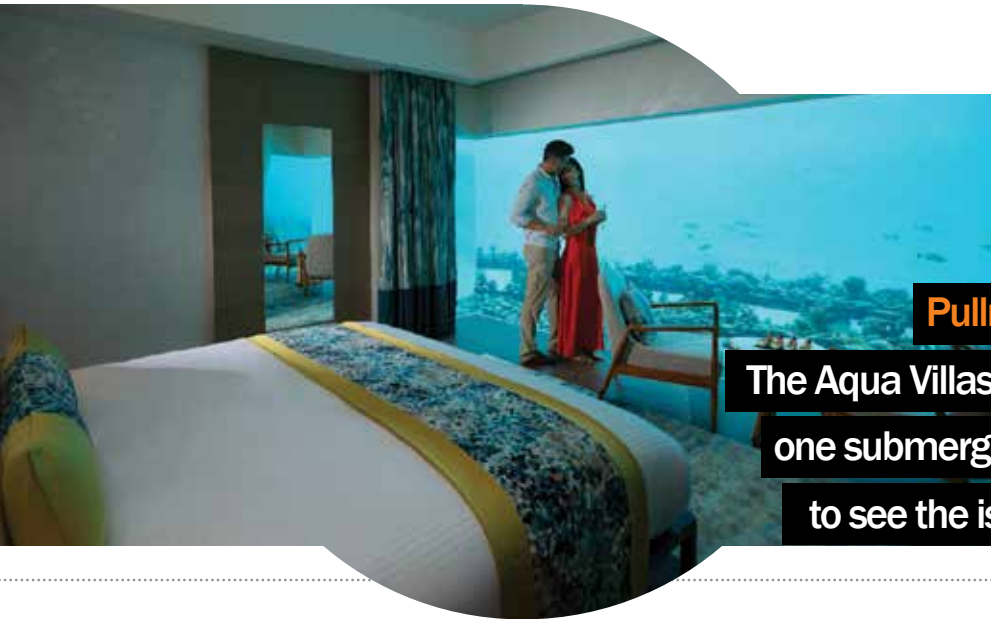
Inspire ▶ *Experience* ▶ *Perform*



Strolleys & Trolleys || Furniture || Baskets || Accessories

No.1, Chotey Lal Park, Main Najafgarh Road, Opp. Kirti Nagar, New Delhi-110015
Tel. : +91-11-25442200, 25412250, Mobile : +91-9811114668 E-mail : mehtafur@gmail.com

• Practical designs • Protective sleeves to reduce scratching • Superb Quality • Option of Pneumatic wheels for transit vibration reduction



SOUTH ASIA

Pullman Maldives Maamutaa introduces Aqua Villas

The Aqua Villas, at 1,216 square feet, have two bedrooms - with one submerged beneath the turquoise waters allowing guests to see the island's vibrant marine life and endless coral reef.

Four Seasons to open

6 new hotels

in 2020. Four Seasons Hotels will open 6 hotels and residences in Bangkok, Tokyo, Madrid, San Francisco, Napa Valley and New Orleans. Also in 2019, Four Seasons announced plans for a new, fully customised Four Seasons' private jet that will continue to take luxury travel to new heights.



PARING & TURNING KNIVES 	CHEF'S KNIVES WIDE 	DECORATING KNIVES 	BUTCHER'S KNIVES NARROW 	VEGETABLE KNIVES
BUTCHER'S KNIVES WIDE 	PIZZA CUTTING KNIVES 	BONE CUTTING CHOPPER 850 GMS CHOPPER 350 GMS	PIZZA CUTTING KNIVES SIDEWAYS HANDLES 	FILLET KNIVES
DE-BONING KNIVES 	BREAD KNIVES STRAIGHT, POINTED & ROUND TIP 	PALLETTE SPATULA 	SCRAPPER 	BUTCHER'S KNIVES BROAD

VISIT US AT : **AAHAR'2020**
MARCH 3-7 | HALL No. 11 | STALL No. H11-23E

MEAT TENDERIZER SQUARE & ROUND 	 Remington KNIVES +91-9810023928 remingtonsteelarts@yahoo.com +91-9910017678 www.remingtonsteelarts.com	ICE CREAM SCRAPER
--	--	------------------------------



16th HOTEL INVESTMENT CONFERENCE - SOUTH ASIA

1-2 April 2020 | Grand Hyatt Mumbai

MEET SOME OF OUR 2020 SPEAKERS



Adeeb Ahamed
Managing Director
Twenty14 Holdings



Anil Chadha
Chief Operating Officer
ITC Hotels and WelcomHotels



Ankur Gupta
Managing Director Real Estate - India
Brookfield Asset Management



Bhanu Chopra
Founder and Chairman
RateGain



Christopher J Nassetta
President and CEO
Hilton



Daniel Lesser
President and CEO
LW Hospitality Advisors



David Keen
Chief Executive Officer
QUO



Dimitris Manikis
President and MD - EMEA
Wyndham Hotels and Resorts



Dr. Ankur Bhatia
Executive Director
Bird Group



Federico J González
President and CEO
Radisson Hospitality AB



Gaurav Sinha
Founder and CEO
Insignia Worldwide



Jean-Michel Cassé
COO - India and South Asia
Accor



Kapil Kaul
Chief Executive Officer - India and ME
CAPA



Keith Kefgen
Chief Executive Officer and MD
AETHOS Consulting Group



Marc Hediger
Senior Vice President Hotel Development
Dusit International



Marc Steinmeyer
Founder and President Director
Tauzia Hotels



Neeraj Govil
Senior Vice President - South Asia
Marrriott International



Peter Fulton
Group President - EAME and SW Asia
Hyatt Hotels Corporation



Priya Daniel
Principal
Five Scale Design



Puneet Chhatwal
Managing Director and CEO
IHCL



Radha Arora
President
Rosewood Hotel Group



Rajesh Magow
Chief Executive Officer
MakeMyTrip and Goibibo



Stefan Breg
Group Strategy Director
Keanebrands.com



Sanjay Sethi
Managing Director and CEO
Chalet Hotels



Sudeep Jain
Managing Director - SW Asia
InterContinental Hotels Group

Aiming high with 'Hi AiM'

The 9th edition of Hi AiM was held from February 6-7, 2020 at Radisson Hotel, Mahipalpur, New Delhi. It was attended by more than 300 delegates and exhibitors.

Hi AiM, which connotes 'Hospitality Industry – Architecture, Interiors, Management' is a hospitality platform that brings together technocrats in the hospitality industry.

The 2020 edition was attended by those who design and build hotels, and manufacturers and suppliers of all the equipment and fixtures that go into the making of a cost and energy efficient operation. Hi AiM was established in 2012, and so far, eight conferences have been held in Delhi, Gurgaon, Colombo, Kathmandu and Agra.

It is a platform where architects, interior and landscapes designers, structural, HVAC, MEP and civil engineers, facility planners, IT, security and telecom experts, energy and resource consultants,

DID YOU KNOW?

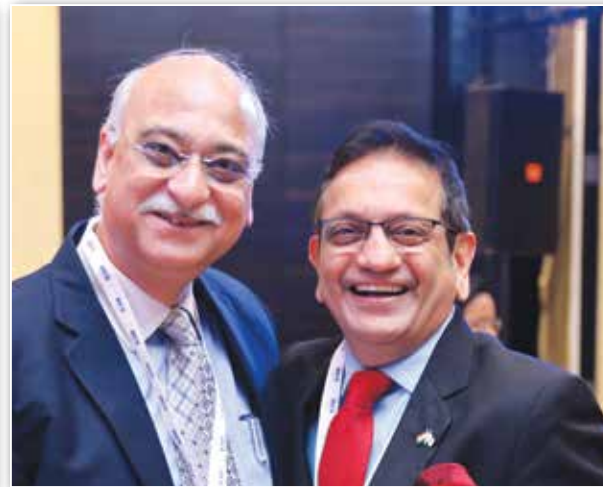
LEED (Leadership in Energy and Environmental Design) is the most widely used green building rating system in the world. Available for virtually all building project types, LEED provides a framework that project teams can apply to create cost-saving green buildings.



all interact with senior operators. The idea of this conference is to interact with each other to share experiences, new technologies and materials, energy and cost saving technologies, best practices and evolving trends in the hospitality industry.

The conference is committed to promote sustainable and environment-friendly materials and working closely with the Ecotourism Society of India.





Interior designs that impress

With a vision of giving an ordinary looking space an extraordinary touch, H.S. Ahuja and Associates (HSAA) creates designs to bring to life their clients' dreams.



Time has played a crucial role in the evolution of design. It has changed perceptions and circumstances. Design is nothing but a response to a requirement which is put forth by society or posed by a client. If the requirement changes, design changes too. HSAA's expertise lies in giving an ordinary looking space an extraordinary touch. Subhash Ahuja, CEO and Founder of H. S. Ahuja and Associates, a Delhi-based interior design company, has the distinction of taking his dream beyond selling latest furniture to creating timeless interior impressions. The company has successfully created numerous luxurious houses, restaurants, hotels, schools and villas projects located all over India. The



The company has created numerous luxurious houses, restaurants, hotels, villas etc. all over India

current hotel projects they are working on include MJ Clarks Inn Express, Rishikesh; RS Residency Jhansi, Sayaji Effotel Hotel in Indore; Guwahati hotel; Bengali Sweets in South Extension, New Delhi, among others. Recent hotel projects done by them include Fairyland Clarks Inn, Bhopal; Status Resort, Bhoumri Jod Bhopal; Sagar Ratna, Noida and Swagath.

Bespoke furniture and choicest of fabrics create a vivid colour palette bound by neutral coloured flooring and walls. Warm lighting accentuates the colours making them attractive and appealing. Carpet flooring has been used in the luxury rooms and lobby area & wooden flooring is in ordinary rooms as per clients' taste. Quality finishing and furnishing completes the exuberant feel while a clever play of complementing and contrasting materials helps create a stylish and comfortable living space. "There is nothing I like more than an empty room and a head full of ideas. From the concept and design to fabrication and installation, we can tailor-make lighting and furniture as per your brief, experimenting with style, size and material. Tell us what you have in mind, and we will create it for you," says Hema, Principal Interior Designer, HSAA.

Contact: hsaaco@gmail.com, www.hsaa.co.in

World of fragrance

Vishesh Vijayvergiya, Perfumer & Scent Branding Consultant, Vedic Aroma Lab shares more about trends in the industry and what is in the pipeline.

What is your growth and targets?

We have had an exceptionally good year in terms of new product launches and acquiring new clients. We also witnessed a new shift in the online business and are now in the process of getting on board more online marketplaces for a wider reach, ensuring our aromas reach even the remotest hotels. For 2020, we have some exciting and new innovations in the pipeline.

We are coming up with encapsulation technology for hotels wherein we will 'print' their signature scent on a variety of media – from business cards to in-room stationery. Further, we are probably the first perfumery



For 2020, we have some exciting and new innovations in the pipeline

house in India to deploy Artificial Intelligence in blending and we are very excited to see the kind of effect it will have on the overall market.

Another area which we will be focusing on will be gifting. We will be offering an array of highly customised aroma gift packs with latest cutting-edge technology that can even print the photos of guests on the bottles. This will make the most special gift for esteemed dignitaries staying in the hotel.

What are the latest trends?

Hoteliers know for sure what they have in mind and which sensory perception they want to implant into the memories of their guests. More and more hoteliers are keen on implementing our strategic scent marketing wherein, for example, we diffuse the aroma of coffee in a coffee shop thereby attracting guests to come in and have some coffee, which in turn increases the revenue.

Another shift is from using basic fragrances to more complex accords. For instance, a hotelier will not just look for lemongrass, but lemongrass with some hints of bergamot, lemon and orange.



Perfection Personified



Delivering Perfection Since 1999

Bed Sheets, Pillows, Pillow Covers, Duvets, Duvet Covers, Cushions, Mattress Protectors, Bath Robes, Bath Towels, Hand Towels, Face Towels, Bath Mats, Pool Towels and more

PUSHKAL
TEXTILES



B-15, L.G.F., DDA Shopping Complex,
New Rajender Nagar, New Delhi 110060
Tel : +91 9811549008, 9811169567
Email : pushkaltex@gmail.com
Website : www.pushkaltextiles.com

Some of our esteemed clients:



MOVEMENTS



« AKSHAY THUSOO

Vice President – Sales
Sarovar Hotels

An industry adept professional, Thusoo brings with him almost a decade of experience across hospitality, media and automobile industries. He will be responsible for conceptualising and implementing sales strategies at both corporate and regional level.



« SURINDER SINGH

General Manager
Vivanta New Delhi, Dwarka

Following a distinguished career in hospitality with over 30 years of experience, Singh has held leadership positions and has worked with renowned properties of IHCL. Singh's previous assignment was at Taj Chandigarh, one of the best 5-star hotels in the city.

SUSHIL KUMAR OJHA »

Asst General Manager
Godwin Hotel Haridwar

Godwin Hotel Haridwar has appointed Sushil Kumar Ojha as its Asst General Manager. His previous stint was with Godwin Group of Hotels, Haridwar, where he served as the Operations Manager. At Godwin Hotel Haridwar, Ojha will be responsible for the overall operations of the property.



RUBINA SHARMA »

Director of Sales and Marketing
**Eros Hotel New Delhi
Nehru Place**

Sharma will be responsible for spearheading sales and marketing strategies for the hotel. Earlier, she was Director of Sales at Eros Hotel for two years, where she honed her leadership skills and streamlined the activities of sales, revenue and reservations teams.



« SHITAL SETHI

Director of Sales & Marketing
**Holiday Inn Mumbai
International Airport**

Sethi has worked with brands such as Novotel Mumbai Juhu Beach, Radisson Hotels, Hotel Grand Sarovar Premiere, etc. She will be responsible for driving core sales, creating relationships, promoting brand strategies and creating the best experience for guests.



« BJORN FERNANDES

Director of Sales & Marketing
**Renaissance Mumbai
Convention Centre Hotel &
Lakeside Chalet, Mumbai –
Marriott Executive Apartments**

Prior to this, Fernandes was the Market Director of Revenue Management – Mumbai Cluster for Marriott. He has been an integral part of the Marriott family for a decade.

ATUL DHONDE »

Director of Events
**Hyatt Regency Pune &
Residences**

Dhonde brings with him a rich 11 plus years of experience in the hospitality industry and has done his Diploma in Hotel Management from IHMES, United Kingdom. His first hotel assignment was with Hilton Hotel – Isle of Man in UK.



LAVRAJ MATNANI »

Associate Director – Crowne
Meetings

Crowne Plaza Greater Noida

Matnani brings close to a decade of experience in hospitality sales, starting his career with The Westin Gurgaon. He also holds an International MBA in Tourism and Hospitality from United Business Institutes, Brussels.



« NITHIN NAMBIAR

Front Office Manager
Sofitel Mumbai BKC

Sofitel Mumbai BKC has appointed Nithin Nambiar as their Front Office Manager, who comes with a professional experience of more than 8.3 years in the hospitality industry. In his role, Nambiar will be responsible for supervising the front office personnel & ensuring guests have a comfortable stay.



« RAJNI SANAS

Human Resources Manager
**Courtyard by Marriott Pune,
Chakan**

With a deft hand in performance management, recruitment, selection, training and development, Sanas has been known for bringing out the best in an employee. She brings onboard a rich experience of over 12 years in Human Resources.



GO-NUTS!!

MUNCH RIGHT

Munch Right **WITH A** Healthy Bite

Available
- SKU's -



Tall Bottle



Tall Can



Hexagon Bottle



Square Bottle



Mini Bottle



Tin Can



50g Can



Poly Pouch

Mini Bar Nuts | Bar Gratis | Festival Gifting | Exclusive Retail

Gold Tree Nuts

C-25/26 Mezzanine Floor, APMC Market I, Phase II, Vashi 400705.

(91-22) 41277044 / 27661968 09820267274 info@gonuts.in www.gonuts.in

Go Nuts !! is a registered trade mark of Gold Tree Nuts.

TANDOOR PAR EXCELLENCE

Sharing 40 Years Of Enriching experience in grilling



THE BEST TANDOOR
FOR THE
DELISH
YOU'LL
RELISH



Meet us at:
Hall No: 7H
Stall No: 14A



Copper



Titanium



SS Square



SS Round



MS Round