

HOTEL

Business Review

The Exclusive Business Magazine for the Hotel Industry



Business

To Buy or say 'Bye'?

Feature

Initiatives to Promote Religious Tourism

F&B

Hot Trend 2020 - Interactive Dining Experiences

Management

Super Statements for Speeding on a Successful Work Expressway

Technology

Using New-age Technology to Enhance Age-old Hospitality

Spa

Spa Trends for 2020

Hotel Industry Comes Clean on Cleanliness

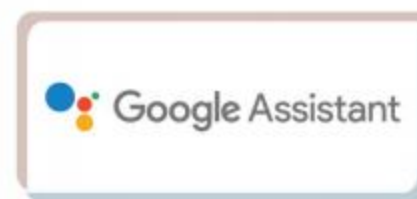
SONY



Welcome and Entertain Your Guest With Sony BRAVIA LED TV & Interactive Services

Experience Seamless Connectivity

Hotel TV Key Features*

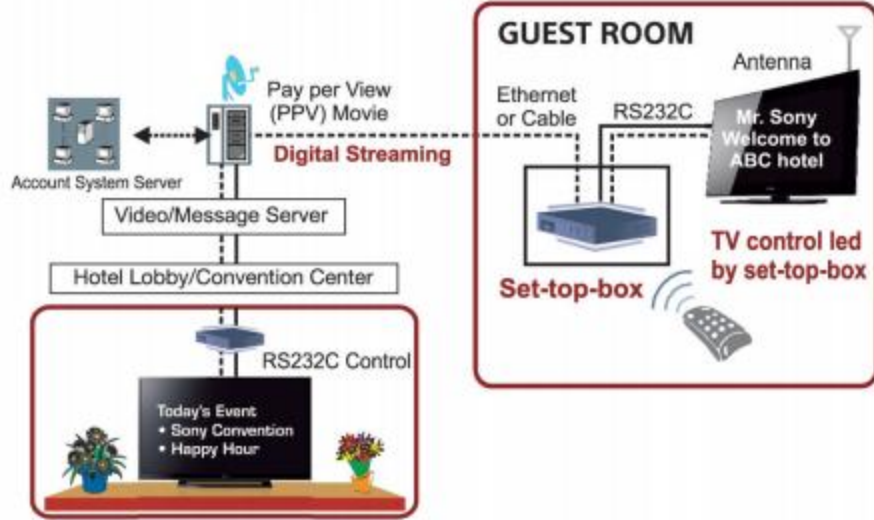


*Available in Select Models

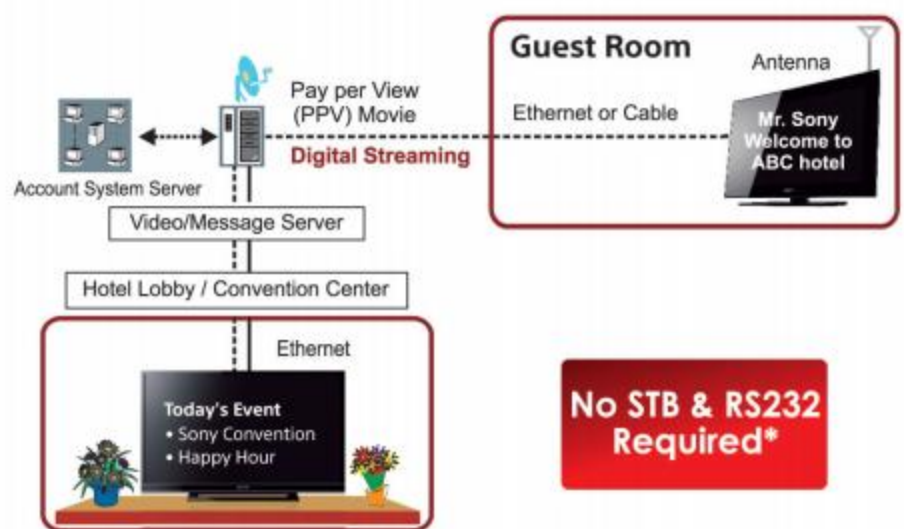
Sony India Pvt. Ltd., A-18, Mohan Co-operative Industrial Estate, Mathura Road, New Delhi-110 044 (India); Tel:

Typical IPTV Example With RS-232C Control

Conventional IPTV Setup



Sony Hotel TV



Immerse yourself in the magic of true colours, contrast and details.



For the ultimate in picture quality, Sony's 4K HDR TV pairs the brilliance of 4K clarity with the brightness, color and detail of High Dynamic Range (HDR).



More power, performance, and beauty

Our 4K HDR Processors produce pictures that are sharp, clear and incredibly lifelike by upscaling the content to near 4K HDR quality.

The secret behind Sony 4K HDR

More Power
MORE PERFORMANCE
with



Best ever colour that's never been more real

See vivid real world colours all around you. A TRILUMINOS™ Display maps from a wider palette than most other TVs.

Feel the
STUNNING DETAILS
with



See spectacular
COLOURS
with



Best clarity ever - every detail brought to life

Every single pixel is upscaled beautifully by Sony's most powerful 4K picture processing technology ever.

Experience the STRIKING CONTRAST

with
Full Array LED Local Dimming | X-tended Dynamic Range PRO



Best contrast ever - capturing every shade of light

Full Array LED with Local Dimming allows TV panel to exhibit precise contrast by controlling complete array of LEDs. X-tended Dynamic Range™ PRO reproduces a far wider brightness range than a conventional LED TV.

*4K = 3,840 x 2,160 pixels

Sony's Android TV™ | Stimulate Curiosity

Enter the world of Sony's Android TV™ & experience a whole new world of entertainment. With Android TV, Your favourite content is always front and center. So whether you're looking for a new show to binge watch or just want to pick up where you left off, you get what you want, when you want it.

androidtv



Oreo 8.0

Press the mic button on the remote to get started



Find an action movie

Turn up the volume

What's the weather today?



Hands-free control

Chromecast built-in

Google, Google Play, Google Home, Chromecast Built-in, YouTube, Android TV and other related marks and logos are trademarks of Google LLC.



**INDIA INTERNATIONAL
HOSPITALITY EXPO**
INDIA EXPO CENTRE & MART
AUGUST 5-8, 2020

**THE ONLY EXPO THAT BRINGS TOGETHER
QUALITY BUYERS IN THE HOSPITALITY AND F&B
SPACE FROM ACROSS THE GLOBE.**



35,000
VISITORS

850+
EXHIBITORS

34,000
SQM. SPACE

**BOOK YOUR SPACE AT INDIA'S LARGEST EXHIBITION AND CONVENTION
CENTRE, INDIA EXPO CENTRE & MART, GREATER NOIDA, DELHI NCR**

BOOK NOW WWW.IHEXPO.COM

*Asia's Biggest Hospitality
and F&B Show*

For more information and venue tour, Call 9319199565

India Expo Centre & Mart, Knowledge Park II, Gautam Budh Nagar, Greater Noida, Uttar Pradesh - 201306
+91-120-2328011-20, 9717798063, 9910503049, exhibitor@ihexpo.com, exhibition2@indiaexpocentre.com

FOR ALL PROFESSIONAL NEEDS PRESENTING THE WHIRLPOOL COMMERCIAL APPLIANCE RANGE

A wide range of appliances designed to provide complete solutions for every catering and hospitality need. With innovation at its core, the range has been specially crafted to deliver great results, every time for demanding professionals.



COMBI STEAM OVEN

Storage for over **300** cooking programs

Cook **Multiple** dishes at the same time*

Touchscreen display

Standard **USB & HACCP** control

Delay Start Function



Whirlpool Corporation

— OVER —
100
YEARS OF
GLOBAL EXPERTISE

- With new technologies built and perfected by experts over 100 years.
- Operating in more than 170 countries.
- 70 manufacturing & technology centres.
- Centres in USA, Brazil, India, China & South Africa.

*Having similar cooking needs.

HOOD DISHWASHERS • ICE-MAKERS • FRONTAL DISHWASHERS • GLASS WASHERS • MICROWAVE OVENS



With the advent of new technologies the new age traveler has become more aware. These travelers are looking for facilities and services which not only suit their budget but also that offer convenient stay and feel of home away from home. For any traveler, there are a few mandates which they consider prior to traveling to any destination. Digital platforms have become the base for reviews, research and feedback, providing ample information to traveler to make a choice.

Though modern hotels offer more functional and aesthetically designed properties, maintenance of these properties only ensure repeated guest. It has thus become crucial to maintain the perfect level of hygiene and cleanliness around the property. Cover Story examines how the cleanliness and hygiene standards are maintained.

The purchase department of a hotel plays a significant role in seamlessly running a successful and profitable business. A purchase manager has the responsibility of discovering sources for materials, contract negotiations and payment terms. The Business Story evaluates on how it deals with various objectives and the problems that it faces.

The influence of religion in India is very much evident among its teeming millions. There is no denying the fact that the influence of religion in India's pluralistic socio-cultural environment has immense potential for India's tourism and hospitality industry. Feature story discusses how religious tourism is one of the core strengths of the tourism industry of India.

Keeping in line with the popular trend, those in the restaurant industry are evolving their dining experiences to incorporate more immersive, multisensory elements. F&B feature talk about future trends in creating unique experiences for the guests.

The management story stress upon how to communicate and create an impact on others.

Spas have increasingly gained importance in hospitality business. Today's guests call for high quality standards in spas and are extremely health-conscious. The story on Spa talks about the trends in the coming year.

Technology in hotels and bookings has advanced in leaps and bounds in recent years. The technology section talks about how artificial intelligence and machine learning have entered the field of marketing & pricing.

HAMMER

HOTEL

Business Review

Publisher cum Editor

Rajneesh Sharma
rajneeshhammer@gmail.com

Resident Editor

Sharmila Chand (Delhi)
Ashok Malkani (Mumbai)

Layout & Design

Hari Kumar V
Abhishek Singh Rathore

Production Assistant

Jyoti Gupta

Advertising Sales

Delhi: Debabrata Nath, Sumesh Sharma

Director Sales

Sanjay Anand
Mobile: +91 9811136837

Director Operations

Rajat Taneja
Mobile: +91 9810315463

Editorial & Advertising Offices:

Delhi:

Hammer Publishers Pvt. Ltd.
206, Samrat Bhawan,
Ranjeet Nagar Commercial Complex, New Delhi-110008
Phone: 91-11-25704103, 45093486, 45084903

Mumbai:

Hammer Publishers Pvt. Ltd.
105, 1st Floor, Aarpee Centre, Gufic Compound,
11th Road, MIDC, Near Tunga Paradise,
Andheri (E), Mumbai-400093, India
Phone: 91-22-28395833

E-mail: info@hammer.co.in

© 2020 Hammer Publishers Pvt. Ltd. No part of the publication may be reproduced, stored in retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission of the publisher.

Hammer Hotel Business Review is a bi-monthly magazine, printed, edited, owned and published by Rajneesh Sharma on behalf of Hammer Publishers Pvt. Ltd., 206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi. Printed at Print Creations, C-112/3, Naraina Industrial Area, Phase-1, New Delhi.

Editorial Policy: Editorial emphasis in Hammer Hotel Business Review magazine is on educational & informational material specifically designed to assist those responsible for managing institutional Hotel business. Articles are welcome and will be published on the sole discretion of the editor.

Disclaimer: The editor and publisher believes that all information contained in this publication are correct at the time of publishing. Content published not necessarily are the opinion or view of the editor and publisher. Editor and publisher declines any responsibility for any action taken based on the information contained in this publication, including liability for error or omission.

Annual subscription rate within India is Rs. 600 and for overseas it is US \$110, for surface mail. Single issue is available for Rs. 100 in India and US \$25 for overseas. Cheques are payable to Hammer Publishers Pvt. Ltd.

HAMMER

HOTEL

Business Review

2019-2020

inside



COVER STORY

Hotel Industry Comes Clean on Cleanliness

24

BUSINESS

To Buy or say 'Bye'?

30

FEATURE

Initiatives to Promote Religious Tourism

36

F&B

Hot Trend 2020 - Interactive Dining Experiences

40

MANAGEMENT

Super Statements for Speeding on a Successful Work Expressway

46

TECHNOLOGY

Using New-age Technology to Enhance Age-old Hospitality

50

PROPERTY

A Riverside Rendezvous!

54

SPA

Spa Trends for 2020

58

DEPARTMENTS

Event 04

News 10

Appointment 20

Report 22

Interview 62

Product Preview 64

Profile 68



Cover Pic: YU Hotel, Goa



India International Hospitality Expo 2020

August 5th-8th, 2020
India Expo Centre and Mart, Greater Noida

Bringing the world of Hospitality and F&B to India



After becoming the leading Hospitality and F&B Expo in South Asia, the 3rd edition of IHE 2020 will be held between August 5th-8th, 2020 at India Expo Mart, Greater Noida. It comes with a vision to become a global name to reckon with.

While the second edition, held in 2019, became the most sought after exposition in South Asia celebrating hospitality, F&B, and more- the third edition is all set to become synonymous with the future of hospitality. IHE 2019 witnessed over 30,000 attendees and 900+ exhibitors, making it a grand success and massive participation from countries like Indonesia, Canada, Peru, Ecuador, El Salvador, Italy, Chile, Myanmar, Vietnam and New Zealand.

On being asked about his vision for IHE 2020, Rakesh Kumar, Chairman, IEML & DG, EPCH, said, "Hospitality covers all our lives. It is our goal to make IHE 2020 the greatest hospitality show not just in India, but across the globe."

While building a platform for global brands to showcase their new tech, innovation, and more- IHE has also rapidly become a platform

that celebrates MSMEs and their unmatched contribution to the hospitality industry. The MSME Pavillion at the 2019 event sprawled over 1000 m2. It helped bridge the gap between markets and communities from underrepresented areas and underrepresented handicraft from around the country.

IHE 2020 aims to bring together hospitality professionals, students, and experts under one roof to share knowledge, learn about innovation, and expand their horizons.

The event encompasses everything hospitality including Technology, F&B, Housekeeping, Management, and more. Expect to witness gastronomic experiences of a lifetime, impressive product demos, and the who's who of hospitality taking master classes, presenting research, and partaking in panel discussions with eminent speakers and industry leaders.

Keeping the fire of IHE 2019 alive, the 2020 event is expected to grow in terms of business volume generated and the number of exhibitors and visitors. There is also an

expected rise in the number of conferences, panel discussions, keynotes, and master classes- which only means more immersive learning for the attendees.

The hospitality industry sees massive potential for growth and IHE aims to tap into this potential and bring it for the people to access. It aims to become the Mecca of hospitality in the coming time.

The expansive growth that IHE has witnessed in the first two editions is simply not serendipity, but strategic alliances and a hospitality network unlike any other. IHE now boasts the largest network of industry professionals, experts, and maestros coming under one roof annually to share insights, learnings, and connect with industry peers.

Speaking about the scale of IHE 2019, Chef Vineet Bhatia, Michelin Star Chef and Restaurateur said, "I think it's a great event to have. Platforms like these showcase Indian Hospitality at its finest. This is, by far, the largest expo of this kind. Beautiful products, great for sourcing, and great for networking too! I am honoured to be here."

Zorawar Kalra, MD, Massive Restaurants spoke about the diversity at the event. He said, "We need more and more events like this. I think something on this scale has rarely been done. This is truly next level. I have seen such incredible exhibitors putting up their products, people from all over the world, and I've seen the best of India being represented at IHE 2019."

With such an overwhelming response from the hospitality and F&B Industry, India Exposition Mart Limited, the organisers and already gearing up to raise the bar a lot higher in making IHE the most sought-after hospitality and F&B expo in the world. IHE is the ultimate go-to show for hospitality and F&B businesses across the globe.

Know more about IHE at www.ihexpo.com



Rakesh Kumar



Give your enterprise the power of cleanliness



CLEAN CARE



Dry Vacs

Wet & Dry Vac

Upholstery Cleaner

High-Pressure Cleaners

FLOOR CARE



Ride on Scrubber Driers

Scrubbers & Polishers

Walk Behind Scrubber Driers

SERVO CARE



Housekeeping Trolleys

Linen Trolley

Mini Bar Trolley

MOP WRINGERS



Wringer Trolleys

WASHROOM CARE



Wash room Cleaners & Sanitizers

CHARNOCK EQUIPMENTS PVT. LTD.

'Charnock House' #23, 8th Cross, Asheervad Colony, Horamavu, Bangalore - 560 043, India.

Call : +91-80-41651212 / 13 / 14, Fax : +91-80-41651216, Email : sales@charnock.biz www.charnock.biz

AHMEDABAD • BHOPAL • CHANDIGARH • CHENNAI • COCHIN • DELHI • GOA • HYDERABAD • JAIPUR • KOLKATA • LUDHIANA • MUMBAI • PUNE

ambiente

Ambiente 2020

7 - 11 February 2020, Frankfurt, Germany

Ambiente - the leading international trade fair will be held from 7 to 11 February 2020 at Frankfurt, Germany. Ambiente will be offering its exhibitors and visitors both new and superbly well established services. It is the world's number one show on products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. It is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world.

Ambiente 2019 featured 4,460 exhibitors from 92 countries, attracted 136,081 trade visitors from 167 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.

Design show, Academy and information and networking platform Ambiente in Frankfurt is more than "just" the world's largest trade fair for trends and new products at the beginning of the year. Thanks to Conzoom.Solutions, it is now also a job exchange. The Messe Frankfurt content platform, launched in summer 2019, now also includes a job exchange that is specially geared to suit the consumer goods industry. With this new service, the practically focused portal supports companies, retailers and commercial agencies in the pinpointed recruitment of skilled staff.

Another new feature is a separate press section for journalists. In addition, you can access an overview of the entire portfolio of consumer goods exhibitions organised by Messe Frankfurt all over the world.

Special Interest Guides

Ethical Style, Contract Business and HoReCa: The trade fair offers valuable tools for three of the most important special interest areas



at Ambiente. Special exhibitor directories will be available, covering the full range of product and service groups and taking visitors straight to the companies offering the products and solutions they are interested in. Stands are marked to help visitors find their way round. The guides will be available at the trade fair for free, in the form of booklets. However, they can also be called up in advance, via the online exhibitor search. One totally new service will be the HoReCa Academy in the freshly created HoReCa Hall 6.0. From 2020 onwards this dedicated platform will supplement the large product range for front-of-house business which visitors can find here and elsewhere in the Ambiente halls.

Design shows and knowledge programme

Going beyond the globally unique product range of its international exhibitors, Ambiente will also be offering an extensive additional programme. Highlights will include the special shows Ambiente Trends, Focus on Design, Solutions and Plagiarism as well as the German Design Award exhibition. Expertise on current retail trade topics will be offered by the Ambiente Academy at two venues, Halls 9.1 and 11.1. Trade visitors can find an overview of the entire programme online, in

the Calendar of Events.

New: Ambiente Podcast

It offers exciting stories and insights from the global consumer goods industry. The new Ambiente Podcast offers topical issues that are affecting the market as well as exclusive insights provided by international experts. Prestigious designers will be talking at regular intervals about upcoming design trends, and researchers and consultants will be explaining the latest developments and strategies

Digital channels

While Ambiente invites visitors to experience the innovative products of its international exhibitors personally and with all five senses, it also has several year-round digital channels with industry updates and news on dining culture, trends in interior design and innovative products from the world of consumer goods. The Ambiente Blog presents regular reports on particular designers, experts and celebrities as well as on design and lifestyle hotspots. A blog subscription is a good way to make sure you never miss any news. The free Ambiente Newsletter conveniently emails reports and updates on Ambiente straight to your home. And of course Ambiente is also well represented on social media, i.e. Facebook, Twitter, Instagram and YouTube.

An app-solutely practical tool

To prepare for the event and at the trade fair itself, the free Ambiente Navigator app has become an indispensable tool. The latest update will be available a few weeks before the start of the trade fair and can be downloaded from the App Store and the Google Play Store. Its many practical features include a hall and site map, an exhibitor and product search, an Academy programme, a programme of events and the latest news and tweets on Ambiente. Needless to say, free Wi-Fi will be available throughout the exhibition grounds.

HOMESCAPES®

LUXURY LINEN & BEDDING



World Class Hospitality Linen & Sleep Solutions



We make for you

- * MATTRESSES * DOWN & FEATHER PILLOWS & DUVETS * GUEST MENU PILLOWS
- * ROOM LINEN * BATH LINEN * BANQUET LINEN * F & B LINEN



SOME OF OUR PRESTIGIOUS CUSTOMERS



www.homescapessindia.com

KESRI TRANSCONTINENTAL

Manufacturers, Suppliers & Exporters SINCE 1986

Marketing Office: Unit No. 315, Ring Road Mall, Sector-3, Rohini, New Delhi-110 085 Ph: 011-45093987 E-mail: corporate@homescapessindia.com Works: Sec-24, HUDA, Near Aggarwal Bhawan, Panipat-132103 (Haryana) India
 Owner & CEO: Amitabh Awasthy Mobile: 9050009486; 9310622129 E-mail: amitabh@homescapessindia.com Regional Sales Office at Kolkata



FHA-HoReCa 2020 Postponed

13 – 16 July 2020, Singapore Expo

Postponed due to ongoing coronavirus situation

FHA-HoReCa (Hotel, Restaurant and Café) brings together the most extensive line-up of products and smart technologies across five main segments, including Bakery, Pastry & Gelato; Foodservice & Hospitality Equipment; Hospitality Style; Hospitality Technology; and Speciality Coffee & Tea.

FHA-HoReCa 2020, held from 13-16 July 2020 at the Singapore Expo, will host over 2,000 exhibitors from 70 countries/regions across 85,000 sqm, as well as a series of world-class competitions that will draw hundreds of renowned judges and talents in the world of food and hospitality. Expect a gathering of over 48,000 industry professionals hailing from the food and hospitality industry, including distributors and retailers at FHA-HoReCa 2020.

The new Hospitality 4.0 Pavilion at FHA-HoReCa will throw a spotlight on new capabilities powered by technology for front-of-house to back-of-house operations for the HoReCa sector. Attendees will learn how AR/VR, Robotics, 3D Printing and IoT-enabled products and services can help streamline operations, deliver higher efficiencies, lower costs, and increase customer satisfaction. Highlights at the pavilion include a Start-up Village and Dreamcatcher Theatre, as well as a showcase of innovative products and services for hotels, restaurants and kitchens.

Overview of Hospitality 4.0 pavilion design

A showcase of the future, the Hospitality 4.0 pavilion conceptualised by WY-TO is a human-centric, sustainable vision of how disruptive technologies, robotics, VR, and AI will be seamlessly integrated to enhance the personal experience. Designed with organic shapes, smooth circulations, see-through systems and natural materials, this highly crafted ensemble is perceived as a 'Forest'. This feeling is strengthened by the start-up pods, envisioned as the 'seeds of tomorrow' growing along the visitor's journey through the area.

The vertical rhythm given by the wooden elements through the entire pavilion reminds the visitors of a fhahoreca.com walk in the woods, passing by a forest clearing as well as

three singular shelters – highlighting top and trending innovations from across the globe for the hospitality sector. The biophilic and futuristic design of the Hospitality 4.0 pavilion is inspired from nature and offers a whole range of diverse spaces and experiences:

- Start-up Village – a community of creators and innovative businesses displaying new solutions such as 3D food printing, self-service equipment, waste management systems and more within the HoReCa sector.

- Showcase areas – product and service demonstrations such as service robots, AR menus to remote controlled kitchens within the Hotel, Kitchen and Restaurant segments.

- Dreamcatcher Theatre – industry thought leaders will share insights on topics ranging from design to new technologies, sustainability to market opportunities and trends. Confirmed speakers include senior representatives from ASOLIDPLAN, Fairmont Singapore & Swissôtel The Stamford, Ovum, Sodexo, The Ritz-Carlton, TripAdvisor and WWF to name a few.

Inaugural Hotel Innovation Challenge Asia 2020

For the first time, FHA and the Singapore Hotel Association, with strong support from the Singapore Tourism Board, will be organising the Hotel Innovation Challenge Asia 2020. Start-ups and entrepreneurs will get to pitch their proposed solutions to potential adopters on the show floor. The challenge seeks to solve perennial issues such as housekeeping, manpower crunch, service delivery and sustainability faced by the hotel sector through innovation.

"With the extensive outreach of FHA, we hope that the Hotel Innovation Challenge Asia 2020 will see many new and exciting ideas and solutions that the industry can adopt to enhance guest experience and help hotels meet the manpower shortage. We look forward to seeing the shortlisted submissions being presented and shared at FHA-HoReCa," said Ms. Margaret Heng, Executive Director, Singapore Hotel Association.

Other Events

Beyond the show floor, attendees can catch some of industry's brightest talent in action as

they pitch their skills in a series of competitions. Competitions held during FHA-HoReCa include the inaugural Artistic Bakery Challenge and Asian Junior Pastry Cup, Asian Pastry Cup, Asian Gelato Cup, FCC Individual Challenge – Patisserie, Barista Super Duo Challenge and Latte Art Showdown.

The FHA-HoReCa 2020 Conference will present an unrivalled line up of global industry leaders to share their knowledge and experience. Delegates and speakers will get to discuss the most pressing and transformational issues confronting the hospitality industry today.

For further information visit:

www.fhahoreca.com

EVENTS' CALENDER

Europain 2020

11-14 February 2020

Paris Nord Villepinte, Paris

www.europain.com

Gulfood 2020

16-20 February 2020

Dubai International Convention & Exhibition Centre, Dubai

www.gulfood.com

Aahar 2020

3-7 March 2020

Pragati Maidan, New Delhi

www.aaharinternationalfair.com

FHA Food & Beverage Asia 2020

31 March-3 April 2020

Singapore Expo, Singapore

www.foodnhotelasia.com

HOTELEX 2020

29 March- 1 April 2020

Shanghai New International Exhibition, Shanghai, China

www.en.hotelex.cn

Food & Hotel India

10-12 June 2020

Bombay Exhibition Centre (BEC),

Goregaon (E), Mumbai

www.foodandhotelindia.com

FHA HoReCa Asia 2020

13-16 July 2020

Singapore Expo, Singapore

www.foodnhotelasia.com

Infusing Natural Fragrance in Hospitality



SDS 20 SDS 2000

Fragrance for Washroom



SDS 3000 SDS 2000

Fragrance for Corridor



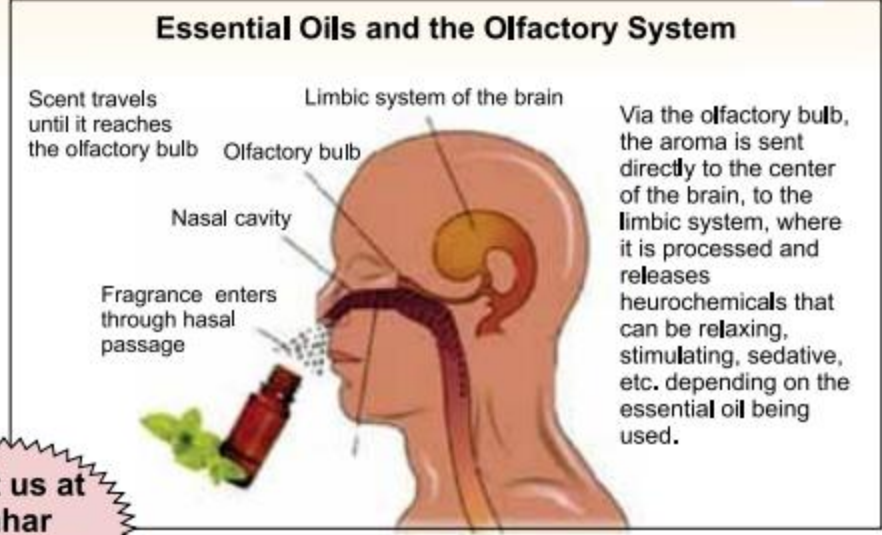
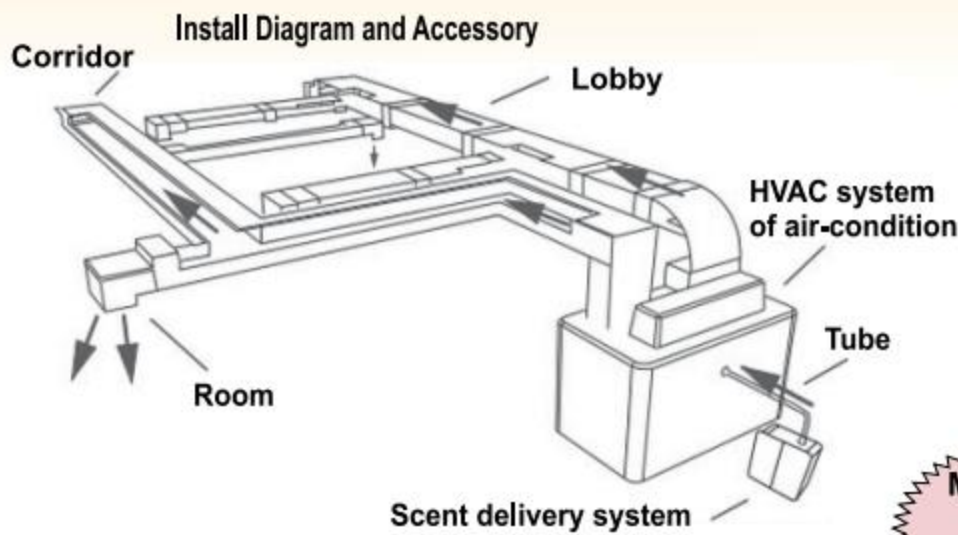
SDS 3000 SDS 2000

Fragrance for Restaurant



SDS 3000 SDS 5000

Fragrance for Banquet

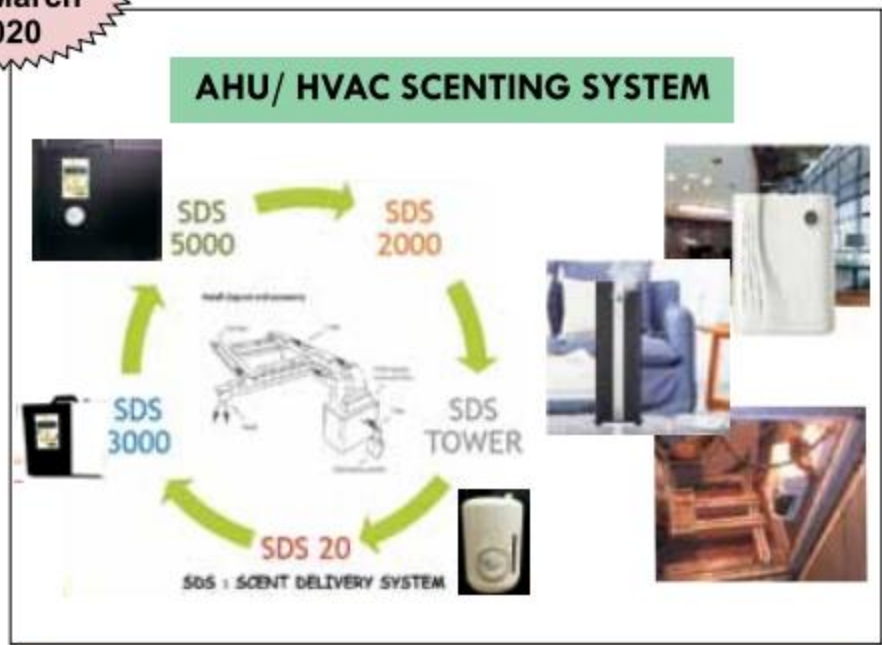


Meet us at Aahar 3-7 March 2020



SDS 2000 SDS 3000 SDS 5000 SDS Tower

Fragrance for Lobby



HVAC AHU Fragrance System Through AC Ducting

OUR ESTEEMED CUSTOMERS INCLUDE



OUR OTHER PRODUCTS RANGE



Validated As Per



Awarded



Excellence in Innovation & Enviro Scenting (DUBAI)



Gralit India Biotech Pvt. Ltd.

HEAD OFFICE: 5/1136, VASUNDHRA, GHAZIABAD (201012) U.P. INDIA
 BRANCH OFFICE: D 98, GROUND FLOOR, SECTOR 63, NOIDA
 USE : +91-9999177236 | +91-9910732237 | 0120-4730414
 EMAIL: info@aerocide.in, gauravkumarsen@gmail.com
 WEB: www.aerocide.in

Manufacturers of Guest Toiletries



5 Ltr. Cans for Spa Purpose

Tenzy Shave Gel 4 gm

Toiletries

Transparent Soaps

White Soaps

Modern Cosmetic India

Bawana Industrial Area, Bawana,
New Delhi-110039, India

Mobile: 9891059004, 8178885043

Email: moderncosmeticsindia12@yahoo.com



AAHAR
THE INTERNATIONAL FOOD & HOSPITALITY FAIR

Aahar 2020

Dedicated to Hospitality & Food Processing Industry

3rd -7th March 2020, Pragati Maidan, New Delhi, India

Aahar, the international food & hospitality fair, will be taking place at its regular venue of Pragati Maidan, New Delhi. The 35th edition of the mega annual show for the food & beverage and hospitality industry would be taking place during 03rd -07th March 2020. The forthcoming event is being organised by India Trade Promotion Organisation (ITPO).

Aahar is regarded as the largest trade fair in the food & hospitality sector in India. The fair has grown by leaps and bounds in recent years and has become the ultimate destination for global vendors and sourcing professionals to visit in the month of March. It is the perfect opportunity for the industry to network and establish business contacts.

Aahar 2020 will be demarcated into two separate but concurrent exhibitions. They are 'Hospitality India' covering hotel & restaurant equipment and supplies, and 'Food India' covering food, processed food & beverage products.

The impressive product ranges displayed at the fair would include fresh produce & dairy products, confectionery/desserts, bakery products & ingredients and bakery equipments, organic & health products, frozen, canned & processed food products, meat, poultry & sea food, cheese and fine specialty food, snacks and convenience food, food ingredients, additives and preservatives, coffee and tea, syrups, juices & energy drinks. etc. The exhibition is also expected to showcase bar accessories, bed, bath and table linen, chafing dishes, tableware, cutlery, chopping boards, crockery, glassware, garden furniture, kitchen ware, spa amenities, stainless steel products, brass platters, toiletries, sanitary fittings, laundry equipment, dish washing

machines and packaging machinery related to food products, among others.

The event is expected to be visited by a galore of professionals and entrepreneurs from the food & beverage and hospitality industry across the globe, which includes Executive Chefs and Executive Housekeepers, Hospitality Procurement Heads, Purchase Consultants among others. Like the previous editions of the show, Aahar 2019 is also expected to give an impetus to the business potential of Indian food service and hospitality industry. Besides facilitating business, Aahar also serves as a platform for the food & beverage and hospitality industry players to disseminate/gather relevant information and gauge evolving and futuristic trends which can greatly benefit many participants at the fair.

Going by the emerging and ongoing trends in the Indian food & beverage and hospitality industry, we can safely assume that the forthcoming edition of Aahar is expected to supersede even these impressive figures of Aahar 2019, and is poised to become a great success story.

The gross covered area for the event this year will be further reduced from last year due to renovation at the venue. The show will be organized only in Hall Numbers 7 to 12A along with new halls A3-A5. There won't be any temporary structures as last year to accommodate the additional exhibitors. ITPO has this year created options of smaller stalls to accommodate as many exhibitors possible.

There will be two entrances to the show. While one will be from Gate No 10, near Pragati Maidan Metro Station, the other will be from Gate No 1 on Mathura Road.

Change in dates of Exhibitions & Events

Due to ongoing Coronavirus situation various events & exhibitions have either been cancelled or postponed. Thus it is imperative to check before you make plans to visit these shows. Events primarily in East Asia, has been affected by the current situation. FHA-HoReCa Singapore has postponed its exhibition to 13-16 July & Hotelex Shanghai has put the event on hold for the time being. There might be other major shows who could be, after looking at the situation, rework on the dates of exhibitions.

Martyn Cox, Event Director for FHA-HoReCa and FHA-Food & Beverage at Informa Markets, said, "Postponing FHA-HoReCa was a difficult decision but a necessary one, considering the effects on the wider HoReCa industry in Asia. We are now focused on working closely with our exhibitors, event partners and registered visitors to ensure that we offer them the necessary support required as a result of this decision."

Since many people must have booked their accommodations well in advance to participate or visit the events, certain hotels are waiving of the cancellation fees in Asia.

VETRATM

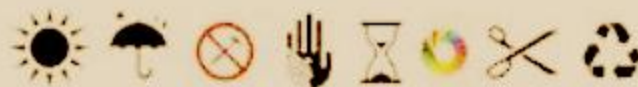
Rediscover Comfort



Outdoor Furniture

WICKER / STRAPS & ROPES / TEAK

DINING LIVING LOUNGERS UMBRELLAS / PARASOLS
ACCESSORIES CABANAS / GAZEBOS



CORPORATE OFFICE:

22, Swarn Park, Mundka, Nangloi, New Delhi- 110041
Contact: 91 11-28345872/3, +91 9810265873

VETRA STUDIO:

402, Near Ghitorni Metro Station, Opp Pillar no. 117, M.G. Road, New Delhi- 110030
Contact: +91 9599881172

Naboo®

... the Combi that's on trend

- + Easy
- + Connected
- + Exclusive
- + Fast
- + Efficient



LAINOX ALI Group S.r.l.
Via Schiaparelli 15
Z.I. S. Giacomo di Veglia
31029 Vittorio Veneto (TV) - Italy
lainox@lainox.com

lainox.com

GHV Hospitality Recognised for Excellence

Radisson Hotel Group celebrated the achievement of a major milestone of crossing 150 hotels in operation and under development in India. The event was hosted by K. B. Kachru - Chairman Emeritus & Principal Advisor and Zubin Saxena - Managing Director & Vice President Operations, South Asia. On the occasion "Pride of Ownership Recognition" was presented to 'GHV Hospitality India Pvt. Ltd.' for enabling an excellence driven culture at 'Radisson Mumbai Andheri MIDC' recognised for being one of the Top 5 performing Hotel from The Radisson Hotel Group's Managed portfolio.



Radisson Mumbai Andheri MIDC hotel is located in the business centre of Andheri, offering spacious and contemporary rooms including suites with a stunning city-view, unique dining options for guests' delight, high-tech meeting spaces for organising business conferences and hosting intimate events. Radisson Mumbai Andheri MIDC presents a unique destination for business and leisure travellers alike which make a combination of the brand's unique Yes I Can! service attitude, proximity of the hotel to numerous tourist attractions and corporate hubs, a host of modern amenities, and carefully curated dining options for a discerning traveler.

The hotel owner's, GHV Group is known for its technological and engineering excellence in the field of infrastructure. Found in 1965, GHV is amongst the fastest growing group having a diversified portfolio in Infrastructure & Hospitality. The Group provides integrated Engineering Procurement and Construction (EPC) services for infrastructure sector with operations diversified across Highways, Railways, Buildings and Water & Irrigation verticals

Radisson Hotel Group is one of the world's largest hotel groups with seven distinctive hotel brands, and more than 1,400 hotels in operation and under development around the world. Radisson Hotel Group's portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Inn by Radisson and Country Inn & Suites by Radisson. Radisson Hotel Group in India is an upscale, full-service international hotel brand built on the core values of caring, sharing and daring. Radisson Hotel Group in India has achieved a significant milestone of 150 hotels (in operation and under development) this year maintaining the momentum as the fastest growing international hotel brand in the country.

Lemon Tree Hotels Debuts in Rishikesh

Lemon Tree Hotels Ltd. marked its entry into Rishikesh with the launch of a 65-room hotel - Lemon Tree Premier, Rishikesh - in January this year. Located on the banks of the holy Ganges, the new property is an expansive aesthetically designed resort with a private Ghat.

The resort features a multi-cuisine coffee shop - Citrus Café, and picturesque al fresco dining area - Citrus Patio, with unhindered views of the Ganges, as well as an expansive banquet hall - Tangerine Grand, supported by a conference room - Tangerine. The resort also features a spa - Fresco, a fully equipped fitness centre, a yoga studio - Aura, a children's recreation room - Refresh, and an outdoor swimming pool.

Just 25 kms away from Jolly Grant Airport, the resort offers easy access to other famous destinations of Uttarakhand, including Hardwar (25 kms) and Dehradun (43 kms).



**TACKLE TOUGH LOADS
THE SMART WAY**
Industrial Laundry Solutions



High Spin Commercial Washer Extractor



Multi-form Finisher



Commercial Tumble Dryer

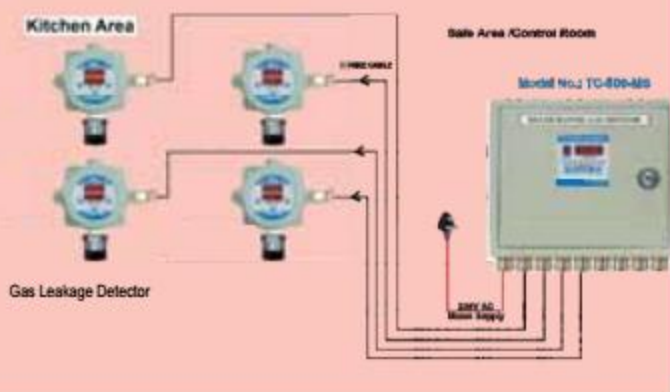


A new range of industrial laundry products specially designed for Indian usage conditions



An internationally certified premium laundry range with water, detergent and energy saving features

L.P.G./P.N.G. Pipe Line Installations
 Kitchen Ventilation System's, Exhaust Hood, Scrubbers,
 Air Washer & Ducting Work(HVAC) etc.
 LPG/PNG Leakage Detection Systems



- Kitchen exhaust system including designing of air ducting, size of exhaust hood, size of ventilation blower and CFM.
- Kitchen fresh air system including designing of duct size and CFM of air washer system.
- LP Gas System including Gas Bank

R.R. Sales Corporation

Office: A-437, G.F., Bunkar Colony,
 Ashok Vihar, Phase-4, Delhi- 110052
 Regd. Address: A-133 S.F, A-Block, Ashok Vihar, Phase-II,
 Delhi-110052 Ph.: 011-27303251, Mobile: 9310336756
 E-mail: tarun.rsalescorporation@gmail.com
 Website: www.rsalescorporation.com

PHA Christmas Charity Ball at JW Marriott Pune

The Poona Hoteliers Association, or PHA as it is popularly known, organised the annual PHA Christmas Charity Ball at JW Marriott Hotel Pune on December 24 to a sold out ballroom.



Members and stakeholders of PHA who turned out in the theme of red, white and green contributed graciously towards the evening's collection in aid of Paraplegic Rehabilitation Centre (PRC) in Kirkee

which aims to ensure the best aftercare and rehabilitation of personnel of the Armed Forces of India. The event got off to a festive start with cheers as the President, Sharan Shetty welcomed all and reflected upon the year's achievements while announcing the next season of PHAPL, or PHA Premier League.

The contributions of sponsors and members was also recognised as he set the ball rolling to a musical act by Pandora's Box, a popular band in the rock and blues circuit of Pune.

A scrumptious spread put out creatively by the culinary team of JW Marriott Pune delighted the attendees as they soaked in the spirit with dance and merriment.

PHA, a body representing over 68 star hotels of Pune, elected Shetty as President for 2019 - 20 at the annual general meeting held on 27th September, 2019 at The Westin, Pune.

"I am thankful to the members for having elected me for the year as President. The past year, has been an eventful one for the hotel industry, under the leadership of Mr Neerav Pancharia, immediate past President," Shetty said on his election.

Sarovar Hotels Expands in Gujarat, Uttarakhand, Andhra

Sarovar Hotels and Resorts have expanded its portfolio in Gujarat, Uttarakhand and Andhra Pradesh.

Sarovar Portico, Kalupur-Ahmedabad in Gujarat is a contemporary hotel conveniently located minutes away from the Ahmedabad railway terminus and 9km from the Airport. This is Sarovar's second hotel in the city after Rivera Sarovar Portico in Ahmedabad. The brand has hotels in Bhavnagar, Gandhidham, Rajkot and Junagadh. This will be Sarovar's sixth hotel in Gujarat.

The hotel is located in one of the most iconic trading hubs of the city, Kapasia Bazaar and gives easy access to the commercial and industrial hub. It has aesthetically designed deluxe rooms which enhance guest experience. The Chancellor Court spread over 800 sq. ft. area can act as an ideal venue for events, conference, social gathering and wedding.

The new property in Dehradun is located on Rajpur Road. The rooms of this hotel, Classic Sarovar Portico, Dehradun are equipped with soundproof windowpanes to keep you at comfort and peace. The "Lazeez" multi-cuisine restaurant offers a host of Indian, Chinese and continental delicacies. For events and meeting, one can avail the Summit Hall.

The hotel group also announced the opening of a new hotel in the Godavari Delta of Andhra Pradesh. Dindi is in the intersection where the Godavari joins the Bay of Bengal. A destination known for its coconut plantations, serene backwaters, vast lakes and palm-fringed canals making it the ultimate location for a perfect riverside holiday.

RVR Sarovar Portico, Dindi has aesthetically designed rooms and suites, with a view of beautiful lilies and lotus plants. With its gorgeous interiors, The Godavari Banquet hall is designed to host events of any sort, from weddings to private parties, leisure events to corporate retreats for up to 150 guests. "Flavors" is RVR Sarovar Portico's multi-cuisine restaurant which serves popular dishes from around the world along with authentic local delicacies of Dindi.

"We are delighted to expand our leisure portfolio. Our vision is to deliver uncomplicated travel experience for our business and leisure travellers. We see great growth potential in this market and look forward to offering best value to business and leisure travellers in sync with Sarovar's signature hospitality," said Anil Madhok, Executive Chairman, Sarovar Hotels & Resorts.



THE FRENCH TOUCH



fcml Interior Lifestyle Product Company
HOTEL SUPPLIES

SERVING HOSPITALITY SINCE 1971

FCML DISTRIBUTORS PVT. LTD.

A-217 OKHLA INDUSTRIAL AREA PHASE 1 NEW DELHI 110020

T. 011-42575188 / 26372701 M. 8130795806 / 9873335886

WWW.FCMLINDIA.COM INFO@FCMLINDIA.COM

Sayaji Hotel Kolhapur Launches Luxury Banquet Sky Greens

Sayaji Hotel Kolhapur in Maharashtra celebrated the commencement of Sky Greens, an all-new premium event space for social and corporate events on February 1. Sky Greens promises to



provide grandeur for all customised services. The occasion was graced by the crème de la crème of Maharashtra.

Sky Greens can house up to 120

guests at a time and is spread over 3,000 square feet built-up area that includes a climate-controlled glass gazebo. The rooftop terrace space at Sayaji Hotel Kolhapur has been created as a premium banquet space over

The custom-designed food & beverages with live preparations or a six-course sit-down service makes the culinary experience a memorable one, said the hotel, adding that every event is made unique by the dedicated team of expert chefs & service team.

Sarovar Opens 5-star Hotel in Bodh Gaya

Sarovar Hotels has opened its first hotel in Bihar – Marasa Sarovar Premiere in the heart of holy city of Bodh Gaya.

This five-star hotel is Bodh Gaya's first and only thematic design hotel, inspired by the five wisdoms of the Buddha - Abhaya (fearlessness), Dharmachakra (dharma), Varada (giving and sharing), Dhyana (unity with oneself) and Bhumisparsha (oneness with the earth).

Located on the bank of the river Falgu, Marasa Sarovar Premiere Bodh Gaya's architectural style draws inspiration from the historical presence of Buddhist structures in the area – the Mahabodhi Temple, the Buddhist Monasteries and the Stupas.

The hotel has five residential blocks overlooking five spectacular water bodies, symbolizing serenity and tranquility. Each block is named after a different colour and has eight rooms at ground floor and eight at the upper level.

The banquet and conferencing area is spread over 2100sq.ft. and opens onto the veranda. It looks into a large area with ficus trees and white flowering bougainvillea creepers making it a beautiful place to hold outdoor gatherings and celebrations for all occasions.

Marasa Sarovar Premiere is Sarovar's 86th hotel, which is in line with the company's strategy of operating 100 hotels by 2020.

Protector[®]

SHAVING CREAM & SHAVING GEL



A Product from:
INFINITY HYGIENE CARE

Uniforms

Chef, Front Office, F&B Staff & More



All Types of Hospitality Products at Best Prices

Avon Hospitality

745, Shakti Khand 3, Indirapuram, NCR
Ghaziabad-201014 (U.P.)

Call: +91 981 836 4987

E-mail: avonhospitality2015@gmail.com
avonhospitality2010@gmail.com

Perfection Personified



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

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

Some of our esteemed clients:



The Manor, Gets a Makeover

The Manor, new Delhi, a boutique hotel by Asaya House, recently reopened after being restored, renewed and re-imagined for its 20th anniversary. Recreated by the original design team, Shirley Fujikawa and Vinay Kapoor, The Manor steps up to its reputation for a blend of contemporary chic reinterpreted with local materials and craftsmanship, including authentic terrazzo, natural textures, and fabrics paired with rich wood and stones.

The Manor first opened to high acclaim being featured in new and hot hotel lists of 2000 across multiple leading travel publications, with notable mentions of its zen environment and comparisons to the "a la mode" hotels of London and New York.

Set in nearly an acre of secluded garden space in New Friends Colony, New Delhi, each of 12 rooms and suites has their own unique style.

"While many regions in India have seen success with boutique hotels, travellers do not have many options in gateways like Delhi. Putting The Manor back on this map after a yearlong renovation is our objective, which with the quality of accommodation, food, and services we offer; we shall graciously fill this gap for visitors entering India through its capital," said Akshay Chawla, General Manager at The Manor.

The enhanced public spaces and amenities include two culinary destinations, in-Q and Noci, an Ayurveda spa and health facilities. Under the leadership of Chef Aditya Kumar Jha, in-Q is a contemporary take on Indian cuisine showcasing traditional flavours and ingredients, while Noci offers a stylish yet relaxed Italian cafe experience with its small plates, salads, wood fired pizza and fresh brewed coffee.

Lemon Tree Hotels Makes International Debut

Lemon Tree Hotels Limited, through its management subsidiary Carnation Hotels Pvt. Ltd., recently announced the international debut of the company, with the launch of the first Lemon Tree Hotel in Dubai.

The hotel, owned by Al Waleed Real Estate LLC, is located on Al Wasl Road, less than a kilometre from Sheikh Zayed Road and Jumeirah Open Beach. The hotel features 114 rooms, complemented by a multi-cuisine restaurant, Lemon Tree Café, a conference room, a swimming pool, a well-equipped fitness centre, among others.



"We are delighted to enter Dubai with our partners Al Waleed Real Estate. This is our first hotel in the UAE, and we feel that it holds immense business potential. We have a locational advantage, with the hotel strategically situated close to famous destinations like Burj Al Arab, Kite beach and the Mall of Emirates, and are equidistant from Business Bay and JLT, the two major business districts of Dubai," said Rattan Keswani, Deputy Managing Director – Lemon Tree Hotels.

A twenty-minute drive from Dubai International Airport, and close to Dubai Internet City, Dubai Media City, Barsha Heights, and Knowledge Park, this hotel could be ideal for business and leisure travellers to the city.

HOME LINEN™ Making Life Luxurious



Manufacturers & Suppliers of Full Range of Linen:

- Duvet :- Down Feather, Micro & Polyfill
- Bed Sheets :- Cotton/Polycotton
- Pillow :- Down Feather, Micro & Polyfill
- Duvet & Pillow Covers :- Cotton/Polycotton
- Mattress Protectors :- Water Proof & Resistant
- Bath Linen, Bath Robes :- Terry/Waffle
- Mattress Topper :- Down Feather, Micro & Polyfill
- Shower Curtain & Table Linen

Home Comfort Texo Fab

Office: 1591, Sector-25, Part-2, Panipat, Haryana, 132103, INDIA
Works: Khalila Road, Karhans, Haryana, Email: sandeep@homelinen.co.in,
Phone: +91-9813 031 560, +91-9896684253

www.homelinen.co.in

Our Esteemed Patrons



BONNE® TOOTH BRUSH



ECO Friendly Compostable &
Biodegradable Toothbrush

LB A Quality Brush from
Laxmi Brush Company

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



Allen Machado

Allen Machado has been appointed as the Chief Operating Officer at Niraamaya Wellness Retreats. Machado has a successful career spanning over 20 years in luxury hospitality.

Prior to joining he had worked with brands such as The Oberoi Hotels & Resorts; The One & Only Hotels & Resorts (Kerzner International); The Intercontinental Hotels & Resorts; The Holiday Inn Club & Graviss Hospitality, among others.



Ravi Dhankar

Pride Group of Hotels has appointed Ravi Dhankar as the General Manager for Pride Hotel Chennai. Dhankar is a hotel management graduate with over 14 years of hands-on experience in hotel operations, client relationship management, industry engagement and corporate liaisoning with a blend of sales and marketing.

Prior to Pride Hotels, he had worked with the brands like Leela Palace, Taj, Lemon Tree and Sarovar Group of Hotels.



Fino Babu

Crowne Plaza Pune City Centre has appointed Fino Babu as its General Manager. Fino has been part of the IHG family for more than two years, having previously carried out the role of Executive Assistant Manager.

With an experience of two decades in hotel operations he is well versed with the F&B market, sales and revenue strategies, resource utilization and guest experience enhancement. Fino has worked with renowned brands like Marriott, Le Meridien, and Sheraton Grand.



Rahul Sharma

Rahul Sharma has been appointed as the Hotel Manager at Courtyard by Marriott Amritsar. He comes with nearly two decades of experience in the hospitality industry.

His previous stints include roles as General Manager at Four Points by Sheraton Jaipur, Executive Assistant Manager at Le Meridien Kochi, Director North India for Starwood Sales Organization, among others.



Keerthan Shetty

Keerthan Shetty has been appointed as the Executive Housekeeper of Holiday Inn Chennai, OMR IT Expressway.

With 11 years of sound work experience, he worked at Hotel Royal Orchid Bangalore; Radisson Resort & Spa Kumarakum, Kerala; Zuri Resort & Casino Goa; and Hyatt Regency Pune & Ludhiana, Shetty brings expertise of hospitality industry, guest recovery, rooms division management, yield management, and property management systems.



Atul Singh Chauhan

JW Marriott Mumbai Sahar has appointed Atul Singh Chauhan as the new Executive Housekeeper.

With experience of over 12 years, he started with Umaid Bhawan Palace, Jodhpur, following this he moved on across Taj Properties such as Taj Nadesar Palace, Taj Ganges Varanasi, Taj Jai Mahal Palace Jaipur and finally at The Taj Mahal Palace and Taj Mahal Tower Mumbai for the last five years.



Aadil Akhtar

Holiday Inn Chennai OMR IT Expressway recently appointed Aadil Akhtar as their new Revenue Manager.

Akhtar comes with 4.5 years of experience in the hospitality industry. He started his career with Accor Hotels as a Management Trainee in Revenue Management at Novotel Hyderabad Convention Centre. Later he moved to Novotel Kolkata Hotel as an Assistant Manager - Revenue Management. His last assignment was with Lemon Tree Hotels - Corporate Office Delhi.



Kushal Ranjan

Kushal Ranjan has been appointed as Corporate Revenue Director-Pride Hotels. He brings to the new role over eight years of work experience with the hospitality industry working in the revenue vertical.

Prior to joining in the current role, he had worked as Director of Revenue - Cluster for Marriott International based in Pune. He had worked in a similar capacity with Accor Thailand and with Zuri Hotels too in his earlier assignments.



Foodservice Equipment

Life in the Kitchen just got easier !



Vegetable Washer



Tilting



Non Tilting

The Traditional way of Washing Fruit, Vegetable, Meat, Fish, & Frozen Food is both time consuming and usually does not Guarantee the removal of all unwanted insects & dirt's. The Problem of Washing large quantities without damaging the Structure and quality of Vegetable, Fruit set is easily solved with Our VEGETABLE WASHER. This Machine is designed to aid in the removal of dirt, wax & pesticides from the Fruits & Vegetables before they are enter your kitchen.

Salamander



Brownie



Box

RANS Salamander Grills are known and used by the kitchen chefs all around India. Equipped with specially designed tubular air heater it assures prefect cooking results. Our Salamanders are equipped with two cooking areas - both can be used independently from each other. With the RANS Salamander Grills you can grill, cook "au gratin", glaze, caramelize and make crispy food in no time. It is Reliable, Flexible and Easy to use.

Holding Cabinet



Cold Food Cart



Hot Food Cart

Our durable Holding & Transport Food Cabinets are constructed in full Stainless Steel body with best of the features your restaurant & Commercial Operations may require. Available in Hot Holding Cabinets & Cold Food Cart .

Pizza Oven



Stone Hearth Ovens



Stone Hearth Ovens

Designed to bake and roast a wide variety of foods, they are built to last and capable of continuous duty 24 hours a day. This, together with their user-friendliness and very smart appearance, makes them the ideal solution for restaurants and front-of-shop applications where safe, efficient, unobtrusive equipment is needed.

Bulk Steamer



Electric / Gas Steamer



Electric / Gas Steamer

Commercial Steamers are designed for new generation of kitchens. They are simple to use, having complete robust S.S construction and energy efficient. They are designed for schools, factory, hotel, banquet kitchens and restaurant. Ideal for steaming rice, vegetables, Idly, fish etc.

RANS TECHNOCRATS (INDIA) PVT. LTD.

An ISO 9001 : 2008 Company

201, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi-110008

Ph.: +91-11 45189999 (30 Lines) Fax: +91-11 45189911 E-mail: info@ransindia.com, Website: www.ransindia.com

Factory: Plot 159, Sector 6, IMT Manesar, Gurgaon, Haryana-122050 Ph.: 0124-2290060

OYO Picks Sabre as its Long-Term Strategic Partner

Sabre Corporation, a leading technology provider to the global travel industry, has signed a strategic long-term global partnership with hospitality unicorn OYO Hotels & Homes. With this partnership, OYO will be connected to almost 900,000 travel agents globally, through the Global Distribution Systems(GDS) connectivity solution powered by Sabre Hospitality Solutions' SynXis platform.

"At OYO Hotels & Homes, we have built strong capabilities to work with distribution partners and are excited to begin this relationship with Sabre. Asset owners are the backbone of our business at OYO and we believe that this partnership will immensely help owners generate additional demand for the properties and widen their reach," Maninder Gulati, Global Chief Strategy Officer, OYO Hotels & Homes, said in a statement.

"Sabre's deep-rooted expertise and proven ability to handle large volumes of properties and transactions make them a partner of choice for OYO," he added.

Under this agreement, OYO Hotels & Homes will be connected to GDS, including Sabre, and will gain access to extensive business opportunities from all over the world. In addition to linking the chain's vast portfolio to numerous distribution channels, the agreement also includes the ability for OYO to connect with major corporations and begin RFP contracting, leveraging major Consortia to ultimately, generate incremental revenue for the OYO brand.

"Sabre is pleased to have been selected as a trusted partner by OYO Hotels & Homes, and we are confident in our ability to deliver innovative technology solutions and enhanced connectivity as the brand continues to grow their global footprint," said Frank Trampert, Managing Director & Chief Commercial Officer, EMEA & APAC, Sabre Hospitality Solutions.

"With this announcement, we are enabling a new distribution model for OYO, increasing their exposure to global markets in addition to supporting travel agents as they aim to cater to their customers' ever-changing needs," he added.

Accor to Remove Single-Use Plastics in Guest Experience by 2022

The new commitment includes the removal of individual plastic toiletry amenities and cups by the end of 2020 and the elimination of all remaining single-use plastic items in guest rooms, meeting areas, restaurants and all leisure activities areas — spas, fitness centers, etc. — by the end of 2022

As it advances its role as a responsible tourism provider locally and globally, Accor has committed to join the Global Tourism Plastics Initiative led by the United Nations Environment Programme (UNEP) and the World Tourism Organization, in collaboration with the Ellen MacArthur Foundation

Accor has announced its commitment to join the UN Global Tourism Plastics Initiative and to remove all single-use plastic items in guest experience from its hotels by the end of 2022.

This action by Accor toward reducing environmental impacts and strengthening efforts to combat plastic pollution of the world's oceans and other natural environments is a significant step forward for the global hospitality industry and for the group, which has been committed to sustainability for many years.

"We are aware of the significant impact we have on our planet and our responsibility to create tangible benefits for our employees, guests, suppliers, partners and host communities," said Sebastien Bazin, Chairman & CEO, Accor.

"What guides us is the consciousness and social awareness that drives every person who strives to be a good citizen. It's about being aware, socially conscious and consistent," Bazin said.

In addition to its previous commitment to eliminate all plastic straws, stirrers and cotton buds, Accor's new commitment includes the removal of individual plastic toiletry amenities and cups by the end of 2020 and the elimination of all remaining single-use plastic items in guest rooms, meeting areas, restaurants and all leisure activities areas – spas, fitness centers, etc. – by the end of 2022.

Single-use plastics are defined as disposable items that are used only once and then discarded. Examples include plastic straws, cotton buds, coffee stirrers, plastic cups, plastic bags for laundry or extra pillows, plastic water bottles, all plastic packaging

(for food, welcome products, etc), plastic take-away dishes and tableware, plastic gifts and welcome products (toiletries, slippers, pencils, etc.), and plastic keycards. Relevant alternatives to plastic will be proposed for each specific item, considering life cycle assessments to ensure better environmental performance for the solution proposed to our hotels.

With more than 200 million single-use plastic items used every year in all areas, hotels are already reducing their impact significantly. Many hotels have deployed effective solutions by choosing more sustainable alternatives. For instance, 94 per cent of Accor's hotels have eliminated the use of straws, cotton buds and stirrers. The remaining six per cent (mostly in China) will do it by end of March 2020, the company said.

Moreover, 89 per cent of ibis' hotels are using dispensers for amenities as shampoos. This means 2,087 ibis family hotels have already dropped single use plastic for this equipment. Accor said its ibis family hotels in Latin America will follow the same initiative this year.

Fairmont hotels have incorporated water filtration taps in guest rooms to eliminate bottled water altogether.

Accor's new brand "Greet" hotels, there is zero disposable plastic at breakfast and reusable dishes are utilised for butter and jam. In addition, there is zero disposable plastic in rooms and other parts of the hotels. Accor plans to open 10 more Greet hotels in Europe this year.

In addition, several Accor hotels within the group's portfolio of world-leading brands – including Novotel Paris les Halles, Novotel Yangon Max, Myanmar, Sofitel Bogota, many hotels in Bali & Lombok, Indonesia, Ibis Styles São Paulo Anhem – have already taken steps individually to be plastic-free and are advancing towards a 100 per cent single use plastic free objective.

Accor welcomes over 120 million guests and serves more than 200 million meals each year.



India Trade
Promotion Organisation
(A Government of India Enterprise)

35th

AAHAR

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

March 3-7 2020

Timing : 10.00 am - 6.00 pm

Hall 7 | 8 | 9 | 10 | 11 | 12 | 12A | A3 | A4A
and A4B (Ground Floor)
Pragati Maidan, New Delhi

Food & Beverages

F & B Equipment
(Preparation, Processing, Packaging)

Hospitality & Decor Solution

www.indiatradefair.com

Entry

from **Gate No. 1**
on Bhairon Mandir Road
and **Gate No. 10**
(Metro Station
Gate)

Paid
Parking
available at
Bhairon Mandir
Parking

For further details

Hema Maity, General Manager
email: hemamaity@itpo.gov.in

Ashok Kumar, Senior Manager
email: ashokkumar@itpo.gov.in

FOLLOW US ON:



Facebook



Twitter



Instagram

Shuttle service available at entry gates



Hotel Industry Comes Clean on Cleanliness

One of the top priorities for general managers and department heads of a hotel is to maintain cleanliness and hygiene, ensuring guest satisfaction in all areas of the property extending from entrances to workout facilities. This enables the property to get positive comments on review sites, which in turn ascertains increase in business. Further, positive customer experiences result in repeat business. Irrespective of the size of your property, it is necessary to maintain a high degree of cleanliness and hygiene – not only in the hotel but also in F&B outlets of the property. **Ashok Malkani** examines of how the cleanliness and hygiene standards are maintained.

One thing that attracts a customer to Hotels is the fact that, irrespective of them being luxury or economy, they are clean. Extending from the lobby to the rooms they have a stamp of neatness and sparkling cleanliness. New research commissioned by P&G Professional (the away-from-home division of Procter & Gamble), shows 78% of hotel guests believe cleanliness is the most important factor affecting their choice of where to stay. The study reveals dirty bed sheets (71%) are most likely to make a guest walk out, followed by a disgusting bathroom (69%) or a smelly room (65%).

The importance of cleanliness can be gauged from the fact that guests would walk out if they find that the hotel is messy. That

is one of the reasons why even the exteriors of the hotels are cleaned at regular intervals.

Whether you are responsible for maintaining a budget hotel or a five-star facility, your task to live up to guests' expectations should not be underestimated.

Ayesha Sehgal, Executive Housekeeper, Hilton Mumbai International Airport, states, "Cleanliness is one of the key factors for selecting the hotel. Guests check the website and may be lured by the ambiance and décor to book a room. Repeat visits would only happen if the desired cleanliness levels are maintained by the property. With the onset of many contagious and viral diseases, one needs to ensure that the hotel booked is matching the cleaning and sanitation levels. Asthmatic guests are allergic to dust so they would always choose a hotel that is clean.

To state an example, linen may look clean but could have germs. So washing it at 80 degrees Celsius would ensure that the linen and towels in the guest room are definitely sanitized."

Sandeep Naik, Director of Housekeeping, Renaissance Mumbai Convention Centre Hotel & Lakeside Chalet – Mumbai, Marriott Executive Apartments, declares, "For any traveler, there are a few mandates which they consider prior to traveling to any destination. One of them is the property where they would stay. Digital platforms have become the base for reviews, research and feedback, it has thus become crucial to maintain the perfect level of hygiene and cleanliness around the property. While the sensory organs are elevated and the first thing that gets activated at any new location, our

prime focus is to keep these considerations in mind before planning around the elements in the hotel. A few grounds on which guests check cleanliness standards in a hotel room include the smell of the room and bathroom, the colour of the water, the freshness of the amenities placed."

Leena Mandal, Executive Housekeeper, The Leela Palace Chennai affirms, "Hygiene and cleanliness is one of the most basic yet the most important expectation of guests at a hotel. Although factors such as price, location and facilities play a vital role in guests selecting a hotel for a stay, research shows that 4 out of 5 guests cancel their stays due to hygiene and cleanliness issues. Hence, clean and well maintained rooms, public areas, restaurants and rest-rooms are rudimentary elements in the process of hotel selection."

Soma Chowdhary, Executive Housekeeper from Novotel Bengaluru Outer Ring Road adds, "Guests feel extremely comfortable staying in hygienically clean rooms and dining in spotless restaurants. It is extremely important to make guests feel at peace and provide them with a comfortable homely environment."

Kunal Agawane, Housekeeping Manager, Marriott Pune Chakan, says, "Hygiene and cleanliness is the main criteria for any guest to stay in the hotel. Many luxury hotels have shut down or paid hefty charges for not maintaining the level of hygiene. Having a clean hotel is one of the most important factors in gaining customer loyalty."

Jerson Fernandes, Executive Chef, Novotel Goa Dona Sylvia Resort, declares, "Cleanliness and hygiene are two key parameters most guests across the globe follow whilst choosing a hotel. These two factors are directly responsible to the wellbeing of guest and staff. If they are not in place it might lead to major health and food hazards."

Yogesh Deshmukh, Housekeeping Manager Hyatt Regency Pune states, "When a guest selects a hotel for his/her stay, cleanliness and hygiene is the top most priority. Nobody wants to stay in a hotel that is not clean or well maintained. Guests demand and expect a clean bed (particularly when it comes to their linen), a spotless toilet. It is necessary for the restaurants and other public spaces that they use to have a high level of general cleanliness."

Cleanliness & Hygiene essential in all Segments

To attract guests to their hotel, all segments



of accommodation providers – from luxury hotels to wayside inns – have to pay heed to the fact that, for the guests, cleanliness and hygiene are the most important factors affecting selection of accommodation.

Leena disclosed, "In today's digital age, 67% of guests go through reviews on various platforms before making a reservation; hence, it is imperative for all segments of hotels to maintain the highest standards. Although the cleanliness standards for all hotel segments are similar the practices and maintenance process may vary."

"We, at The Leela Palace Chennai, work with the motto of "Atithi devo bhava" (Guest is god); therefore we create an experience and atmosphere for guests right from the arrival through the entire stay. With signature fragrances in public areas, to clean restrooms with signature amenities, tidy and well-kept guest rooms, laundry services and restaurants we ensure our guest the highest standards. Upkeep of every area is done through standard practices and checklists. We ensure the proper usage of cleaning chemicals, regular carpet dry-cleaning, marble polishing, and systematic deep cleaning of rooms which entails pest-control, cleaning of fixtures, through check of wooden floors and panels. These thorough practices not only help us maintain the hotel but also ensure that guests are provided the best in terms of cleanliness."

Yogesh states, "Cleanliness and hygiene are the most critical aspects of a hotel, no matter what the size or type is. Cleanliness for our hotel, Hyatt Regency Pune, is the most important aspect for us as a team. Considering the volume of business, the size of the hotel and the clientele, maintaining highest standards of cleanliness and hygiene is a non-deviating standard. The teams are

allocated with responsibilities and equipped with required resources to ensure there are no compromises on ensuring a clean and hygienic hotel. Constant checks and regular audits of the areas are put on schedule so that there are stringent controls on the work being done. Not only rooms and the linen, but also the public areas/ guest common areas are maintained properly."

Sandeep avers, "While the cleanliness standards remain constant across all hotels, the standard varies as per each brand with respect to the brand guidelines that they follow. The inventory of each hotel and the geographical location, in terms of the grading of a city, also plays a major role in terms of the standards it follows. Be it a luxury hotel or a mediocre hotel, the products and the skill-set of the employees hired are also imperative. For instance, Ecolab and Johnson Diversey are key chemicals used in 5-star hotels and primarily this differs from other hotels, varying with the category."

He adds, "Cleanliness is a key factor in driving any property. The inventory of this complex property (Renaissance Mumbai Convention Centre Hotel & Lakeside Chalet – Mumbai, Marriott Executive Apartments) is 773 keys. To ensure that the rooms, restaurants, convention spaces, kitchens, back areas, etc. is diligently monitored and followed on a daily basis, Marriott has tied up with Ecolab worldwide for maintaining hygiene and cleanliness standards across all its hotels. We have ongoing trainings and presentations which educate our staff and supervisors on the processes of room cleaning and maintaining high standards in Room and Public Areas. Considering the tremendous efforts in reducing the turnaround time of getting a room ready, no room key is allotted to a guest until the

room is in the brand approved cleanliness standard condition.”

Jersen says, “Every hotel has its own cleaning standard operating procedures. The bigger the hotel, the larger the team and more intense are the cleaning standards. Hygiene and sanitation is an integral part of every hotel’s standard operating procedures irrespective of the size and location.

“Top quality Cleanliness is imperative to maintain a healthy environment for both staff and guests. Every department has its own set of standards and SOP’s to adhere to and ensure their respective departments are clean and tidy at all times. This is supported by a periodic checklist and time charts. Guest access areas are cleaned during low traffic hours to avoid any kind of inconveniences or hindrances to guest moving around. These areas are closely monitored and double checked by the higher hierarchy team members. “Clean as you go” is a best practice that is followed by the entire hotel team at Novotel Goa Dona Sylvia Resort irrespective of the departments they work for.”

Soma is also of the view that all segments of properties have to maintain certain standard of cleanliness. She adds “The standards of cleanliness remain constant and only change is the difference in certain products used in different hotels such as polishing brass or steel items – where Brasso or Min is used.

“At Novotel Bengaluru Outer Ring Road, we follow a strict agenda of Planned Preventive Maintenance where we take care of individual rooms on regular basis and inspect it minutely. After every Planned Preventive Maintenance we follow a deep cleaning schedule which helps us in maintaining the aesthetic upkeep of the hotel. We ensure all our associates have proper knowledge while handling cleaning equipment and are coached in the right grooming and personal hygiene to ensure a smooth stay for the guests.”

Ayesha however has different opinion of cleanliness in different segments of hotels. She states, “Levels of cleanliness are definitely different in the star categories. Small hotels, at times, do not maintain all the levels of cleanliness. In luxury and five-star hotels, schedules for cleaning are maintained and the frequency of cleaning is being followed to ensure that the areas are matching the levels of cleanliness.

“Cleanliness is pivotal at Hilton Mumbai International Airport. We have daily, weekly, fortnightly and monthly schedules to be

followed to ensure the cleanliness standards. In our super rooms deep cleaning is done every month.”

Kunal disclosed, “There have been a number of research projects finding that cleanliness is the most important of the factors affecting selection of accommodation. Cleanliness and hygiene are the most important segments for any class of the hotel. As there are guests travelling from different countries. They bring various viruses and bacteria along with them which cause and spread very fast.

“Every branded hotel has a set level of cleanliness which helps the individual hotel to maintain the cleanliness level. It starts from trainings, chemicals for different purposes, procedures, periodic and deep cleanings, etc. “Being situated in industrial hub of India



Kunal Agawane



Jerson Fernandes



Yogesh Deshmukh

– Pune – we receive many guests from different countries. It is our main focus to make sure we give a clean and germ free atmosphere to our valued guests.”

Outsourcing Housekeeping

While the general opinion is that cleanliness and hygiene are of utmost importance, the question of how it is achieved remains. Is it done by the hotel’s housekeeping department or is an outside agency hired for accomplishing the task?

Leena asserts, “Cleanliness is the primary responsibility of the housekeeping department. Since we are a luxury brand, the guests have high expectations, therefore we have trained staff to undertake all cleaning responsibilities in-house, rather than relying on an outsourced service. This helps us keep a better check on our product maintenance and not compromise on standards.”

She contends, “No job is too big or difficult in housekeeping, considering if it has been done with proper training, safety measures, preparation, and correct process and well monitored.”

Sandeep believes that maintaining cleanliness is the duty of every person working in an organization. He says, “I strongly believe that the overall cleanliness for any property is the responsibility of each ambassador who works for the property. While we have a dedicated housekeeping staff which is manned to ensure quick turnaround, the staff in our outlets, as well as the banqueting team, ensure that the output is up to the mark before showcasing it to guests.

“A few hotels have Pest Control and Landscaping, which is also managed by the Housekeeping department. Nonetheless, nowadays some of branded hotels have started outsourcing their Public Areas including the Spa and its landscaping, which is taken care of by external teams.

“To manage a property like Renaissance Mumbai Convention Centre Hotel & Lakeside Chalet – Mumbai, Marriott Executive Apartments, with 773 keys and a convention space of 2,30,000 sq. ft. poses a challenge in its own way. The cleanliness, hygiene and upholding of preventive maintenance/GCPM rooms is crucial, which is overlooked by specialized teams. In rooms there are areas which are not easily accessible on a daily basis, which includes grout scrubbing, glass scrubbing etc. for which we ensure teams weekly do rounds to ensure optimum levels of cleanliness. The same applies to our Restaurant and Convention spaces which

Cover Story

have areas that are deep cleaned once a week/fortnightly to ensure the hygiene standards along with daily chores that are undertaken as basic cleanliness measures.”

Ayesha adds, “Cleanliness is the responsibility of the Housekeeping department and at times it becomes necessary to hire from outside if the certain quantum of work needs to be done quarterly. In most of the hotels these days, it is common to find Public Area cleaning outsourced.”

She declares, “For certain mammoth tasks where specialized skills are required and it is not viable to hire personnel throughout the year certain areas are outsourced. Also, certain jobs need to require licensing and insurance which are outsourced. We, at Hilton Mumbai International Airport, have outsourced the façade cleaning and glass cleaning. Pest control is also outsourced due to licensing and being technical. Marble polishing and removal of fungus from marble are outsourced too.”

Soma too is of a similar view. She states, “it is necessary to take help from some of the outsourced vendors to maintain the exterior’s upkeep, marble polishing, pest control, and carpet maintenance to name a few.”

She says, “At the Novotel Bengaluru Outer Ring Road, many jobs like window cleaning, carpet cleaning, gardening etc. are outsourced with the best locally procured vendors in the market. Since high level of training and specialization is required we hire professionals with the right credentials and certifications.”

Kunal claims, “Cleanliness is the responsibility of the housekeeping dept. Although housekeepers are invisible to most guests, it’s for the housekeeping department to ensure that the hotel maintains high standards in cleanliness and puts forth a positive public image. If we are getting it done from outside cleaning services, we have to make sure they follow all the specific guidelines mentioned by the company to maintain the hygiene.”

Jersen has a different opinion. He says, “Cleanliness is not just the sole responsibility of the housekeeping department but every individual who works in the hotel. Outsourcing depends on a lot of factors such as the strength of the housekeeping team, the size of the hotel/resort, efficiency levels of the team etc. The housekeeping department predominantly is responsible for the cleaning and upkeep of the entire hotel, this is a mammoth task and if need be, seeking extra assistance from third party vendor can also be considered.”

Yogesh is more cautious. He states, “Though housekeeping takes the sole responsibility of cleaning, it is not possible for the team to cover areas which need specialized services, which definitely includes either special training of the team members or an outsourced vendor to team up with the housekeeping department to ensure the upkeep of the areas, e.g.; floor polishing, façade cleaning, pest control, etc.

“The responsibility of cleanliness does rest with the housekeeping department but different areas demand different departments to focus equally on the aspect of cleanliness and hygiene. The housekeeping department definitely maintains guest rooms and public areas. However, for banquets and F&B outlets, the requisite department plays a critical role to ensure they work with the Housekeeping team to maintain the areas.”

Sanitation

While marketing and promotion efforts of a property help in attracting tourists, cleanliness and sanitation is an important



VEDIC AROMA LAB™
Family Perfumers Since 1850



Your Hotel should Smell as Good as it Looks!



Largest Collection of Blended Essential Oils for Oil Diffusers

- Lemongrass
- Lavender
- Jasmine
- Sandalwood
- Agarwood
- Frangipani
- Mandarin
- Green Tea
- Vanilla
- Rajnigandha
- Lemon
- Citronella
- Lily
- and much more!



We also assist brands in creating their unique Olfactory Logo, their fragrant identity – their unique **Signature Scent**.

To know more about Scent Branding, get in touch with us at salesevedicaroma.in or visit www.thearomadepot.com or **0808 15 VEDIC** or Connect on [linkedin.com/in/perfumer](https://www.linkedin.com/in/perfumer)

For **complimentary samples & catalog**, please send your Business Card on WhatsApp **95 191 11233**

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.

aspect for making the guests come back. Sanitation is one of the items on the top of the guests' lists for favouring a hotel. Understanding the importance of hygiene and sanitation is the most significant factor hotels need to focus on. How does the hotel succeed in maintaining a high standard of sanitation? Is it the job of the housekeeping department?

Soma declares, "The Housekeeping department takes care of hotel hygiene; however the maintenance team of Novotel Bengaluru Outer Ring Road takes care of sanitation of our entire hotel premises. To maintain our hygiene and sanitation we use industry standard chemicals such as R2, R6, etc. which are quite helpful and are used in most of the hotels."

Ayesha adds, "Sanitation plays an important role as cleaning does not kill the germs and disease-causing bacteria and viruses. The chemical used for cleaning already has sanitizing agents which makes it easy. So while mopping the floor it is sanitized as well. Remotes and telephones need to be sanitized. Cups, glasses are washed in dish wash and regular chlorination of the same is done. Right Temperature, right Chemical and right procedure is used for sanitation."

Sandeep disclosed, "While basic sanitary requirements in the public areas and rooms are provided and maintained by the housekeeping department, sanitation – like sewage and the drainage system completely comes under the control of the Engineering department."

Leena asserts, "Maintaining sanitation is one of the most important aspects of a successful housekeeping department. At The Leela Palace Chennai, to ensure a healthy hazard free working environment, all work areas are provided with mats, water proof foot gear. Checks are also made of all wet areas to passageway, protruding nails, loose board, holes and electrical wires."

Yogesh asserts, "Maintaining sanitation is as much a part of the housekeeping department as of the other departments. Guest areas and associates' areas are maintained by the housekeeping, but ensuring the areas are kept tidy throughout the day till the next scheduled cleaning is the responsibility of the various departments as well."

Basic steps for maintaining sanitation are:

- Clean and sanitize all areas with an approved sanitizer/disinfectant;
- Floor cleaning/upkeep and spot clean walls;

- Proper personal hygiene, including frequent hand and arm washing and covering cuts;

- Proper cleaning and sanitizing of washrooms;

- Proper cleaning and sanitizing of equipment;

- Good basic housekeeping and maintenance;

- Proper rubbish disposal.

Jersen states, "Maintaining sanitation is part of the housekeeping. Moreover, it's the responsibility of all departmental cleaning heads like the housekeeping and kitchen stewarding teams to ensure sanitation best practices are always adhered to."

Few best practices followed in the hotel would be:

- Sanitizing all guest rooms/ wash rooms and accessible areas with sanitizers after thorough cleaning and drying.

- Usage of colour coded dusters for

every specific type of cleaning by the housekeepers.

- Special attention should be paid to the cleaning of the bathroom including toilet seats and handles.

- From the showerhead to the floor all traces of the previous guest must be removed, especially any hair!

- Sanitizing kitchen tools and equipment's to avoid cross contamination etc.

Kunal too believes that maintaining sanitation is a part of the housekeeping department's work. He adds, "The housekeeping department takes immense pride in maintaining the utmost standards of Sanitation."

Cleanliness in F&B outlets

The hotel guests are not just concerned about the cleanliness and hygiene being maintained in the residential areas but also in the F&B outlets of the property. Since the guests are likely to satiate their hunger in the hotels' F&B outlets they insist that these restaurants too maintain a high standard of hygiene and cleanliness.

Does maintaining cleanliness in these F&B outlets also come under the housekeeping department? How do the properties maintain kitchen hygiene?

Kunal believes that it does. He continues, "Cleanliness includes the F&B outlets. There is a separate sub department in kitchen (Kitchen Stewarding) to clean in/out kitchen as they have different standards and chemicals for cleaning than other regular areas of housekeeping."

Sandeep states, "Cleanliness in any hotel comprises of all the departments including the F&B outlets. The housekeeping for the floors, walls and the ceiling areas is maneuvered by my team, which also includes weekly deep cleaning measures along with pest controlling activities of the outlet. The cleaning and hygiene for table set ups in the restaurants is maintained by the F&B Service team and the kitchen cleanliness and post pest control cleaning is done by the Kitchen Stewarding team."

Leena disclosed, "The hygiene and cleanliness of F& B outlets is one of the aspects of Housekeeping, considering the open interactive kitchens and live counters, this has now become a very important and skilled area of expertise. Cleanliness and proper hygiene of the restaurants ensure that guests are in a comfortable environment, clean counter tops, floors and seating ensure tangibles dimension of the



Leena Mandal



Ayesha Sehgal



Soma Chowdhary

restaurant cleanliness.

“However, kitchen cleanliness and food hygiene is a more skilled area which, at The Leela Palace Chennai, is maintained by the hygiene manager of the hotel. This ensures food safety and hygiene!”

Soma and Ayesha believe that F&B outlets need special attention.

Soma declares, “When it comes to food, extra care has to be taken as these are perishable items and cannot be left unattended. F&B is the heart of a hotel and we make sure that our kitchen is spick and span and the staff is also trained accordingly. Housekeeping plays an integral part in maintaining the hygiene of F&B outlets and kitchen along with the Kitchen Stewarding department. Industry certified Diversey chemicals are used to keep up hygiene and provide guests a healthy dining experience.”

Ayesha asserts, “F&B outlets need special attention as the food particles would attract pests. Other than that, due to live cooking there is oil around the walls that needs to be cleaned on a regular basis. Kitchen cleanliness is maintained by Kitchen Stewarding department. It is not just eating on a clean plate but having a clean



Sandeep Naik

place is equally important. Quality hygiene practices and standards help to avoid any food-poisoning cases.”

Jersen says, “Cleaning and hygiene followed by sanitation best practices are an integral part of every food handler’s job. The highest standards of hygiene and sanitation best practices are followed in F&B areas to prevent any cross contamination and health hazards. Periodic checks, Colour coded practices, temperature logs, Storage best practices, Hand wash standards, Wearing gloves /head gear/ face mask while handling food, Periodic medical checks followed by timely surprise audits of staff grooming and kitchen HACCP best practices

are some of the best practices followed in the food cooking and service areas. The cleaning of the kitchen is managed by the kitchen stewarding team and the guest area cleaning is managed by the house keeping team.”

Yogesh states, “Cleanliness does include all the F&B outlets. Cleaning of F&B front areas is done by Housekeeping, while Kitchen Stewarding does back areas.

“Both F&B and Kitchen are food-handling areas hence cleanliness and hygiene are of utmost importance. A dirty kitchen or F&B outlet is the field day for the spreading of the germs and bacteria. Keeping your kitchen clean and tidy will decrease the risk of appearance of these pesky microorganisms.

The following points are important for maintaining a clean and hygienic kitchen –

- Clean up after each meal.
- Clean spills when they occur.
- Empty the dishwasher when the cycle ends.
- Clear off your countertops.
- Clean your garbage disposal regularly.
- Install shelf liners in your cupboards and drawers.
- Clean the refrigerator and freezer.
- Clean the floor at regular intervals.

AKASA

Unbeatable Commercial Range

Let the Excellence of our Work be a reflection of yours

Conveyor Toaster

Conveyor Toaster

- Ideal for hotels and catering as it can toast two slices at a time of small size.
- It has air-cooled base to keep the exterior cool to the touch.
- Adjustable temperature to control the colour of bread.
- It has top and bottom heating control for best crisp golden toasts.
- Unique thermostatically controlled elements to maintain the toasting temperature by cycling on and off when the toaster is idle, saves up to 20% on energy consumption
- It can toast up to 250-300 toasts with front and rear discharge. User friendly with indicator lights and high insulation fiber wiring and easy to clean, comes with detachable drip tray.

Electric Adjustable Salamander

- Machines for reheating pizzas, sausage rolls, grilling continental dishes and defrosting frozen dishes
- With a choice of self balancing cooking heights (adjustable up to 200mm)
- Temperature range of between 50°C and 300°C
- Chefs have precise control over heat intensity and heat distribution
- Significant energy saving and a cooler kitchen ambience
- Easy to operate, energy efficient and highly functional in any kitchen
- Specially designed ergonomic operator control knobs designed to minimize liquid infiltration
- With the capability to cook, grill, hold and reheat, its ideal for your banquet, hotel, restaurant, food court or any food outlets

Electric Adjustable Salamander

Dealer inquiries solicited at all India level

Akasa International

Contact us : NEW DELHI - +91-9811117464, +91-9811117438, akasaintl@gmail.com, www.akasainternational.in

AGRA » AHMEDABAD » AMBALA » BENGALURU » BHILWARA » BHUBANESHWAR » CHANDIGARH » CHENNAI » COCHIN » GOA » GUWAHATI » HYDERABAD » INDORE » JAIPUR » JAMMU » KOLKATA » LUDHIANA » MADURAI » MEERUT » RAIPUR » RANCHI » VIJAYWADA » VISHAKHAPATNAM

New Showroom in "Mumbai"

All our Equipments are 100% indigenous made in India with complete service back up, High Quality, Exclusive Designs, Energy Saving & Low Maintenance. AKASA gives you more than you pay for.



To Buy or say 'Bye'?

Purchase department in any organization is important as, being the centre of successful supply chain management; it helps in improving your business. The top objectives of the department in the hotels, as in any other business are selecting a mix of suppliers who can provide the best prices and terms, reduce risk and ensure the security of supply, improve quality, pursue innovation, etc. The purchase department in the hotel industry has to deal with a wide spectrum of activities to ensure that the organization attains – and maintains – profitability. **Ashok Malkani** tries to evaluate the on how it deals with various objectives and the problems that it faces.

Procurement process in a hotel is a complex function. The procurement or purchase department of a hotel plays a significant role in seamlessly running a successful and profitable business. A purchase manager has the responsibility of discovering sources for materials, contract negotiations and payment terms. In hotel industry the purchase managers are intrinsically connected to the success of the business at nearly every level. In hospitality, procurement occupies a place of singular importance as it helps in not only supplying the organization efficiently but also producing value through optimal quality of goods. In this new digital age traditional hotels have to compete aggressively with new style accommodation, like AirBnB and similar services, fighting to cut costs without sacrificing quality or user experience.

Padmakumar K, Purchase Manager, The Leela Palace, Chennai, declares, "In any industry including Hospitality, procurement process is pivotal. In Hotel industry optimum procurement is the key for effective and desired output with minimal investment

which certainly has its impact on company's earnings. Procurement process has become more relevant today as there are multiple options available and careful evaluation has to be done to ensure that you get the best product at competitive price.

Bernad Fernandes, Procurement Manager, Sofitel Mumbai BKC too is of a similar view. He adds, "The purchase department acts as the mediator between the hotel and its vendors. Therefore, it is important for the department to coordinate efficiently between the two so that we can optimally use our resources keeping in mind our budgets and aim for maximum profitability of the organization. At the same time, we avoid any compromise on quality because we, at Sofitel Mumbai BKC, believe that quality is non-negotiable.

"As one may assume, the role of a purchase manager is not only confined to ordering supplies for the hotel. It is rather pivotal in terms of supplier analysis, strategic solutions in different circumstances and presence of mind to ensure that the operations do not go haywire. We cannot have the entire execution

affected due to a small delay in placing an order or unavailability of materials. A Purchasing Manager's responsibility includes seeking reliable vendors or suppliers to provide quality goods at reasonable prices, negotiating price and contracts, reviewing technical specifications for raw materials, components, equipment, etc. We also have to ensure minimization of pilferages, breakage and spoilage of material, minimisation of operating costs, timely deliveries and minimisation of internal lead time."

D.V. Shende – Materials Manager, The Leela Mumbai stresses the need for constantly evaluating the quality and cost of the materials. "it's important to meet the 5 R criteria that is, to purchase products of the Right Quality, in the Right Quantity, for the Right Price, in the Right Place and at the Right Time," he says.

He continues, "Purchase Manager's core responsibilities are spread across a gamut of functions which includes developing, leading and executing purchasing strategies, tracking and reporting key functional metrics to

reduce expenses and improve effectiveness, forecast price and market trends to identify changes of balance in buyer-supplier power, assess, manage and mitigate risks, determine quantity and timing of deliveries, monitor and forecast upcoming levels of demand and more, till closing of the deals with agreed upon terms & conditions.

Sanjay Bali, Director of Purchasing, Four Seasons Hotel Mumbai, disclosed that day-to-day requirements of internal departments like Housekeeping, Engineering, F&B Production, F&B Service are also taken care by the Purchase Department. He iterated "purchase department has many functions apart from the Procurement of materials from the local and international market. It has to record goods in the system, do inventory control as per the standard of the Hotel policy and process. Purchase is always in touch with vendors for the latest market trends in terms of new products and services. Purchase is also maintaining the stock of goods required for the day to day functions of the Hotel and it helps in the smooth operation of the Hotel. Purchase department controls the Inventory on the supply chain management of the vendors."

Sanju Shirodkar, Purchase Manager, The Leela Goa, opines, "I feel having a purchase department in every organization creates a big difference in procurement; a proper functioning manpower system helps you in getting the right product in terms of quality, quantity and price from the right supplier."

Problems Faced

As can be seen purchase department's job is not all hunky dory. There are several problems that they have to face. They have to be in constant touch with the user departments. At times there is a gap in communication, which will result in inappropriate products being sent to the departments. There are also several other problems.

Sanjay believes that a major problem is the urgency of the requirement. He attributes this to inadequate planning. He adds, "The demand for perishable and raw materials is increasing while the supply, due to climatic conditions, is decreasing. To get the regular supplies from the vendor we need to follow the market current rate and get the goods from the vendor at a mutually agreed rate.

Climatic changes are also cause of concern for Shende. He states, "Climate change is no longer a distant, slow-moving emergency, it is an actual crisis which if not tamed would have adverse effect on the global economy. A major emerging challenge faced by us

nowadays is sourcing material under uneven weather conditions. This problem will continue to prevail in the future as well and would cause disruptions in managing the procurement process.

"There is also concern about supply of perishable goods which often gets easily damaged due to multiple reasons like transit, packaging, storage and distribution - the implications of which can have a dire impact on profitability. Therefore, in order to address this situation, we, at Leela Mumbai, have made yearly contracts with our vendors supplying perishable items. This helps us be in control of the situation and reduces problems encountered during handling, transport and distribution of perishable and raw food materials."

Bernard elucidates, "In a seasonal business like hospitality, the challenges of balancing the number of goods or services to buy—and when to buy it—are high. With customers demanding best quality goods and services, you don't want to risk running out, so you might end up spending more than you should to make sure customer service doesn't take a hit. In this competitive world of high costs and tight budgets one may be tempted to focus on rock bottom prices. But the key to long-term success lies in procurement services designed to track and exploit opportunities to generate true and lasting value, rather than short-term savings.

"If you're in charge of running a perishable foods operation, it's important that you're aware of how to store these types of food products. You can't let any perishable food product sit out in the heat for an extended period of time; you need to rightly store them as soon as possible. Certain perishable products need to be kept in colder spaces. Any kind of spoiled food can lead to serious health concerns. Just because you're storing these food products in the fridge or freezer doesn't mean you don't have to cover them. You should still keep all food products in covered containers or tightly sealed storage bags. You should check each food product daily for spoilage. Sometimes, the temperature at which it is stored also affects the shelf life so the temperature must be regulated and closely monitored to check what works best for the product to last longer and prevent it from spoilage."

Sanju, however, believes that "If the end user departments are pre-planned there are not many issues in supplies. Being in the hospitality industry there are few challenges faced when specific products are required



FURNITURE FOR EVERY SPACE



providing customised solutions for our products



An ISO 9001:2008, OHSAS 18001:2007 & ISO 14001. 2004 certified company

Showroom Address 1 : 9/50 1st Floor, Industrial Area, Kirti Nagar, New Delhi (opp. Railway reservation centre)

The Courtyard

B 118 A, Mansarovar Garden, Delhi, (Opp Kirti Nagar Police Station)

urgently so that a better service can be rendered to our guests. Due to the recent natural calamities like unpredicted amount of rainfall, floods, landslides etc. we, at Leela Goa have already started facing supply issues in terms of vegetables, perishables and dry food items which I feel will continue for some time more.

"Being an ISO 22000& 14001 certified hotel we follow the standards as per environmental management system and food safety management norms. As per the defined temperatures of perishables, the vendors are asked to maintain the same while delivering the products and are closely monitored while receiving. They are stored in respective cold room/freezers. Strict instructions are placed to supply perishables in refrigerated van or with dry ice in closed buckets. If at all any issue arises, the same are rejected from our receiving point itself. A similar system is followed for raw food items wherein the packing, specifications and other norms are monitored before accepting the supplies with the minimal usage of packing material i.e. paper, plastic wherever it is possible in line with the environmental requirements."

Padmakumar disclosed, "Hotel industry mainly deals with food and perishable item in their day to day activities. Maintaining consistent availability and constant price which depends on many factors like climatic and other regional developments is one of the major challenges. This is the situation many procurement persons face in sustaining product availability and cost. Simultaneously ensuring quality of product all along is one of the areas of concern as result of flooding of facsimile verities in the market from within and outside the nation.

"War cry looming large over Iran and other OECs is going to be major threat expected in this year, which predominantly effect fuel price and will have its cascading effect on the others. Complying with frequent change in Government policies will be a task which all Purchase Managers are going to face owing to the economic slowdown and unrest. Currency fluctuation also impact cost of imported food product, which most of the Star Hotels depend on. Keeping multiple options on products and as well as vendors and not sticking to unique preferences is one way of tackling this issue. Procurement mainly through vendors who comply with food safety and green practice can prevent food adulteration to maximum extent."

Technology

Purchase department of a hotel has multiple

tasks to be performed and to enable it to perform its tasks efficiently and competently there is a need, as in all other industries, to adopt technology that will help the department to procure quality goods through a single window channel instead of multiple vendors.

Sanju disclosed, "To tackle supplies issues, reduce costs etc., centralized purchasing is one of the best technologies used where the specific products are selected to be used in entire group units and rates are fixed for specific periods and supplies are done at right time. Material management software system is what the Leela Goa uses currently as it helps in the procurement process and in automatic purchase recording and accounting functions which, in turn, also helps in cost and time savings.

"Besides the regular purchase system, wherein sourcing vendors is conducted by individual hotels, we also have a group of HPMF (Hotel purchase manager forum) wherein a lot of queries, issues are shared on a WhatsApp group by everyone in terms of new products, rates fluctuation, market trend etc."

Sanjay states, Software for Purchase Department is essential to operate the procurement process. All the information of vendors, rates are fed in the system. At Four Seasons Hotel Mumbai we use the software

named "BirchStreet". It helps to follow the process of requisition, raising Purchase Orders, Receiving goods in the system. We can get information like Purchase Orders status, Stock Level, Consumption summary – department wise, product wise. It helps in Inventory control.

"The online search system helps the purchase department to contact various vendors and obtain quotations. More quotes from the Potential Vendors give us the liberty to negotiate more effectively."

Shende believes that purchasing system like WINHMS streamlines the procurement process through many intuitive functions and features. "The system provides a complete flexibility for purchasing. The system also keeps a 360-degree view on every part of the purchase process and helps to track projects and keep finances in check which makes the whole process seamless. However that being said there is always scope for improvement."

He adds, 'Applications like Flipkart and Amazon are also used as they offer more number of products to choose from within an acceptable price range.'

Padmakumar avers, "In this era of AI use of technology is inevitable in any field, including purchase department. MMS, WINHMS, IDS etc. are the commonly used software used in Hotel Industry for procurement documentations. These new generation softwares have options right from generating stores requisitions, Purchase/Service Order, tracking of orders, Receipt details etc. Once product and supplier master are created, these software are the platforms for faster execution of order with precision. Having these systems in place under a broad-based vendor network will ensure quality and variety of options to guest as well as give an edge on effective negotiation."

Bernard sums it up thus: "The technology used by Purchase Departments of various hotels varies and each one uses different software pertaining to procurement such as Micros Fidelio, IDS, Oracle, SAP, Shawman, etc. Using these software help Purchase Departments to generate various reports for effective analysis such as cost benefits, etc.

"Due to the systems the department can explore a variety of products for guest satisfaction and cost purpose. We at the purchase department get an opportunity to understand the evolving market, enabling us to explore different products, which bring savings and enhanced guest experience to the organization. Having said that, I would add that the guests now have a better understanding of various cuisines across the world and are able to recognise distinct



D.V. Shende



Padmakumar K

WE TAKE CARE OF YOUR DISHWASHING

Your Dishwashing Specialist.

Commercial dishwasher for perfect cleanliness & hygiene.



- Effective Filtration
- High Performance
- Saves Water
- User Friendly
- Saves Time
- High washing Capacity

Commercial Dishwasher Range:



Under Counter Dishwasher



Hood Type Dishwasher



Rack Conveyor Dishwasher



Multi-tank Rack Conveyor Dishwasher

Detergents Range:



PAN India Service Support & AMC Service

Toll Free Help Line No.

1800 1035 913*

(Mon to Fri, 9:00 AM to 7:30 PM; Saturday: 10 AM to 4 PM, Sunday & Public holiday- Closed)

Head Office :

Winterhalter India Pvt Limited

Plot no 269, Sector 7, IMT Manesar - 122050, Haryana

www.winterhalter.in | email: info@winterhalter.in

flavours in these cuisines. Therefore, in order to cater to their expectations and adapt to the dynamic environment, we have to get in touch with multiple vendors, negotiate with them to get the best deals and source a variety of products to be able to deliver according to the expectations."

Freedom to Choose

Since the purchase department is an important section of the hotel industry as it plays a significant role in the profitability and popularity of the property and has also to co-ordinate with several other departments does it take decisions unilaterally?

Sanju states, "Each and every product procured depends upon the approval of the user department. The procurement team will source different varieties of products and final approval is taken from the user."

Padmakumar, however, declares, "Procurement of products involves confirming both specification and cost. While it is the call of the user department to specify the quality of product, sourcing is the absolute desecration of Purchase Manager. Sourcing envisage various other factors concerning supply chain right from vendor's location, storing, transportation which can only be analyzed by the purchase manager under a free and fair manner. His focus as part of his profession on understanding environment will definitely give an open hand to purchase manager in these areas. Satisfaction survey among the internal customer within the organization will definitely yield the desired atmosphere of free will."

Sanjay too is of a similar view. He says, "The Purchase Department is purely functioning on the requirements of the Hotel. Department has the freedom to source the material."

Bernard declares, "There are set vendors that each brand hotel works with, which provides little scope for innovation or creativity. For people involved in the purchasing and procurement processes, there are various factors to be kept in mind such as ensuring unbiased deals, not favouring a particular vendor or a brand over another, following the due processes of selection, or setting higher benchmarks than required, etc. Credibility and transparency are quite important in the supply chain and vendor management. Although modern technology has helped in improving credibility and transparency to a certain degree, there is still a long way to go."

Shende avers, "Purchase Managers shortlist the vendors/ products after thorough

evaluation. Their quotes are then presented to the head of department and both mutually agree upon the best deal after weighing the pros and cons."

Government Policies

Government has certain rules and regulations. How do these affect the purchase department, particularly as far as alcohol is concerned?

Shende states, "Due to social or environmental causes, Government policies keep changing which eventually affects the smooth functioning of the purchase department. In cases like ban on plastic material, electrical hazardous items, some of the meat items it is difficult to find substitute items without effacing the expense budget."

"Procurement of alcohol is also a major concern. In India, many states have imposed ban on consumption of alcohol. Further,

Brand & Label varies from state to state due to the registration policies. Also, a lot of documentation is involved. For instance-obtaining liquor license, transport permit, keeping & filing/submission of all liquor related records in specified format etc. are all processes that adversely affect the procuring process of Wine, Spirits & Beers."

Sanjay however has an opposing view on alcohol. He states, "The Government is moving towards the digitalization. Earlier, for one day license the staff had to go o the excise office, thus wasting their entire day. Today, with introduction of online process, there is a saving of time."

Padmakumar declares, "Stringent FSSAI norms and plastic ban as part of government policy initiative has its impact on Hotel Industry too. Foods safety measures are essential from the point of avoiding health issues, however avoiding plastic entirely is impracticable in food industry. Customs authorities too are posing problems on import of food items, with tough procedure for clearance with multiple lab tests. Importers are also asked to have specified packaging pattern. Ban on import of certain red meat varieties is the recent development."

"However there is no apparent issue with alcohol which is one of the major sources of income for hotel industry as a whole. Nowadays the process of applying for transit permit has been made online and the time line has been shortened for getting the permit, since all vendors are asked to upload their credentials and product details. Fee payments are made easy with online payment unlike treasury payment of previous years. This has streamlined entire process of alcohol procurement."

Sanju seems quite satisfied with the government policies. He asserts, "Initially sourcing for certified vendors in terms of norms applied by government like FSMS registered, ISO certified, GST registered, E-way billing were a bit of a challenge, but now everything is streamlined and well organized. In Goa, alcohol is not an issue at all! You apply for proper licenses and supply will be at your doorsteps with legal permits."

Bernard however feels that there is a problem with securing alcohol. He states, "Alcohol is a problem due to delay in registration procedures of liquor brands, because we use only licensed products. Customs approvals take too long, sometimes it goes into months, especially for liquor that is imported (mainly Duty Free), affecting the efficiency of the purchase department of a hotel." ■



Sanjay Bali



Bernard Fernandes



Sanju Shirodkar

28
YEARS OF
SERVICE

Visit us at
Aahar 2020
Hangar No: H7A 01B

**India's Largest Manufacturers of:
Banquets, Hotels, Restaurants & Cafeterias Furniture**



India's First & Only Imported Automatic Pipe Bending Machines user for 100% Accuracy

**On Site
On Time
Delivery
Assured**



Chair Craft India Pvt. Ltd.

An ISO 9001-2015 Certified Company
A Unit of Gee Kay Industries, Ludhiana

**Onsite warranty
on Chairs
for 10 YEARS for
Manufacturing Defect**

Show Room: 10/62B, Krishna Tower, Kirti Nagar Industrial Area, New Delhi, Tel: 011-42544577
Phone: +91-161-4626000, Mobile: +91-93569-00007, 98140-29100, +91-99148-77738, 93179-00007, 8527971184
Email: info@kursiwala.com, geekayinds@hotmail.com, chaircra@gmail.com
Website: www.geekayind.com, www.kursiwala.com, www.chaircraft.in



Initiatives to Promote Religious Tourism

By Jhuma Biswas

India is a young nation. It also seems to be aspiring to be a modern nation in the post-modern age but it harbours an ancient but still thriving civilisation with its timeless ethos and values.

It is a country where the religious resonance is an integral part of our five millennia-old cultural legacy. There is no denying the fact that religion with its mythological hues is one of the major cementing forces behind the edifice of Indian civilisation. Most major religions of the world, such as Hinduism, Islam, Christianity, Sikhism, Buddhism, Jainism, Zoroastrianism and Judaism are being enthusiastically practiced in the pluralistic cultural milieu of India. They are all embraced by India's pluralistic cultural heritage.

What is more important is that even in the twenty-first century IT-powered India, which seems to be obsessed with cricket, Bollywood and social media, the influence of religion is very much evident among its teeming millions. This enduring influence of religion in our society is being often misused by cunning charlatans, fake godmen and opportunistic politicians, but there is no denying the fact that the influence of religion in India's pluralistic socio-cultural environment has immense potential for India's tourism and hospitality industry. In fact, religious tourism is one of the core strengths of the tourism industry of India.

Religious Resonance

From taking a dip in the holy Ganges of Varanasi at the break of the dawn, to feeling the mellifluous music of *aarti* rinse your soul as the twilight descends on the banks of Hardwar, from undertaking the arduous Amarnath Yatra to taking part in the Rath Yatra at Puri with lakhs of devotees; with loud chants of Lord Jagannath resonating through the air, from taking an introspective trip to the churches of Goa and feeling the soul of Christianity within your senses, to praying with a heart full of devotion at the *Dargah* of Khwaja Moinuddin Chishti in Ajmer, to feeling the ripples of middle-path spiritualism in the deep recesses of your heart at Bodh Gaya... to imbibing the apparent grandeur and latent serenity of Golden Temple at the same time... indeed, the religious tourism in India can take myriad montages, which are fascinating enough to form their respective niches in the memories of tourists for a lifetime.

Besides these destinations where one can find one's inner self, India has religious events of epic proportions, where everything stops for a few days at the destination/s which are focal points of such events. These events are thronged by huge numbers of domestic and even a sizeable number of inbound tourists, and offer enormous potential for religious tourism.

The Kumbh Mela at Allahabad, Hardwar,

Nashik and Ujjain, which takes place once in one of these four destinations after every twelve years, and the annual Rath Yatra at Puri present a simply fascinating collage of unforgettable experiences. Kumbh Mela is the largest religious gathering on this planet. Both these mega events or rather larger than life religious gatherings are high points of collective devotion. They give a kaleidoscopic view of the seminal yet vibrant, transient yet unchanging cultural landscape of India, where all changes are absorbed in a calm stream of continuity, without disturbing the essential socio-cultural fabric.

Events and Festivities

Besides larger than life religious congregations like Kumbh Mela and Rath Yatra, India is a land of a wide spectrum of religious festivities, which have immense potential for India's tourism and hospitality industry. The tourism and hospitality potential of India's timeless festivities deserve to be harnessed by our hospitality industry in a much more creative way, which can garner more tourists and hence more revenues for the industry.

The Durga Puja celebration in Kolkata or rather through West Bengal deserves worth mention in this context. West Bengal with its amazing repertoire of *pandals* hosting Durga Puja (some of them with highly creative and innovative, topical and/or historical themes)

is a place worth visiting during Durga Puja celebrations.

Of course, Durga Puja is celebrated with great gaiety and fervour outside West Bengal too; in fact in many parts of India and abroad, but in West Bengal during the Durga Puja celebrations, the entire state literally stops work for a few days to bathe in the river of undiluted exuberance.

During the four days when the Durga Puja is conventionally celebrated, swarms of animated crowd through the streets of Kolkata; moving from one *pandal* to another to not only pay their obeisance and veneration to the idols but also to marvel at the amazing aesthetics of different idols and also in some cases to admire the theme behind the given *pujas* in *pandals*.

Durga Puja has been celebrated in the country since time immemorial, but has assumed such a huge magnitude with significant commercial dimensions since the last fifty years or so. Today, it is not only a religious festival, but also a cultural and entertainment extravaganza. Durga Puja, like other prominent festivities of India like Diwali and Holi, also acts as an occasion to meet

old friends and distant members of extended families.

This enormous potential of religious tourism, both in terms of destinations and events, needs to be tapped in a more proactive, creative and optimal manner by our tourism and hospitality industry, than it is being done presently. And in this regard, our states and the Union Government should play a more proactive role than they are doing at present.

Untapped Potential

It is lamentable that despite having such awesome religious destinations (along with of course, great natural beauty, rich historical heritage, fascinating wildlife and adventure tourism options) and such an amazing array of religious events and festivities, India hasn't featured nowhere near among the top 10 destinations for inbound tourists during the recent years.

According to the figures of the Ministry of Tourism, the number of foreign tourist arrivals in India was only 10.56 million in 2018. According to the Ministry of Tourism, foreign tourist arrivals in India during 2016

and 2017 were 8.80 million and 10.04 million respectively. Though foreign tourist arrivals to India have enhanced considerably from 2.48 million during 1999, but still we need a long way to go.

Compare this to France, which according to World Tourism rankings (which are compiled by the United Nations World Tourism Organization as part of its World Tourism Barometer publication) attracted 89.4 million international tourist arrivals in 2018(the numbers are preliminary) and 86.9 million international tourist arrivals in 2017. According to the same source, the US attracted 76.9 million international tourist arrivals during 2017 whereas China attracted 60.7 million international tourist arrivals during the same year.

One of the ways to enhance the number of foreign tourists to India is through more creatively promoting our religious tourism offerings.

Needful Initiatives

For example, more hospitality properties in and around Kolkata can provide affordable excursion packages to the famous Durga

HOSPITALITY OFFICE & INTERIORS

Mobile Bars

Folding Stage Blocks

Nesting Buffet Tables

IRD Trolley

Housekeeping Trolley

Front Office Trolley

Conference Tables

Lecterns

Cocktail Tables

Banquet / Conference Chairs

Banquet Tables

Partition Type Workstation

Open-Desk Workstation

Craft it your way

S.K. INTERNATIONAL
 SKI HOSPITALITY FURNITURE & EQUIPMENTS
 An ISO 9001:2008 Certified Company
 288, Functional Industrial Estate, Patparganj, Delhi-110092
 Tel : +9111 22158339, Mob : +91 9810136078, +91 9953911180
 e-mail : sanjay.skinternational@gmail.com

S.K. International other brands :
SKIT sciProjects
 SKI DESIGN EXECUTION & TURNKEY

euro möbel
 SKI OFFICE FURNITURE & DESKING SYSTEMS

Pujas within the city of Kolkata and its vicinity for their guests, during the time of Durga Puja celebrations. Similar exercise can be done by hospitality properties in Delhi and Mumbai too, where Durga Puja is being celebrated with great euphoria and often with huge budget.

It is about time more and more hotels and resorts in our country host festivals like Durga Puja, Diwali, Holi, etc. within their precincts with creativity and uncommon grandeur, an exercise which can bring in enhanced footfalls and revenues for these properties. It is heartening to see such a trend already gaining momentum in India's hospitality industry.

Hosting of festivals can also be a means for the hospitality properties to showcase their environment-friendliness by measures such as celebrating Diwali without firecrackers or Holi with organic colours, which in turn can give them a distinctive market positioning.

During Diwali, Holi and Durga Puja celebrations also, more and more of India's high-end hospitality properties could rope in Bollywood stars, and they can take part in celebrations with the guests. The cost of hiring the Bollywood star/s can be easily recovered by increasing the tariff of the resident guests (those who are staying at the concerned hospitality properties during these celebrations) only for the day of the Diwali and/or Holi festivity or for the day of Durga Puja when the celebrity visits the properties.

The revenue could also added through charging a good fee from those transient walk-in guests to the hospitality properties, who would be induced to come there on those days to take part in festivities with the celebrity or celebrities.

Many of the guests coming to hotels and resorts in the country to take part in celebrations would not mind paying a decent sum for the ticket to play Holi or to celebrate the 'Festival of Lights' with Bollywood celebrity or to enjoy Durga Puja with them.

At the same time, if the star is called on the eve of her/his film release, she/he may not be reluctant to celebrate Holi and Diwali or Durga Puja with minimal charge, and view it as a PR exercise.

The advertisement support needed for this promotional exercise can be easily channelised through extremely cost-effective but powerful social media platforms. However, this type of promotional initiative for festivities is more relevant for big cities, where one can have a sizeable number of moneyed walk-in

transient guests.

Moreover, besides these above-mentioned globally renowned religious and cultural festivities of India, the country is home to myriad other lesser-known religious and cultural fairs and festivities, which need to be better promoted before the domestic and inbound tourists at large by the state governments and also by the Indian tourism and hospitality industry, and the destination/s where these lesser known but fascinating festivities are being held should be spruced with better hospitality infrastructure than they are having presently.

An example of such a festival which is not much known outside Assam is the *Raas* festival. *Raas* is one of the most popular religious festivals of Assam. *Raas* festival showcases *Bhaona* or traditional dance dramas that depict tales from Hindu mythology. *Raas* takes place around the full moon night of mid-November, though the exact date changes every year. It is celebrated



for three days.

This exercise can also garner additional hospitality revenues, especially from inbound tourists who are much interested to know more about the diverse, fascinating and yet enigmatic experience called India.

Among the government initiatives to boost religious tourism, National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) deserves a special mention.

Recently, with the aim to give an impetus to religious tourism in Uttar Pradesh, the UP government has envisaged to develop a Sikh Circuit which would cover all the religious places associated with Sikhism and Sikh gurus in Uttar Pradesh. The Uttar Pradesh government is already working on several other religious tourism centric circuits such as Mahabharata Circuit and Buddhist Circuit, which is praiseworthy.

The initiative to develop 15 thematic circuits through the country in a planned manner with priority by the Union Ministry of Tourism under the Swadesh Darshan scheme is also expected to give a huge boost to religious tourism. The circuits to be developed are the North-East Circuit, Himalayan Circuit, Krishna Circuit, Buddhist Circuit, Tribal Circuit, Coastal Circuit, Eco Circuit, Tirthankara Circuit, Wildlife Circuit, Desert Circuit, Ramayana Circuit, Spiritual Circuit, Rural Circuit, Sufi Circuit and Heritage Circuit. Among them some of the circuits like Krishna Circuit, Buddhist Circuit and Ramayana Circuit can have direct influence on religious tourism.

Sanitation and Other Issues

These creative exercises should be supplemented by some mundane but highly necessary initiatives too. One of the measures of course to improve the potential of religious tourism in India is to significantly improve and maintain the sanitation infrastructure of many of our religious tourism destinations. It may not sound very creative but this mundane but necessary measure if done on a continual basis can significantly enhance the inflow of foreign tourists to our religious destinations.

Many of our famous and not so famous centres for religious tourism could generate greater number of foreign and high-end domestic tourists, and consequently much better tourism and hospitality revenues, with better cleanliness of their environment. For example, cleaning the Ganga flowing through Varanasi can easily and greatly enhance the joys of boat ride through its waters.

In order to give an impetus to religious tourism in India, the government also needs to gear up safety measures for its women tourists, and also try to do away with uneducated and disturbing touts or so called tourist guides who often act as irritants to tourists.

All the stakeholders (state tourism bodies, hospitality properties, etc.) can come together to develop an army of qualified tourist guides, who would have a knowledgeable and nuanced perspective about the religious and cultural heritage of India, and would be very much acquainted with the tourist interests of the place where they could be deployed in. They can guide the domestic and inbound tourists in their religious and cultural journey through India, thereby making the money hungry and semi literate touts redundant. ■

2020



AAHAR

THE INTERNATIONAL FOOD & HOSPITALITY FAIR

Hall 7 | 8 | 9 | 10 | 11 | 12 | 12A | A3-A5

3-7 March, 2020 Pragati Maidan, New Delhi

On Display

Food Products, Beverages,
Ingredients & Additives
F&B Equipments (Preparation/
Processing/Packaging Equipment)
Hospitality & Decor Solutions.

Visitor Profile

Executive Chefs & Executive Housekeeper
Hospitality Procurement Heads
Purchase Professional & Consultants
Overseas & Indian Industry Associations
Organised Retailers/Mega Chains
Hospitality Service Providers

FACILITIES

FREE SHUTTLE SERVICES
to exhibition ground.
and

SEMINARS BY
Renowned Experts



Organisers



India Trade Promotion Organisation
Pragati Maidan, Mathura Road, New Delhi 110001(India)

HOTREMAI

THE HOTEL & RESTAURANT EQUIPMENT
MANUFACTURERS ASSOCIATION OF INDIA

Stall Booking Fast ! Call us to Book Contact us @:

The Hotel & Restaurant Equipment Manufacturers' Association of India

D-20, Local Shopping Complex, (Upper Ground Floor), New Rajender Nagar, New Delhi-110060.
Phones: 011-28745698, Mobile: 99100-48121, E-mail: info@hotremai.org, Website: www.hotremai.org

Be a proud member of 'HOTREMAI' and enjoy the benefits of being together ...



Hot Trend 2020 - Interactive Dining Experiences

By Sharmila Chand

Across the globe, experiential dining is the new culinary catchphrase firing up restaurants' focus beyond just good food.

Keeping in line with the popular trend, those in the restaurant industry are evolving their dining experiences to incorporate more immersive, multisensory elements. Not only looking to surprise and delight their consumers, restaurateurs are tapping into themed décor, eccentric settings, and mood lighting. We talk to experts and seek their opinion on the growing trend in creating unique experiences!

Scripting a Memorable Dining Story!

Shashank Goel, F&B Manager, Courtyard by Marriott Amritsar

Our restaurant has been designed keeping in mind the local culture and the people of the state. Punjab is well-known for its lip-smacking food and delicious drinks. Thus, while visiting, guests don't just look for a good place to dine, they want to have an experience. Restaurants with glorious ambience and blissful surroundings tend to appeal to people and attract them. As most of the guests come to visit and explore, they fancy places that give them the feel of the

entire state at one place.

Our restaurant has been built and adorned with a variety of colours and ornaments that depicts the entire Punjabi culture under one roof. The bright and vibrant coloured surroundings ensure that the guests not



"We at Courtyard by Marriott Amritsar have launched very popular interactive dining concepts which are being relished by our guests like 'Flying Buffet', Regional Cuisine dishes and Farm to Table food."

Shashank Goel, F&B Manager, Courtyard by Marriott Amritsar

only have a casual dining experience, but are comfortable with the warm vibe that gives them a homely feeling. Furthermore, it also signifies the wall of all incident cultural value of Punjab.

Amit Prasad, Director of Food & Beverage, JW Marriott Maldives Resort & Spa

At JW Marriott Maldives Resort & Spa, we are dedicated to pamper our guests with unique experiences that foster togetherness, touches on nourishment and leave them feeling nurtured. We aim to create new experiences every day to ensure our guests get the most out of their stay.

The architecture of our hotel is itself inspired by the ocean, nature and its majestic inhabitants. Rum Baan & Kaashi-the property's distinct interlinking tree-top venue is one that should not be missed. Located in a quirky TreeHouse with panoramic views of the Laccadive Sea, the venue has a rustic feel to it. The flavours of the restaurant are authentic to Thailand and transport you to a gastronomic haven. The lanterns and fire tiki torches adds to the unique experience.

It is critical for restaurateurs to address the needs and requirements of their guests and at the same time cater to their desire for authenticity, approachability, and keep

up with trends in the marketplace. At JW Marriott Maldives Resort & Spa too, we make sure that we are authentic with our flavours. To ensure this, we have specialty chefs preparing the dishes for our guests.

Gaurav Misra, Executive Chef, The Westin Pushkar Resort & Spa

The act of dining differs from one person to another based on their individual tastes and preferences. Today, dining experiences are being made even more private with one-of-a-kind, immersive technology. For instance, 'Le Petit Chef' from Dinner Time Story is a multi-sensory pop-up dining experience that is powered by 3D projections that immerse diners and takes them on a culinary adventure around the world.

As the expectations of customers rise continuously based on the experiences offered by restaurants, it is essential for hotels to come up with more innovative ideas to engage with the customers and keep them entertained. Personally, I believe this adventure begins the moment the customer places an order in a restaurant. The guests we host here at The Westin Pushkar Resort & Spa appreciate our beautiful décor and the ambience as well. New themes like



"It is critical for restaurateurs to address the needs and requirements of their guests and at the same time cater to their desire for authenticity, approachability, and keep up with trends in the marketplace. At JW Marriott Maldives Resort & Spa too, we make sure that we are authentic with our flavours. To ensure this, we have specialty chefs preparing the dishes for our guests."

Amit Prasad, Director of Food & Beverage, JW Marriott Maldives Resort & Spa

the open village seating spaces and other theme-based settings have also been noticed and admired. Our offerings don't only include experiences in terms of the design, but other unique touches are also introduced in different areas that supplement the entire dining experience altogether.

At The Westin Pushkar Resort & Spa, we encourage families and friends to dine collectively and take time off their busy and hectic schedules. This helps them indulge in unique experiences with each other. Earlier the restaurants hosted live bands which would occasionally take requests from the audience. This famous trend is now changing. For example, we organise engaging activities such as Hi-teas with kalbelia dancers and other interesting outdoor space activities. Our unique dining experience also includes meals with live tikkad counters and live local music played by Ravanhatha (an ancient bowed, stringed instrument, used in India) on weekends.

Sudip Sinha, Food and Beverage Manager, Bengaluru Marriott Whitefield

With the current trend of customers seeking immeasurable and unforgettable experiences, today's restaurateurs look



The Best Place
To Find The Best
PRODUCT.



GLOBAL LINEN COMPANY
59/A,B & C, AASHIRWAD INDUSTRIAL SOCIETY - 1,
NEAR KOMAL CIRCLE,
BAMROLI ROAD,
SURAT.-394210 (GUJARAT)INDIA.

+91-90818 49490 / +91-7405051489
info@thefabura.com
www.thefabura.com
www.globallinencompany.in

BRANCH OFFICE:
704, BASEMENT,
NEAR DELHI METRO APT.,
SECTOR-46,
GURUGRAM-122003(HARYANA)INDIA.

Manufacturer, Supplier & Exporter Of Hospitality Fabrics & Made-ups.



"We often organise interactive dining experiences, especially while curating hyper regional cuisines. Our 'The Taste of India' food fest, featuring a region daily in the 10 days festival, was a big hit and a great learning experience for our team."

Ullas Arora, Food & Beverage Manager, Crowne Plaza New Delhi Mayur Vihar Noida



"There are countless ways to create an experience or establish a differentiator. I believe an unforgettable restaurant experience is about crafting an inviting experience for your guests that involve right lighting design, some acts like acrobats & above all hospitality that you offer them. Moreover, our outlet Patio also has a special kids zone for parents to come & visit along without having to worry about their kids & their entertainment because we are here to take care of it all."

Chef Nuria Rodriguez Parra, Creative Director & Head Chef, Imperfecto Patio

beyond surprising and delighting their customers. The surrounding elements have been brought to the fore in order to enhance dining out. For me, a multi-sensory or experiential experience is one in which every element, from visuals, sound effects (the appropriate music), the mingling of aromas, and importantly the dramatic presentation of the cuisine; each one synergizes together to deliver a bespoke moment in time.

At Bengaluru Marriott Hotel Whitefield, we focus on providing our guests with a superlative experience that goes beyond food. For example, Alto Vino, the signature Italian restaurant, exudes a refined ambience for our guests to cherish. It is the perfect setting where one can unwind over a delightful lunch or a lavish dinner. We amp up the ambience of the restaurant by adding components that bring out a feel of Italy in India, such as the table setup with olive oil and wine glasses. Additionally, our culinary experts use authentic and fresh ingredients sourced directly from Italy to prepare fresh pasta, risotto, rice, flour or cheese. Aromatic wines and live Italian music add to a laidback atmosphere and transport our guests to Italian heaven!

At MCafe, our all-day dining restaurant; we host themed Sunday brunches such as Mitti ki Khushboo, Circus Carnival and the Punjabi Food Festival, where our guests can enjoy a host of signature dishes. From delicacies to décor, the restaurant comes alive with the theme of the brunch. The guests can relax in the stylish dining and spice up their Sunday afternoon with a mouthwatering brunch.

Guidelines to Create Experiential Dining a Truly Memorable Event

Shashank Goel, F&B Manager, Courtyard by Marriott Amritsar

Flying Buffet concept: We at Courtyard by Marriott Amritsar are launching a concept known as the 'Flying Buffet' which signifies a small meal that includes a variety of elements - from starters to desserts, all in small portions. This will then be presented in a traditional manner to the guests where in they will have the option of choosing from a wide array of elevated menus designed by the chefs featuring all their signature dishes. A small portion of each dish will then be brought to the table for the guests to delight in. With this concept, guests won't need to get up each time they want a particular dish.

From Farm to Plate: The main focus of

this concept is to prepare food from fresh and organic ingredients. Farm-to-table (or farm-to-fork, and in some cases farm-to-school) is a social movement that promotes serving local food at restaurants and school cafeterias, preferably through direct acquisition from the producers (which might be a winery, brewery, ranch, fishery, or other type of food producer which is not strictly a "farm"). This can be accomplished through a direct sales relationship, community-supported agricultural arrangement, a farmer's market, a local distributor, or by the restaurant or school raising its own food.

Create food that reflects the area: We aim towards serving delicious and unique food to our guests at all times. Reviving old recipes and bringing a modern twist to them turn out to be a hit among the visitors due to the cultural value of the dishes. Mughlai Dum Biryani, Sikandari Raan, Sarson da Saag with Makkeki Roti, are some examples of the dishes that we modify and treat our guests with.

Infused & Smoky Cocktails: Our signature cocktails have been designed in order to be known as the best in the market. For example, local raw spices and herbs are being used in our beverages to accentuate their natural tastes and live up to the expectations of the local people in terms of drinks. On the other hand, we infuse jaggery with Gin in order to get a significant and exciting taste in our cocktails. We also use tamarind & smoke with whiskey that gives an unmatched taste and aroma to our signature cocktails.

Amit Prasad, Director of Food & Beverage, JW Marriott Maldives Resort & Spa

Today, diners want something more than just good food when dining out, they seek a memorable experience. Indeed, the ambience of the restaurants always adds an extra push. At JW Marriott Maldives Resort & Spa, we try to offer a wholesome experience to all our guests. To begin with, I had mentioned about the Rum Baan before. The venue whips up craft cocktails made from over 98 rums from around the world. What makes it stand out from other venues is its interactive features. Guests can select a rum of their choice depending on what flavours they like. What else? They can name their drinks too! This enables them to recommend their recipes to friends or family or even better, they can track down the exact recipes years later.

Secondly, I personally love the private setting of Ailaa, the resort's all-day dining outlet that houses a premium wine room with



Trend n Design
Lifestyle within

Outdoor Lifestyle Within Your Reach



3
Years
Warranty

- Weather Resistant
- Warranted Products
- Zero Maintenance
- Environment Friendly
- Colour on Demand

Few of our prestigious clients includes



REGISTERED OFFICE:

No.1, 1st Floor, Chotey Lal Park, Main Najafgarh Road,
Opp. Kirti Nagar, New Delhi – 110015

Mobile No. : +91 9899994668 Phone : 011-25454668

Email : info@trendndesign.in

Pictures shown are for reference only whereas actual products may vary

"We provide customised solutions for our range of products"



OUR RANGE OF PRODUCTS INCLUDES

Dining Furniture | Daybeds | Garden Umbrellas | Pool Loungers | Banquet Furniture

www.trendndesign.in



“It is very important for the restaurant associates to interact with the guests and understand the dining experiences they are looking for and whether their expectations are being met. This helps us improvise, innovate and customize our offerings as per our guest’s preferences.”

Sudip Sinha, Food and Beverage Manager, Bengaluru Marriott Whitefield



“The guests we host here at The Westin Pushkar Resort & Spa appreciate our beautiful décor and the ambience as well. New themes like the open village seating spaces and other theme-based settings have also been noticed and admired. Our offerings don’t only include experiences in terms of the design, but other unique touches are also introduced in different areas that supplement the entire dining experience altogether.”

Gaurav Misra, Executive Chef, The Westin Pushkar Resort & Spa

a selection of over 300 wine labels from all corners of the world, including vintage and less commonly available bottles such as Château Lafite Rothschild 2008, Château Margaux 1998 and Château d’Yquem 1994. The venue is ideal for tastings and private dining. We also have a qualified sommelier to make pairings and recommendations to our guests.

Additionally, the ‘Malaafay Dinner’ is our destination dining on the beach or the jetty where guests can enjoy live entertainment and freshly prepared Maldivian cuisine.

Gaurav Misra, Executive Chef, The Westin Pushkar Resort & Spa

Create food that reflects the region: We don’t just source our ingredients from local farms. We go a step ahead by creating menu items that reflect one’s experience in the neighborhood. At Seasonal Tastes we create a variety of seasonal dishes and flavourful slow-cooked meats, as well as other pulses and vegetables that reflect the spirit of Rajasthan.

Do one thing ...really well: Through all our outlets, we focus on featuring single items and are constantly improving on the same. We serve different kinds of crafted cocktails based on the locally available ingredients within the hotel premises like roses, Indian gooseberry, Java plum (jamun) or mulberry. The idea behind this is to source local produce and integrate it into our creations.

Combine food and movies: What’s better than going to the movies while feasting on tasty treats like nachos, French fries and different flavoured popcorn? Enjoying restaurant like food at the movies! This wish comes true with the indoor movie theatre at The Westin Pushkar Resort & Spa where we serve restaurant-quality food to our guests from our own F&B outlets.

Turn the kitchen into a Stage: We turn our chefs into the stars of our restaurants. With live kitchens at our restaurants, guests can watch our chefs in action as they prepare their food with style and elegance. We place our chefs at the front and center, where guests can customize their food based on their likes and preferences while also tantalizing their senses with pleasant aromas. This keeps the guests engaged and entertained as they sit and view different chefs showcase their culinary talent.

Sudip Sinha, Food and Beverage Manager, Bengaluru Marriott Whitefield

A multi- sensorial approach to dining is

and will be the key factor going forward. Surrounding enhancements are increasingly adding value to dining experiences and guests want to be blown away by the elements that collectively add up to something memorable. Indeed, the ambience of the restaurant showcase first impressions and the cornerstone upon which experiences can be woven together.

Then there are fun themes, festive ideas, and multiple ways of infusing charm and adventure to dining. With good food we’ve realized that flavour in itself is not enough, the food has to look Instagram-worthy, too: an avant-garde, fresh, colourful plate of food sets the mood for enjoyment.

At Bengaluru Marriott Hotel Whitefield, we host innovatively themed breakfast and brunch events, mixology events, and local and organic dining experiences. For example, M Bar is an ideal gathering place to connect with colleagues and friends. We present interesting themed brunches at M Cafe, as well as vibrant sundowners and poolside brunches on Sundays; the wine tasting sessions at Alto Vino allow us to experiment with unique concoctions and food with an aim to delivering a multi- sensorial experience to our guests.

It is also very important for the restaurant associates to interact with the guests and understand the dining experiences they are looking for and whether their expectations are being met. This helps us improvise, innovate and customize our offerings as per our guest’s preferences.

Efficient interaction with guests will directly reveal to the restaurant associates, their expectations and the experience they seek from dining out. This greatly helps us improvise, innovate and customize our offerings as per our guest’s preferences.

Ullas Arora, Food & Beverage Manager, Crowne Plaza New Delhi Mayur Vihar Noida

Pop up Dining Experiences: Creating a “pop-up” or limited time event is a great marketing tactic.

Healthier Kitchens: We have started 7 day Meal plans for our guests who stay for 5 plus nights, the chefs curate meals that can detox, satiate their taste buds and at the same time take care of all their dietary requirements using wholesome ingredients that they must be having at their home location. ‘Eat Right & Be Bright’ is our motto. Guests have liked and appreciated this concept and we are garnering word of mouth recommendations from guests. ■



www.hotelex.cn / www.idgle.com

THE 29th SHANGHAI INTERNATIONAL HOSPITALITY
EQUIPMENT & FOODSERVICE EXPO

HOTELEX SHANGHAI 2020

29 March-1 April, 2020 | SNIEC CONCURRENT: EXPO FINEFOOD 2020



2,567

Excellent Exhibitors

159,267

Professional Visitors

230,000

SQM Exhibition Space

30+

Professional Events

Organizer Contact: Alex Ni

TEL: +86 21 3339 2242

EMAIL: Alex.ni@ubmsinoexpo.com

CATERING EQUIPMENT SUPPLY / TABLEWARE / COFFEE&TEA / WINE&SPIRITS / BEVERAGE
CATERSOURCE / ICE CREAM / BAKERY / CATERING ACCESSORY

Follow us on

Hotelex Shanghai

Hotelex Shanghai

Super Statements for Speeding on a Successful Work Expressway

(Part I)

By L. Aruna Dhir



The author is a Hospitality & Feature Writer and Columnist for some of the world's highest ranked Hospitality publications. Her industry writings are used as references in case studies and hotel schools. She is a recognised and national-poll winning Corporate Communications specialist, PR Strategist and Writer. A seasoned hotelier, she loves to present hospitality industry watch, insights, case studies and analysis to her ever-increasing base of global readership. She has over two decades of experience in Hospitality Communications and Brand Management and has worked with some of the best global hotel companies - The Imperial New Delhi, The Oberoi, New Delhi, Hyatt Regency Delhi. Aruna was appointed to the Board of Association of Emerging Leaders Dialogues (AELD), as the second Indian representative and the only woman leader from India.

Today, I would like to present a set of positive and contra statements that should really form the basis for a professional's code of ethics and develop into tenets that help you become a super achiever in life.

Let's call them our Eleven Commandments and see how they work for or against us.

Affirmative Statements

I don't know

This by far is the single most important statement that can become part of your repertoire. It is loaded with wisdom (you are wise enough to acknowledge what you do or don't know), maturity (you are mature enough to accept that) and inclination to learn (only when you know and accept that you do not know something that you are willing to take steps in the direction of learning it and making it part of your knowledge bank).

Once my General Manger quizzed me on the International Media plan I had presented to him. He wanted to know why I was allocating the same budget to Condé Nast Traveller in US and UK. I

murmured back a weak response instead of getting into a healthy discussion around the fact that I did not know that one had a higher profile and larger circulation and readership than the other. My lame, halting acceptance made me cut a very sorry figure. But the plus side of it, on hindsight, is that I will never ever forget that.

On a cultural ambassadorship to the US and being hosted by some of the most high profile Rotarians in the District, one thing that I noticed strongly was the fact that regardless of the Rotarian's seniority or position or experience, if he or she did not know something they would say so and would then look at the second part of this – that of getting to know about the topic. Not only did they manage to invite more respect from us for their forthrightness but they also went about increasing their knowledge base in the process.

I will find out and come back to you

On the same Cultural Exchange and amidst the same group of opinion makers, we also noticed that the second statement used by them in tandem with the first was "I will find out and come back to you." Which, we pleasantly noticed that they

did, no matter how small our query or how insignificant our question.

So please do find out and come back. There are two main advantages of this. The first – it shows that you are a professional and a person of your word. Second – it makes you go through the research required in finding out and ensures that you remember the subject for a long time.

I will come back in five minutes / in a day or a week or whatever

This holds a whole lot of importance in the context of India and with regard to the large sense of timelessness that we seem to live in – a concept that is unique to this ancient land and even its modern people. Consider this – we use the same term for both yesterday and tomorrow – Kal – and the timeline seems to glide from one to the other and back in the most effortless manner.

Two poles-apart incidents come to mind here – On a business trip to Washington DC back in 2001, I came across a ‘Men at Work’ sign on a busy road. Along with this sign was another that stated the dates when

the Public Work had started and when it would be completed. Coming from India, it was a pleasantly strange experience for me. Imagine something like that happening in India even in 2020. Can we ever forget the nightmarish construction, mismanagement and botch up that went about in the organization of Commonwealth Games in India’s Capital City!

One day, I found my ex-boss’s French wife in a terribly pesky mood. On scratching the surface I found out that the poor soul had been held at ransom by the woodworks force working in her apartment. The supervisor had been promising to her, with a big smile and a booming voice, that the simple repair work would be finished tomorrow and then most definitely day after tomorrow. But she kept waiting for Godot and tomorrow never came till the Chief Engineer withheld the money asked for by the Supervisor. Only then did the team miraculously reappear, all hale and hearty to finish the work in a few days time. Sound familiar???

However, now we should be tuning ourselves differently, oiling our mental

clocks and resetting our reminders, alarms and electronic beeps. Being denizens of the fifth largest economy in the world and key players in shaping the globalizing businesses, we must be in step with how the world clock moves.

Hence, when you give a timeline for a task or a response to a query or feedback, please respect it. You and I know that the Indian Standard timed response of five minutes for everything usually means NEVER and is not only pathetic but bad publicity for all Indians in general.

My PR Manager as written the manual or my right hand man has conceived and executed the advertising campaign or my assistant has handled this event completely on her own

Do not steal credit. Give it where it is due, in time, in the most gracious manner and in front of the right audience.

In 1996 working with the Australian High Commission in New Delhi, I was an integral part of Australia India New Horizons – Australia’s country promotion in India, the biggest that they had done

HOMEZONE™
INSPIRING FUTURE

Bringing The Best Bedding to Hospitality Sector

- Down & Feather
- Super Micro fibre
- Poly fill

Pillows & Duvets

- Mattress Toppers & Protectors
- 100% Cotton Sheets & Covers
- Towels, Bath Robes, Shower Curtains, Napkins, Table Cloth

HOME ZONE INDIA

Off. : WZ-247, 1st Floor, Madipur, New Delhi- 110063 (Opp Punjabi Bagh West)
 E-mail: marketing@homezoneindia.com Web. : www.homezoneindia.com
 Regional Offices: Kolkata | Sri Nagar | Hyderabad | Punjab Works: Panipat
 Manoj U Aneja: 9711821094, 9717077442

in any country in the world. For the business agenda, I found myself heading the media team for Alexander Downer, the then Foreign Minister of Australia. I was responsible for organizing the main India Press Conference for the Minister at FICCI.

At the end of a particularly well-organised and hugely attended press meet, Minister Downer turned to Gai Brodtmann – my boss at that time – to thank her for the stupendous success of the media interaction. Imagine my immense surprise when in front of the entire Australian delegation and its Indian minders Gai told Minister Downer that it was not she but I who should be thanked. She went ahead to speak some more positive and encouraging words. Downer did what was due then and later had a wonderful letter sent to me by the Foreign Affairs Department but it was Gai Brodtmann's action that went down as one of the best lessons in management for me – a lesson I still recall and always hope to live by when the ball is in my court.

On the other hand, in one of my recent positions, I was handling a big pie of strategic work for my organization – setting a non-existent department, building a brand from scratch, developing international and national media contacts, writing out manuals ... you get the general drift! Somehow, in the latter part of my tenure I seemed to get on the wrong side of the temperamental boss. While he still acknowledged the value I brought to the table but he began to appreciate my work in private (within the four walls of his office or during a one-on-one in the lobby) and completely disregard it publicly. This two-faced stance kept me busy with a sordid guessing game (he is happy today, tomorrow he is not) and managed to be extremely demoralizing and de-motivating. My advice – please do not give such a harrowing time to anybody.

Giving credit, acknowledging team work, appreciating the junior's praiseworthy deliverables shows that you are a confident, secure and fair professional. Not only do you give good vibes, nurture a healthy environment but also garner a lot of respect for yourself amidst the significant others.

I was away on sick leave or vacation or ...

Unless it becomes a habit or harbours on absenteeism, we all need a chunk of

'ME' time every once in a while. More so if you work six days a week, twelve or fourteen hours a day or work in organizations that never sleep, like the hospitality industry.

So it is OK to take the time off when you need it – sometimes to attend that PTA meeting, to run a personal errand or to simply just relax at home. But please be honest. Give the right reasons. For everything don't make your mother or wife or in-laws fall ill ever so often and forcibly. Everybody can see through these shams.

If you are well planned, are not given to long and recurring periods of absence and work for a decent, healthy organization then you would enjoy your work times as much as the play times. There would be a proper work-life balance and you will not have to resort to cheap gimmicks.

You did a fantastic job / that was an excellent idea

Compliment colleagues (and at times even your boss) when you feel that they deserve it! And if you are positive minded then you will often feel so.

Have you noticed how one positive comment in the morning sets the tone for the rest of your work day – you exhibit more energy, you make less mistakes, you get along better with people, there is a zing to your step and you happily put in those extra couple of hours; all because somebody took a minute to make that congratulatory remark.

Being vocal and laudatory about a good input by a colleague will help gain currency for you in their mindset and will cultivate a healthy professional relationship. You may not like a person but even if you don't like them it does not mean that they are not good people or good workers. Don't let your personal biases cloud your professional attitude and judgement.

I Thank You

Three magic words that can thaw the hardest of icebergs and become a bridge between the toughest of feuding opponents! Coupled with 'I AM SORRY,' another set of three magical words, they should form the content of your constant communication from the time you learned to speak and add your two bit to this world.

Show gratitude for any and every good gesture that comes your way or the help and support extended to you by the co-

workers, irrespective of their stature. This includes well-meaning thank you's even to the office boy who gets you your tea or the housekeeping attendant who cleans up your desk. (Yes, it is their job, but they did it properly, diligently and without fail for you, without cutting corners and you ARE grateful for that).

I couldn't have done this without you, my team / boss, your inputs were crucial in getting my assignment completed

Appreciate the influences from others that impact your work. Remember you are not an island and cannot function in isolation even if you are a lone ranger and head a one person department.

Often in the hectic humdrum of official activity, we tend to overlook the fact that the department is actually not just the lofty name – Front Office, Human Resources, Food & Beverage, Sales & Marketing – but a livewire matrix of people right from the HOD down to the Housekeeping attendant or the Kitchen Steward. And no matter where we may have graduated from – Lausanne in Switzerland or Wharton in the US – or acquired the initial years of experience, we cannot handle the department on our own steam without the valuable contribution from the team.

Similarly, if the organization is not stewarded by the astuteness, vision and brilliance of a top-of-the-line top dog then the organization will not be a happy, productive and optimally performing place that it should be. So, if this is the place you work in and that is the kind of boss you work for; then let him or her know it when appropriate.

My deadline depends on you; hence please deliver your part of the task on time

Say it plainly, professionally and without any extra baggage of undue emotion. No drama required, just plain business speak; as many a times the proper completion of your assignment depends on the inputs from others. And if they lag behind then you will fall short of your commitment. The end result – the organization as a whole suffers.

It is extremely important to be assertive and convey your expectation to those on whom your targets depend. You are hired in that position or are considered a good performer because you deliver. And when it comes to delivering well on an

Management

assignment, it would be shoddy of you to say that you could not finish because so and so did not give you the information. It is your responsibility to work through the organizational matrix and ensure that all dots are connected.

I can do it!

The biggest mantra in your work life! No, wait a minute, in life itself. From Carnegie to Khera, Vincent Peale to Covey, all motivational gurus have urged you to inculcate a "can do" spirit.

I recently read a highly motivating article about how baby elephants were tied with a metal chain fastened to a metal rod and trained to remain tied. These elephants, even when they grew to be 5000 kilo giants and even when the metal rods were replaced by wooden pegs, refused to develop a "can do" spirit and unshackle themselves from the bondage.

This is true for the human mind as well. With several inhibitions and reservations chaining us and a myriad of criticisms, warnings, prohibitions pegging us down, somewhere along the way we forget to realize our potential and shove the "can do" will in the confines of a "will not" womb.

From working on a writing assignment to organizing an event to conceiving a brand new idea to taking on a crisis situation to being a team leader; all along our work lives, we keep coming face to face with thousands of opportunities to which we can enthusiastically say, "I can do it."

The advantage – it shows off your leadership skills, exhibits enthusiasm, develops a take charge attitude, keeps your learning / practicing trait well-oiled and showcases the winning spirit.

Wonderful opportunities come to only those who keep the door open and "I CAN DO IT" is the biggest mental door of all.

I cannot do it

On the first look, this appears as a contra statement of the earlier positive statement. But there is nothing overly negative about it, if it is used judiciously and is backed by a good reputation. It simply means that you are ready to delegate or are ready to learn or are not willing to pull wool.

Every handbook on management ideas or time management, every self-help book on getting the best out of you expounds the virtues of the ability to say NO.

Use this statement well and in the right places – when you are being unjustifiably overloaded, when it is time to delegate wisely, when the demands or colleagues are being unreasonable, when your targets and performance are at stake, when you KNOW that the request is coming from a sleazy palm-offer who excels in passing on his or her work to you and when it is just too much to handle.

Use this statement inwardly as a personal motivational tool – I cannot do this hence I must learn it / I cannot do it and must find out why can't I do it / I am an excellent, diligent performer and I will only say "I cannot do it" when I really am snowed under. And finally at times, I cannot do it as it is not my place or position to do it.

Here's hoping that you find fewer speed breaks and road blocks and that your ride is as less bumpy as it can be. Remember it is the free spirit and the fearless will that will find the smooth freeways on the highway of professional happiness.

FIVE STAR QUALITY
★★★★★
custom products for every budget

Nextronics

Best in class Specially designed for hotel room

Nextronics **Air Purifier**

MARENO MODULAR COOKING CHEF'S MOST FAVOURITE KITCHEN
ENJOY YOUR KITCHEN

Adande Refrigerated Drawer range

ADANDE

Represented By:
MasTech SERVICES
Commercial Kitchen Equipments & Spare Parts Specialist
Mastech Services
A 06, Vasant Kunj Enclave, Block A, New Delhi - 110070
Tel: +91-11-26899218, 7289968008
Email: sales@mastechservices.in
Website: www.mastechservices.in

Super Stockist :
Panasonic Batteries

Authorised Service Partner

MARENO ENJOY YOUR KITCHEN
PENTAIR **williams** **ADANDE** **RATIONAL** SERVICE - PARTNER

Using New-age Technology to Enhance Age-old Hospitality



In 2011, AxisRooms was founded with an intention to increase and improve hotels' business distribution using breakthrough technological solutions with a vision to help clients transition to better business practices.

Today the company has several products within its ambit to meet the evolving needs of the hospitality industry, which include Channel Manager (which can manage prices, inventory & bookings across all online channels, in real time), Booking Engine (it can drive direct bookings through your hospitality property's website), Hotel Exchange (it can discover & establish contacts between hospitality properties & travel agents, tour operators, and corporates), Revenue Management System (it can facilitate to maximise the hospitality properties' revenue by pricing intelligently), Rate Shopper among others.

In this extensive interaction with Jhuma Biswas, Anil Kumar Prasanna, the Co-Founder and CEO of AxisRooms, talked about the journey of AxisRooms; its initial challenges; adaption of technology in India's hospitality industry; in what areas and ways the use of technology in the hospitality industry needs more upgradation; the scope of the use of artificial intelligence (AI) in hospitality industry; the growth plan of AxisRooms and other facets. The excerpts of the interview are given below:

By Jhuma Biswas

How will you describe AxisRooms's journey since its commencement in 2011?

AxisRooms's journey from a startup stage was a roller coaster experience for us. We had to maneuver many ups and downs. The challenges when we began were different and it kept changing every year. It began with educating hotel partners regarding use of technology adoption, innovation, etc.

We have had the privilege to work with startups like Oyo Rooms, Treebo Hotels, Goibibo, FabHotels, Paytm and we had to tackle the challenge of scalability and performance of systems. We also had a tremendous learning experience from our hospitality partners like CGH Earth, Leisure Hotels, Sterling Holidays, KSTDC where we understood the need of features, reports, etc. The contributions from our hotel partners have been crucial to AxisRooms's success.

Today we have decent presence outside India and we are growing. Our technology also has progressed. From just a Channel Manager today we have products like Revenue Management System, Rate Shopping Tools, etc complimenting our systems.

Can you please throw some light on AxisRooms's recent collaborations with Airbnb, Oracle Hospitality, Booking.com among others?

AxisRooms as a business and its vision are very progressive. We spend a lot of our time on innovation and partnerships. With Booking.com our partnership is too strong. We have worked on many beta products together and address market challenges and product solutions for the hospitality industry. Good thing about them is that they are willing to listen and understand the concerns of different markets. They are our forward thinking partner and we have retained Booking.com Premier Partnership for three consecutive years - 2017, 2018 and 2019.

We are the first integrated Airbnb partner in Asia-Pacific, and we also hold Preferred Airbnb Software partners for two consecutive times.

With Oracle Hospitality the partnership is recent and we hold Gold Partnership Certification for our integrations. This was another step for us to look at potential large hotel partnerships.

In the initial days of your journey with AxisRooms was it

really hard to convince hospitality properties to buy your products?

Yes, it was. Hospitality properties used to even question our need of solutions in the backdrop of OTA market penetration being less than 5 percent, and some of them even gave a reason that their front office would manage things manually as the workload was not much.

However, eventually the hospitality properties who adopted the new-age tech solution saw a tremendous improvement in their business and with OTAs growing it became more difficult for hotels to manage inventory and pricing manually.

What is the scenario of technology in India's hospitality industry? Is there a gap that needs to be bridged here to meet international hospitality standards?

Today adoption of technology in India is close to global standards. I think the most important aspect for hospitality properties to worry about are guest satisfaction and technology needs to understand data of their customers.

With technologies available today we can also look at guest pattern of visit to hotels,

Technology

guests' time spent in hotels and specific needs of guests. Through sophisticated technology, hospitality properties can now even focus on minute things like what is the strongest preference and priorities of guests on an average (whether it is wi-fi, early breakfast, AC being on before 30 minutes of guest check-in, etc.)

However, I admit there is a gap on focus for hospitality properties in India on this subject compared to the international hospitality standards. But I am sure with growing online business this gap will also be filled soon.

How critical it is for hospitality properties and hospitality service providers to harness AI and machine learning to serve the post-modern day guests in a better manner?

AI and ML are at a very nascent stage in India and for that matter even in the rest of the world. At AxisRooms we are already leveraging AI & ML on our price forecasting, market demand, etc. for hospitality properties. We will enhance more data sets like climate, flight arrivals and occupancy, etc. to attain more customer satisfaction.

What is the future of AI technology in the realm of the hospitality industry in India?

AI can be leveraged, but today the costs of AI vs manual operations are not well defined. AI benefits the hospitality properties in long-term managing of cost of operations but there is also a missing human touch with AI. I recommend a balanced use of technology. AI is more relevant towards business operations like reservation chatbots, messenger chatbots, etc.

What are the aspects in which adaption of technology needs to be more sophisticated in India's hospitality industry, in terms of both back-end and front-office operations?

I recommend hotels and other hospitality properties to forego breakfast coupons. Hospitality properties look very old fashioned in their approach in giving breakfast coupons. If needed an identification, assign a barcode/ QR code on mobile.

Then Intercom should be replaced by messenger apps. Room availability for early check-in should be updated on real time basis with also assignment of room number before check-in. This would make guest experience much better. If there is a good concierge app even check-in and check out can be made digital. If such a scenario emerges, matures and continues then one day there will be need of no front office staff in hotels. All staff of hotels can then focus on guest relations and in contributing towards enhancing guest experiences.

Talk about some major pain points in the hospitality industry that still remains unresolved and is AxisRooms trying out something innovative to resolve them?

There is always a scope for process disruption. As a forward thinking technology company we always question ourselves and even work on solutions which will change the way we use our technology. I think Channel Manager is up for next disruption. Its process and the way of management can be made better and we will initiate something soon with our OTA partners to build a more seamless and less process-intensive distribution solution.

AI & ML leveraged on revenue management is just beginning and we are sure we will move many miles further in terms of our product abilities to serve the hospitality industry.

What is your projection on AxisRooms over the next five years?

We will just broadly define our business goals here. We are projecting to have 25K+ hospitality properties using our new technology products and services and our markets will move beyond India to South and South-East Asia.

Looking back at your entrepreneurial journey, what advice or tips would you like to give to budding entrepreneurs?

Entrepreneurs working on new startups should focus on problems, market size, and a right team to make their startup successful. They will need to have tremendous patience and perseverance. Any entrepreneur is welcome to connect with me on LinkedIn. I would be happy to brainstorm new ideas with them.



SUPER BRIGHT

WASH RIGHT WITH SUPER BRIGHT

Complete range of Cleaning Chemicals



For Laundry

- **SUPER BRIGHT-HD-ULTRA**
For removing oil/blood/grease stains.
- **SUPER BRIGHT-WHITNER**
To improve reflectance of both coloured as well as white clothes.
- **SUPER BRIGHT-OPAL**
To clean heavily soiled fabric & imparts high cleaning properties.
- **SUPER BRIGHT-FABRIC SOFTENER**
With anti-static properties, it improves the whiteness or brightness of clothes.
- **SUPER BRIGHT-SOUR**
Removes excess alkalinity, chlorine & detergent from the cloth.

For Housekeeping

- **CRYSTAL**
Ready to use liquid glass cleaner.
- **SANITEX**
Sanitizer cum floor cleaner.
- **TILEX**
For tile cleaning.

Available Concentrated range for Glass /Floor / Toilet Bowl Cleaning.

Also available liquid cleaner for Dish Wash, Utensils, Crockery and for anti-gemical treatment.

Ask for our detailed catalogue having information of 100 plus cleaning chemicals.



NAVIN POLYCON

Delhi Off.: 81, DSIDC Sheds, Scheme-I, Phase-II, New Okhla Indl. Complex, New Delhi-110020,
Phone: 26387377, 26386392, 26386507
Fax: 011-26386063 Mobile: 98102 59863
E-mail: navinpolycon@rediffmail.com
www.navinpolycon.com

Agra: M/s. Camex India, Ph.:0562-2620720 / 6541904 Mobile: 9837077627

Contact: Mr. Sachin Jain

Bangalore: M/s. Celestial Health Care,
Mob.: 09343047197 Fax: 080-5504757

Contact: Mr. John Brito

Calcutta: Ph.: 033-24554959, 24551558

Contact: Mr. Vipul

Jodhpur: M/s. Chemtech Corporation,
Mobile: 09829188885

Contact: Dr. A. Hussain

Dealers Enquiry Solicited

SERVING THE INDUSTRY FOR OVER 2 DECADES

A.I. based ARM for Guest Servicing

By Siddharth Goenka

Transformation in the hotel bookings has revolutionised the way travellers are searching and booking around the clock. Technology in hotels and bookings has advanced in leaps and bounds in recent years. Players in this sector have witnessed a lot of automation and innovation around guest experience and augmented reality where concepts like artificial intelligence and machine learning have entered the field of marketing & pricing so that guests can expect to enjoy more interactive experiences than ever before.

More than 70%-90% of the rooms are booked online on OTAs by the people around the world. According to the Expedia Millennial Survey, 62% of the Indian millennial prefer to book their tickets through an online travel agency, and 19% of them prefer to book through the airline & hotel websites directly. This change in customer behaviour has led to a paradigm shift for pricing and revenue management for hotels.

Dominance of Technology

The adoption of technology is vital in the hospitality industry, where it has become more prominent for hotel operations and guest experience than ever before. The pervasive availability of Internet and smartphones is the crux behind the manifesting technology disruption, making millennial and modern guests more discerning to experiential and personalised services. Moreover, highly competitive environment makes it even more important for hotels to differentiate themselves, where widespread usage of technology is proving to be their biggest USP.

The RM redefined by AI and Automation

Revenue management (RM) is a set of operations the travel industry implements to sell rooms, tickets, and services to the right people, at the right time, and for the right price. A tangible shift in the hospitality industry as Artificial Intelligence and data science-based techniques are introduced in revenue management software. Leveraging advances in artificial intelligence, the best of today's solutions make pricing decisions

and rate updates automatically allowing revenue managers to inculcate their time on tactics and strategy rather than punching numbers into spreadsheets. Also, by the use of automation and AI, hotels can now maximise their occupancy, increase their ADRs (Average Daily Rates) while reducing their overheads.

How has the industry transformed?

Traditionally hotels would base their pricing decisions on past data and analysis. Mostly the hotel rates were decided by hotel & revenue managers and manually entered into the extranets of Online Travel Agencies or Channel Managers, which was time-bound and often a slow and inefficient process. Rates could only be altered a few times a day, depending on the time and availability of revenue managers.

This would often leave money on the table, because the last room could have probably been sold at an even higher price, or the excess capacity could have probably been increased if the prices were lowered systematically during the last hours of the day.

Then there were few hotels utilising AI and ML in their rooms, which began using Facebook Messenger way back in 2014 to answer guests' queries and to let them make reservations and check availability. But now the machine learning algorithms of a channel manager can analyse big data to give you the best rate of every room and automatically update it across all channels. It allows you to maximise revenue, thus reducing the effort involved in achieving these results.

A glance at some Stats

As per the market reports by 2021, the global smart hospitality market will increase to US\$ 18.1 billion at a CAGR of 25.8 per cent driven by hotel automation platforms, which can generate a global market of US\$ 4.3 billion by 2021, at 6.5 per cent CAGR. Prices now need to be changed several times a day, or even several times an hour by an automated system to maximise the occupancy & revenues, and this cannot be done with any manually operated system.)

Reclaiming smart decisions

Markets have either witnessed a hyper-growth in demand or slump in the economy. Moreover, there are several external factors like geopolitics, climate change, and changing competition, making the demand for hotel rooms very unpredictable. These factors often make the task of pricing hotel rooms very complex.

If we look at the advanced revenue management solutions, they not only take the repository of historic data residing in a hotel's property management system but also, tracks a vast array of market intelligence and other data, from competitor rates to booking trends data. These real-time decision making can help hotels forecast demand more accurately, and take optimal real-time pricing decisions, and in turn, increase hotel revenue and profitability in unprecedented ways.

Dynamic Pricing

In terms of sales & marketing, AI and automation have been the biggest driver of change when it comes to dynamic pricing and automated revenue management. If implemented appropriately, dynamic pricing allows patrons to get convenient deals and companies to increase their revenues much more than fixed prices or heuristic methods.

The industry is slowly embracing new trends in modern technology and automation, and it is time to redesign a brighter future for the same. The existing legacy systems and infrastructure, fixed and inflexible mindsets of hotel owners and staff, are some of the main challenges that can hinder the penetration of automation in this industry.

However, technology-driven by data and AI can help hoteliers make progress both personally and professionally.



The author is CEO & Co-founder of Aiosell Technologies



10 11 12 June, 2020.

Bombay Exhibition Centre (BEC), Goregaon (E), Mumbai.



Best Food & Hospitality opportunities served hot!



Sourcing from the emerging requirements of Food & Hospitality industry, India is on the verge of expanding its horizon in the segment, catering the latent demand. Food & Hotel India (FHIn) is serving as an extended networking and trading platform to help stakeholders explore the business opportunities and the latest know-how with the elite presence of stalwarts and influential titans of the HoReCa sector.

Be a part of the most impactful and versatile trade show for Food & Hospitality industry in India following a rich international legacy building the future of business.

Powered By



Special Events



ENTIRE FOOD & HOSPITALITY INDUSTRY UNDER ONE ROOF

 The Ideal International Platform	 Lead Generation	 365 Days, 360 Degree Marketing	 Branding	 Networking	 Customer Connect	 Market intelligence	 Innovations	 Business Meetings
--------------------------------------	---------------------	------------------------------------	--------------	----------------	----------------------	-------------------------	-----------------	-----------------------

Supporting Associations



Media Partners



Contact us for further inquiries

<p>For India Sales PANKAJ SHENDE M: +91 98215 02287 E: pankaj.shende@ubm.com</p>	<p>For Marketing & Alliances SWAPNIL KULKARNI M: +91 95824 49119 E: swapnil.kulkarni@ubm.com</p>
--	--

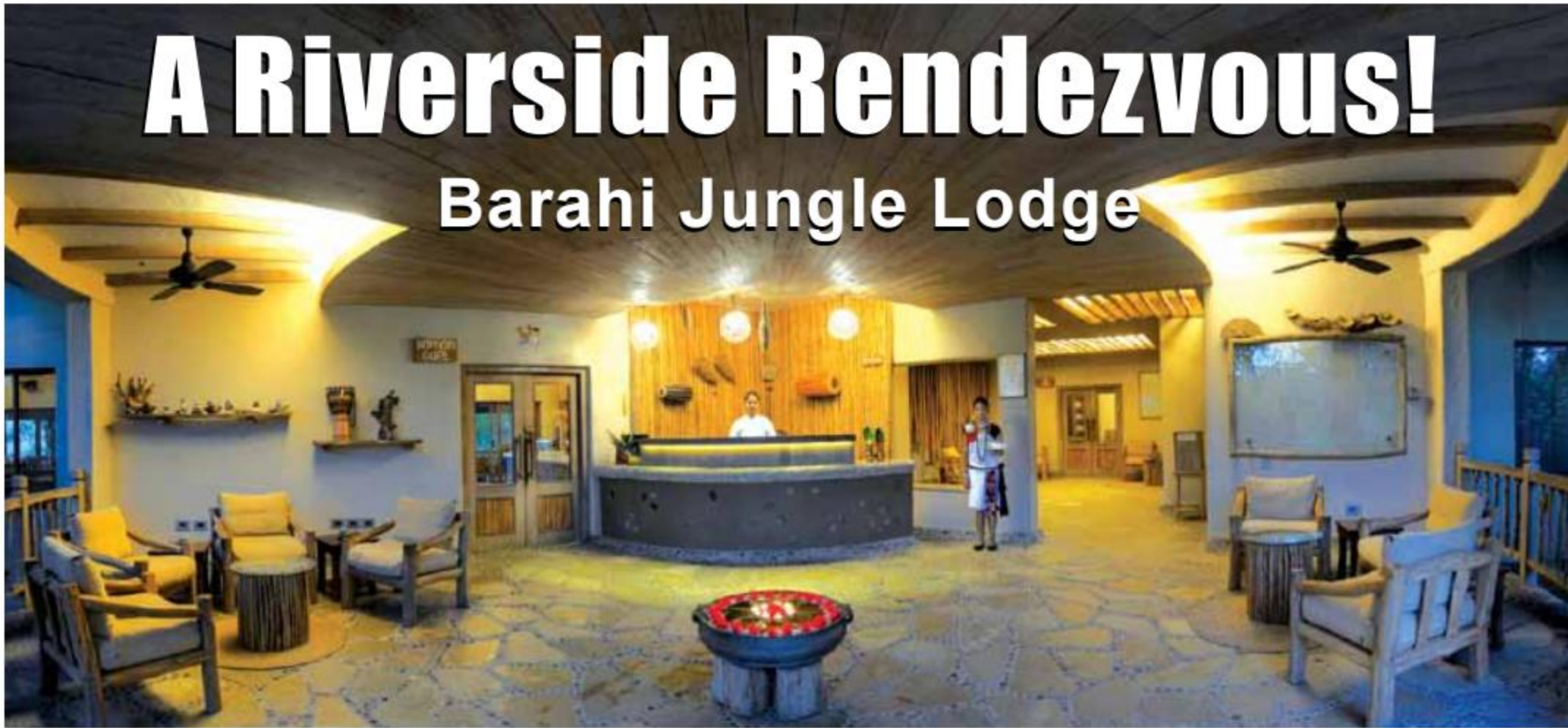
www.foodandhotelindia.com

Follow us on: @FHIN

This is a trade show. Entry restricted for individuals below 18 years of age and infants in arms. Right of admission reserved with Informa Markets.

A Riverside Rendezvous!

Barahi Jungle Lodge



By Sharmila Chand

Nestled in the foothills of The Himalayas, endowed with diverse flora and fauna flourishing in the most fertile region of Nepal called Chitwan valley is the world famous 'Chitwan National Park.' Adjoining the forest from two sides offering a breathtaking view of the National Park is 'Barahi Jungle Lodge', an ideal getaway for a memorable sojourn with nature.

The Lodge not only offers a breathtaking view of the virgin forests but its location on the banks of the river Rapti, makes it truly outstanding.

As the Resort is situated in the Tharu village, one can get a feel of the local lifestyle and culture in the ambience and décor of every space at the Resort. It truly gives a stunning insight into the aboriginal Tharu culture of Nepal interlaced with wilderness of Chitwan.

The architecture and interiors seamlessly blend with the character of the surrounding forest. The architecture and construction carefully includes local material like local bamboo and sustainable wood.

The Location - Chitwan National Park

Endowed with diverse flora and fauna flourishing in the most fertile region of Nepal called Chitwan valley is the beautiful location of Chitwan National Park in the foothills

of The Himalayas. The valley is embraced with Mahabharat range in the North and Churia-Shiwalik hills in South which forms the international boundary with India.

Chitwan National Park, famously known as the Land of Rhinos or heart of the jungle is a 932 sq.km of protected core area along the courses of Naraynai and Rapti River channels. The park was formed in 1973, subsequently designated as UNESCO World Heritage Site in 1984 to protect the unique Terai habitats.

The park is home to three protected reptiles of Nepal namely Ghariyal Crocodile, Golden Monitor Lizard and the Indian Rock Python. The forest is characterised by the mix of Sal (deciduous), Riverine and Grassland habitats. The prime wildlife attraction of the park is the Greater One-Horned Rhino, Royal Bengal Tiger, Asiatic Elephants, Leopards and Sloth Bears. About 583 species of birds including winter and summer migrants from Indian Subcontinent, Russia and Africa also add to the charm of



the forest.

The park also has an endemic species of Nepal—the Spiny Babbler and other attractive residents such as the Great Hornbill, Lesser Adjutant, Black Stork, Red-headed Trogon, Kalij Pheasant and Bengal Florican.

Accommodation

Spreading over 12 hectares, the lodge offers 34 deluxe boutique cottages and one family suite cottage. Each cottage has a private balcony offering panoramic views of the river and National Park.

The décor marks a rustic yet luxurious feel with a seamless blend of contemporary and traditional Nepali indigenous elements such as recycled wood, bamboo, elephant grass and animal arty-crafts. Wildlife-inspired décor and artifacts further enhance the look while the modern amenities make sure the guests have a comfortable stay by all means.

The Suite Cottage

For an ultimate lavish and stylish stay, The Suite Cottage is the ideal choice. It comes with two bedrooms- each with a dining room and a private bar with a private Butler



service. You step out of the magnificent bedrooms and take a walk by the side of the river and extended grasslands. There is a swanky wooden deck that extends to a cosy campfire place and a private swimming pool. The floor to ceiling windows let you enjoy the river and forest’s vistas amidst the twittering of playful birds.

Culinary Fare at the Lodge

Taking your experience at the Resort a notch higher is the culinary delights. The Executive

chef and his team are from the local region hence the guests get to taste the authentic Nepalese Cuisine prepared mostly with organically grown ingredients. Perk up your taste with with myriad Himalayan herbs and homemade pickles.

The spread of Continental, Indian, Thai and Chinese cuisine is very impressive as the Lodge hosts guests from all regions of the world. ‘Banyan Café’ serves all cuisines throughout the day while ‘Turtle Deck’ is your ‘go to place’ to spend hours over a cup

Restaurant FURNITURE

metalavenues
CONTRACT FURNITURE SOLUTIONS
www.metalavenues.com

One stop shop for all kinds of
Contract Furniture
for your hospitality venture.

Banquet Furniture

HK-06 (Chair) and CT - 29 (Table)

OUTDOOR Furniture

PO - 26

Our Products:
Restaurant Furniture
Banquet Furniture
Hotel Carts
Vintage Style Furniture
Outdoor Furniture

Store Location:
A-16, 2nd Floor, Tagore Market
Main Najafgarh Road, Kirti Nagar,
New Delhi - 110015

Tel : +91 - 011 - 42851697
Mobile: +91 - 9810102853
Email: metalavenues@gmail.com
Web: www.metalavenues.com

MONACO CHAIR

TABLE (RT-04)

ZURICH CHAIR

Hotel FURNITURE



Writer with team at Barahi Lodge

of freshly brewed coffee and watch the pool and the river. Settle down at The Tiger's Den Bar and enjoy your commune with nature over crafted drinks and exotic appetifs.

However, my favourite spot of the property was by the infinity poolside from where I could enjoy the rhythm of the river, the secret movement of the crocodiles in the river, gaze at their sun bathing activities with a drink in my hand or over a hearty meal.

Dinner experience at The Lodge is special. Several bonfire marks the seating arrangements so that guests can enjoy live performances of the local artists. Colorfully dressed Tharu girls and boys showcase their culture through dance and music performances giving a unique flavour of the region.

Guests can choose any corner of the property to relax or have a drink and the team follows them with impeccable service and warm hospitality. Lounge Library is a peaceful haven for those seeking 'ME' time, browsing through their laptops or books about the local region.

Head Chef - Sukhiram Mahato

Passionate about cooking Nepalese food since the age of 10, Sukhiram leads the kitchen team at the Lodge. Over the years, Sukhiram has mastered the art of preparing cuisines of the world. Right from picking every ingredient and vegetable for his kitchen, to taking specific orders, he is one chef who loves his village and has no desire

to leave for seeking work elsewhere. The one thing that always reigns supreme in his heart is to buy local and eat local and when his guests relish his local food that gives him ultimate satisfaction.

A Healing Spa

Unwind at the beautifully done spa that overlooks forests through large picture windows. The in-house Spa offers treatments that draw inspiration from Ayurveda, Naturotherapy and other Holistic practices that harness tranquility. The team is well trained to give the best services with the products and essential oils that are all best quality organics.



Experiences

The delightful hideaway is truly a naturalist's treasure trove. The Resort's team is well experienced and knowledgeable to let their guests explore Chitwan's wilderness in several ways. Jeep Safari, Boat Safari, Jungle Walks, Village walks on foot or bullock are organized by the team to provide a sneak peek into the cultural aspect of Chitwan. Tharu cultural dance performance by a local group is organized at the lodge in the evenings.

The Lodge organizes several activities for all wildlife enthusiasts with well trained and experienced naturalists. The activities offered are as follows:

Nature Walks

Nature walk is a unique highlight of Chitwan which unravels the hidden secrets in the woods. The jungle walk offers a great chance of spotting wildlife and is quite adventurous. The nature walks are led by an experienced naturalist and lodge's local nature guide.

Canoeing

Enjoy sailing in the placid water of the Rapti River while watching crocodiles and several Wetland Species, migratory birds, elephants and if lucky, get a closer view of the Rhinos wallowing in water. Boat safari lets you enjoy the wildlife from the comforts of the boat. Boat safari is a peaceful one hour ride that is concluded with a well laid out sundowner at the merging point of Rapti and Narayani River.

Cultural Performance

Centuries old culture of the locals, Tharu Dance is an amazing way of expressing the significance of festivals, farm land and the tradition of united families in the life of Tharus. The cultural performances are organised at the lodge in the evenings.

Bullock Cart Village Visit

Enjoy bullock cart ride to visit the village and see Tharu houses, long stretches of farmlands and ancestral homes. Relish the moments when the locals will leave their tasks and give you a warm welcome.

Jeep Safari

Scheduled morning and afternoon safaris are organised in the core area of the National Park using lodge's owned 4X4 vehicle. Jeep safari is the most preferred way to experience the dense flora and vivacious wildlife of Chitwan to go through various habitats following the tracks in the company of an experienced naturalist. There is an option for a full day safari as well. ■

SIAL 中食展



Thanks for
the marvelous
20 years
20周年,
感恩有您

created in the year **2000**

123,000 professionals

4,500 exhibitors

more than **100** countries



INSPIRE
FOOD BUSINESS
审食度势 点食成金

Conception: bug

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

商业发展中心
CHINA COMMERCE DEVELOPMENT CENTER

Shanghai



13-15 MAY 2020

NEW INTERNATIONAL EXPO CENTRE

SIALCHINA.COM





Spa Trends For 2020

By Sharmila Chand

Over the last few years the hospitality and tourism industry has been boosted by the spa industry. Within the last 20 years spas have increasingly gained importance. Today's guests call for high quality standards in spas and are extremely health-conscious. There is an enormous competitive pressure among spa hotels.

We get spa experts to talk about key spa trends of 2020:

Specialisation in Spa is the Key Trend

Sofija Misljenovic, Director of Spa, JW Marriott Maldives Resort & Spa

At 'Spa by JW', JW Marriott Maldives Resort & Spa, we aim to continue maintaining our holistic approach, focusing on mindfulness as a part of the JW Brand ethics and offering packages that resonate it. We also aim to encourage more guests to participate in beach yoga and explore secluded intimate spaces throughout the island and resort.

Additionally, guided meditation and clear your mind massages with tailored Aromatherapy oils reduce stress, emotional exhaustion and disturbed sleep.

Abbas Painattu, Spa Manager, The Westin Hyderabad Mindspace

The spa is a place to recover, rejuvenate and feel renewed. A reflection of our commitment to wellness, the 'Heavenly Spa by Westin' allows patrons to replenish their mind and body with a personal sensory experience. True to its name, our signature spa aims at offering a divine experience to our patrons and is known for its multiple specialties.

We want our guests to leave the spa not only feeling better, but having a fresh outlook on life, with new insights and a sense of clarity. We believe that much of the value of the spa experience comes not only from the facilities, treatments and products, but from having the time and space for silence, separation from technology and personal reflection and

contemplation.

At The Westin Hyderabad Mindspace, we offer guests a special welcome drink on arrival, an oil specific three stone ritual that helps the therapist understand the best suitability of the oil to be used for the treatment in order to relax the guest, and a dark chocolate post the therapy which enhances their experience that they take home. These distinctive offerings are what make the Heavenly Spa stand out from other spas.

Rachita Sood, Director of Rooms, The Westin Mumbai Garden City

As the spa business matures into an increasingly global phenomenon, we see an increasing level of specialisation, professionalisation and cross-disciplinary focus. Immersive and holistic spa experiences continue to gain an appeal with travelers



"The Heavenly Spa services set in the Presidential Suite offers an exclusive range of services for guests. These facilities ensure our guests are in the comfort of their own rooms and experience a more private and luxurious spa session as not every guest is comfortable with the idea of visiting the spa area for their treatments."

Abbas Painattu, Spa Manager, The Westin Hyderabad Mindspace

looking for more than a standard massage or a quick facial. Ultimately, a 'spa' is about life-enhancing experiences and at The Heavenly Spa by Westin, we believe that the actual spa experience is not from the treatments, facilities and products, it is being in a silent, serene and energetic environment, separating oneself from the world of technology and where one can immerse in personal reflection and positivity.

'The Heavenly Spa by Westin' aims to uplift, rejuvenate and restore each guest and take them on a journey through all their senses - Sight, Sound, Touch, Taste, and Scent as well as their psychological and emotional senses. Upon entering the spa, guests are moved by the tranquility of our surroundings at The Westin Mumbai Garden City. We have tried to encapsulate indigenous and natural beauty into our spa by using natural diffusers and candles, playing uplifting melodious music and have permeated the surrounding areas with the calming scent of white tea to give our guests an enhanced wellness experience. The Heavenly Spa at our property subtly embraces every sense of a person to make them feel completely relaxed. In all the services that we provide, we are committed to the paramount goal of universal well-being throughout the three planes of existence.

Personalising the Treatments & Services

Sofija Misljenovic, Director of Spa, JW Marriott Maldives Resort & Spa

Personalising and tailoring wellness journeys allows us to meet guest expectations, as these differ and are subject to both: inner and outer influences. Whilst each of our therapists are outstanding practitioners with years of experience across the globe, their personal energy and aura may best suit different guests' requirements.

Our signature treatment, 'Ultimate Aromatherapy' offers the guest to select 1 of 13 unique aromatherapy oils for their massage. This treatment focuses on how you want to

Spa

feel, followed by a consultation so that their knowledge is imparted with the guest which they can continue to practice thereon.

Abbas Painattu, Spa Manager, The Westin Hyderabad Mindspace

Customising spa services as per every guests' requirements is a key factor in any spa today. Every guest visits a spa looking for a different and unique treatment; some look for complete relaxation, and others seek detoxification or de-stressing therapies.

At The Westin Hyderabad Mindspace, we offer our guests a unique array of spa treatments that blends healing techniques with the finest natural ingredients that replenishes the mind, body and soul.

Throughout the spa experience, we aim to touch the seven senses: the five physical senses of sight, sound, touch, taste and scent, as well as the psychological senses of emotion and meaning.

Before beginning the treatment, it is imperative to understand the guest's needs and accordingly customise the services to suit their bodily requirements and offer them an unparalleled wellness experience.

Rachita Sood, Director of Rooms, The Westin Mumbai Garden City

The amalgamation of the right ambiance, specialist staff, unparalleled quality and a selection of services are crucial factors in customer retention. However, for the current wave of wellness-seeking guests, there is value added in a personalised spa experience that addresses and individual's needs and preferences.

Created to meet the specific needs of each guest, 'Heavenly Spa by Westin' provides superlative, authentic and memorable experiences as the expert therapists provide an immersive spa treatment using quality products. Replenishing the mind, body and soul, each of the 5 senses of a person is elevated through the unique elements at the spa. From the signature treatment bed and indigenous flower turndown to the customised harmonies and nourishing spa cuisine menu, guests are promised a truly enriching experience.

Furthermore, upon booking an appointment at the spa, guests are asked how they would want to feel after the spa treatment, and based on their request; the therapists suggest ways in which their desires can be fulfilled. At the Heavenly Spa the numerous customised signature treatments and packages, offer guests an array of treatments to fit their skin type and personal requirements. The unique range of treatment oils are used according the specific needs of guests such as relaxing & distressing, to reduce muscle tension, relief stress, help insomnia and more.

Each treatment begins with the presentation of a 'burden basket', where guests are encouraged to leave any stressful or negative thoughts in the basket so the spa treatment can be commenced with a peaceful and relaxed mind. In each treatment room, signature music channels have been formed for "relaxation" and "renewal" so that guests can customise their experience as per their preference. Public areas of the spa are treated to a signature music channel of "heavenly" selections chosen for their ability to lift the spirit. The treatment begins and ends with a chime to clear the alcove of energy and mentally prepare the guest for what lies ahead.

A single flower is placed on each spa treatment bed and then placed under the face cradle in each massage room. The Heavenly Spa bed is custom designed to hold a bowl of white stones and flowers just below the face cradle as a focal point for meditation and to block out all other distracting visual stimuli.

The WISH treatment package offers guests a relaxing massage, scrub, a body wrap and facial based on the guest's skin type.

“ I ONLY ACCEPT
MAXIMUM
PERFORMANCE!



My focus is on the guest. I do everything for that, and I expect maximum performance from my equipment. The **MKN FlexiCombi** won't let me down. Its performance inspires me every time anew. And so I inspire my guests.

MKN FlexiCombi
Performance redefined.

#mychoice
WWW.MKN.COM



MKN India
Mohua Das
Handphone: +91.98731.33200
E-Mail: mdas@mkn-india.com

Spas with a Theme

Sofija Misljenovic, Director of Spa, JW Marriott Maldives Resort & Spa

At Spa by JW, we practice the holistic approach of the 'whole you' that resonates our brand values. We ensure that we do not only offer our guest a mainstream spa experience but direct & guide them on the importance of: balanced nutrition, skin care, and lifestyle choices. We aim to help our guests live in the present by offering a guided meditation session prior to each treatment.

Additionally, our unique destination naturally connects guests with nature. The sun, sea, sand, wind and unpolluted air, make for an ideal destination to relax the mind, body and spirit.

Abbas Painattu, Spa Manager, The Westin Hyderabad Mindspace

'Heavenly Spa by Westin' is the Westin brand's signature spa and is located in Westin hotels across the globe. We offer signature treatments that can be availed across Heavenly Spas.

If the guest has experienced therapies in any of the Heavenly Spas across the globe, they can request for the same treatment in any Westin located in any city and avail the therapy. These experiences benefit us as they make it more likely for the guest to visit our spas again, as well as help us attract more guests through word of mouth.

Rachita Sood, Director of Rooms, The Westin Mumbai Garden City

'Heavenly Spa by Westin', the Westin brand's signature spa is inspired by personal renewal and reflects the brand's commitment to wellness. With every detail being carefully orchestrated, the architecture and design unites with every sense of an individual. As the guest enters the spa, they are immediately moved by the serenity of the surroundings. Great thought is placed in the designing of each facility to keep the Treatment Alcoves tranquil and maintain our relaxation lounges or "Sanctuaries" in a complete peaceful state.

The spa captures the essence of heavenly by focusing on the senses, specifically with the theme "For a Better You". The spirit of the spa works in synergy to create a serene and calm atmosphere with design elements that are refreshingly contemporary and modern, reflecting the look and feel of the hotel itself. We aim to offer guests an intimate experience, ensuring each one leaves the spa in a renewed state. The Aspire Massage treatment using natural aromatherapy oils and diverse



"At Spa by JW, we practice the holistic approach of the 'whole you' that resonates our brand values. We ensure that we do not only offer our guest a mainstream spa experience but direct & guide them on the importance of: balanced nutrition, skin care, and lifestyle choices."

Sofija Misljenovic, Director of Spa, JW Marriott Maldives Resort & Spa

massage techniques that are customised according to one's preference, offers guests a holistic wellness therapy that relaxes and de-stresses the mind, body and spirit."

Architecture and Design

Spas offer the ultimate spa experience with the help of architecture and design. Architecture and design will also become more and more relevant. The spa of the future will be designed to meet the specific needs of the target groups.

Sofija Misljenovic, Director of Spa, JW Marriott Maldives Resort & Spa



"A spa must be designed with an element of glamour, intricacy and intimacy and like the signature Heavenly Spa by Westin, it should be able to carve out an identity in a fiercely competitive market."

Rachita Sood, Director of Rooms, The Westin Mumbai Garden City

At JW Marriott Maldives Resort & Spa, we aim to offer our guests the most remarkable experience. By design, we offer larger spa treatment rooms with wider views and infinite sights across the Lacadive Sea, the setting exudes calm and gratitude, thus creating a positive mindset. The materials used to design the interiors of the spa, the colours, soothing music amongst others sets the ambiance.

Abbas Painattu, Spa Manager, The Westin Hyderabad Mindspace

The ambience plays an imperative role in any spa, in some cases even more than the actual spa treatment.

The setting of the spa on its own can make one feel completely relaxed and rejuvenated. Numerous elements like flowers or diyas located around the vicinity in itself spread a positive energy all around. This plays a great part in eliminating the stress and tension of the guests and allows them to focus on the therapy.

The architecture and the interiors should give out a pleasant vibe in order to make guests feel at ease. Before entering The Heavenly Spa, every guest is welcomed with a Burden Basket, where the guest deposits their negative energy, thus allowing them to let loose and feel completely relaxed.

Rachita Sood, Director of Rooms, The Westin Mumbai Garden City

The spa should never simply be an extension of a hotel; it should always feel more special, relaxed and be enticing enough to coax guests out of their comfortable rooms into a paradise like setting. A spa must be designed with an element of glamour, intricacy and intimacy and like the signature Heavenly Spa by Westin, it should be able to carve out an identity in a fiercely competitive market. We want our guests to leave the spa not only feeling relaxed, but feel restored and have a fresh outlook on life, with new insights and a sense of clarity. Spas should not stand apart in their aesthetic language or be a subject of an architectural review, instead it should be able to marry the architecture, design and landscaping of the rest of the hotel. It should be a smooth and subdued part of the hotel, offering neither confrontation nor big contrast.

Key Guidelines to Make the Spa a 'Talk of the Town'

Sofija Misljenovic, Director of Spa, JW Marriott Maldives Resort & Spa

- Creating emotional connection between Spa associates/experience and guests, as

Spa

without this research studies describe it as "epidemic of loneliness", due to technology progress and evolution having us become accustomed to spend less time interacting with other people, both mentally and physically, denying a sense of belonging and appreciation.

- Offering a wider range of services focusing on wellness, and by creating ultimate physical - mental - emotional integrated experiences. Daily wellness challenges not requiring more than 10 to 12 minutes, in order to convey the simplicity of taking first steps in improving the quality of life.

- Creating personalised experiences by knowing guests' needs and expectations to deliver bespoke tailored experiences.

- Team member's individual personality, taking care of them so they treat guests the same way.

- Spa signature treatments that are unique and designed in connection with destination and supporting the local community creating best sustainable practices.

Abbas Painattu, Spa Manager, The Westin Hyderabad Mindspace

- Customise the treatments as per the guest's requirements and meet their expectations

- Ensure each guest is extremely comfortable, maintain privacy and make them feel relaxed

- Understand their requirements and act promptly with suitable products and equipment

Inform the guests that they need to arrive 30 minutes prior to the treatment so as to make the most of the offerings. They can then enjoy the shower facilities and have the herbal tea in order to feel relaxed before the therapy begins.

Give them a fond farewell so they are ensured of a memorable experience and would want to visit again. This will also encourage guest to publicise the spa through word of mouth.

Rachita Sood, Director of Rooms, The Westin Mumbai Garden City

Look beyond the routine or make yourself a specialist if you have to compete with continual changes in consumer priorities. Excelling in a specialist area is key and the spa manager must aim to be above its competitors in providing quality services. It is also essential for spas to be innovative and specialists in their offerings.

Diversification in this incredibly competitive market can be achieved through product knowledge and training.

Products: Therapists must thoroughly understand the products used in each treatment and their efficacy in addition to following the techniques they have been trained to provide. The spa therapists should also understand the customer's needs and demographics through research and assessment of the customer's requirement. Spas should select product ranges that will allow them to tailor make treatments to suit their customer needs and their business ethos.

Ambience: Ambience is a key focus area in any spa. In order to increase footfalls, ambience plays an important role as customers are attracted to the decor and the presentation of a spa setting. A relaxed and restoring ambience allows the customer to feel at ease and enhances their ability to let loose and enjoy the experience. Maintaining a clean and hygienic environment also adds to building a long lasting impression on a customer.

In Room Spa: As a business hotel we understand that few of our guests get a chance to spend appointed time for recreation. The Westin Mumbai Garden City is one of the few hotels in the city to offer in-room spa facility to our guests. To provide flexibility we set up a portable treatment bed and create a spa ambience in their rooms (prior appointment) to immerse their mind and rejuvenate their body and spirits in the comfort of their room.

Use of Technology: With the growth in technology, it is necessary for every business to have a website of its own. Catchy and unique websites appeal new clients like magnets and this is vital in earning good revenue. The website needs to be well designed and equipped with all the necessary details that a customer might need in order to know the services offered. Being active on social media is also a key tool in raising awareness of a business.

The Best Loyalty Programs: Every customer wants to avail the best offers from their favorite Spa. Discounts and attractive offers have always attracted attention and have become the reason for the increase in footfall in spa and salon businesses. Guests look for the best services and use of quality products. Providing discounts, packages, freebies, vouchers and service combos allure guests and help in creating a strong customer base. ■



A Dynamic Leader!

Vikas Kumar, General Manager, The Westin Pushkar Resort & Spa



As General Manager of Westin Hotel's first resort property in India, Vikas Kumar has taken on the responsibility for overseeing the hotel operations and ensuring stellar standards of guest service. Honing on his extensive experience of over 18 years in the hospitality industry, which includes almost a decade spent with Marriott International Hotels, Vikas leads the executive team of The Westin Pushkar Resort & Spa, with innovative and proactive strategic planning and strong interpersonal and tactical management skills.

Vikas is a dynamic and results-oriented professional. He is responsible for all aspects of operations of the resort property, including guest and employee satisfaction, human resources, sales and revenue generation, etc.

Vikas has gathered numerous awards and accolades to his name. One of the most prestigious awards won under his leadership has been the Brand Ambassador Award, Asia Pacific - Starwood Divisional Award in 2015, for Aloft Bengaluru Cessna Business Park.

Essentially being an F&B professional, he commenced his professional journey as the F&B Supervisor at Ananda in the Himalayas. He was part of the pre-opening phases like - Aloft Bengaluru Cessna Business Park, Sheraton Bangalore Brigade Gateway and The Westin Hyderabad Mindspace. Before joining the ranks as General Manager, he was Director of F&B at W Retreat & Spa Maldives & Director of Operations at JW Marriott Chandigarh. Additionally, he has held various F&B designations at IHCL Hotels, Accor Hotels (Novotel Hyderabad), Intercontinental Hotel & Resort, Goa, and Sheraton Dammam Hotel & Towers, Saudi Arabia.

Vikas's academic qualifications include a Masters Program in Business Administration from IIBM and a Diploma in Hotel Management & Catering Technology from IHMCT, Kovalam.

In an exclusive interview with **Sharmila Chand**, he talks about the distinguishing features of the property, his mantra of work and more...

What is the USP of your property?

Travelers seek for exclusivity and are keen to explore destinations that are filled with exciting experiences and unique attractions. Keeping this in mind, we at The Westin Pushkar Resort & Spa have a host of offerings for them. We have our very own indoor theatre - Recharge, where guests can revel in high definition sound system at the resort.

We offer an exclusive dinner experience for couples amidst the picturesque sand dunes of Pushkar. The open and welcoming desert landscape makes for an idyllic set up where guests can discover the mesmerizing magic of the destination over an elaborate meal carefully crafted by our team of chefs. We curate a warm and luxurious five course dinner experience for couples under the dome located in the center of the pool. This intimate and personalised dining can be arranged on request and lends itself as a beautiful location for proposals and pre-wedding shoots.

Taking care of the interests of our varied guests, we also extend an array of engaging activities like horse riding, camel riding, archery, pot making, block printing and gulkand farming- which lends an insight into the vibrant culture of Pushkar. Breakfast amidst the beautifully bloomed roses, is a surreal experience we have curated for our guests.

Tell us about the green initiatives the hotel has taken?

The resort is situated in Pushkar, which is geographically equipped with sufficient sunlight, thus enabling our hotel to completely run on solar energy. This renewable source supplies thermal and electrical energy to the entire property. The use of solar energy has helped in reducing pollution and has also been effective in cost reduction. Our hotel is preferred by ecologically conscious travelers as it provides a carbon free environment surrounded with lush greenery.

The water is 100% solar heated, as the property does not have a boiler or a chiller, these appliances consume high electricity, diesel and water to operate. We 100% recycle the water and reuse it wisely thus saving gallons. Our rain harvesting tank reserves abundant water which enables the resort to run 100% on ground water.

The implementation of green initiatives can be seen across guest rooms and food & beverage departments, thus making our hotel a sustainable option for an eco-friendly traveler.

What is the marketing strategy you have adopted to promote your property?

Our constant endeavor at The Westin Pushkar Resort & Spa has been to promote the destination. The perception about Pushkar has generally been that it's a pious city and a contributing aspect is the sacred Pushkar Lake. We have tried to promote the destination as an oasis amidst the desert in Rajasthan. The experiences at our hotel also align with these objectives, to position Pushkar as a haven for travelers.

What distinguishes your property from others in the same bracket?

Being a part of a globally renowned hospitality brand in itself sets us apart from other hotels in the city. Our core values make us who we are. Putting people first, pursuing excellence, embracing change, acting with integrity and serving our guests - these qualities are ingrained in us. The quality of standard, excellence in services, luxury principles and the warm hospitality are what makes us a preferred choice amongst travelers.

Through the Marriott Bonvoy initiative, we are able to communicate what our city and the hotel has to offer to guests of all age groups.

What would you say is the 'Differentiating Factor' of your F&B

outlets?

At The Westin Pushkar Resort & Spa, our live kitchens are truly an interesting feature, and definitely a USP of the restaurant. This is a safe space for guests to interact with the culinary brigade, share their preferences in food and provide real-time feedback. We see a lot of international and national guests visiting our hotel, their palate, taste and preferences differ. Catering to this aspect, the interactive space enables them to select and opt for the best suitable meals under our F&B team's expert supervision.

Future plans and new initiatives you wish to undertake in your property?

Aligning with the brand pillar of Westin, our focus remains on wellness. We aim to encourage guests to spend more time outdoors than in the rooms in front of the screen. The property's lush greenery and water bodies provide a perfect setup for long walks amidst nature or an ideal backdrop for a transcendent meditation.

For travelers who seek adventure sports, one can enjoy zip lining, rock climbing, zorbing, quad biking, obstacle course, bungee jump, and parasailing, all at the neighboring

adventure park.

What is the most crucial issue to tackle in the Hospitality industry today?

Being in the service industry, we face new challenges regularly. We have to keep innovating and curate new and interesting experiences to deliver based on guest expectations.

We have to be mindful that the solutions offered to customer are in accordance to their requirements after gaining a thorough understanding of their needs.

Another biggest challenge observed in the industry is talent acquisition and retention. In order to curb this issue, some measures such as motivating and training the workforce especially younger individuals can be undertaken by hoteliers. Additionally, allowing flexibility in working hours, encouraging their passions, can go a long way.

What do you enjoy most about being at the helm of affairs at the hotel?

Being a hospitality professional, what I personally enjoy the most is meeting new people from different walks of life. Guest

interactions, understanding their preferences and their likes and dislikes, helps me ensure that their stay is not only enjoyable but memorable too.

As a General Manager, I get to be a jack of all trades by being involved in Finance, Human Resources, F&B, guest satisfaction and thus make sure as a team we do our best.

What has been the most rewarding moment in your career?

My stint at W Maldives would have to be the most rewarding. Working on an international property helped me broaden my horizon. I interacted with guests who came from different parts of the world. Understanding various perspectives, gaining insights about travelers were part of experiences that I will treasure forever.

How do you de-stress?

An intense workout at the gym or driving through nature helps me de-stress.

What is your working Mantra, your guiding philosophy in work?

I believe self-discipline is the key to success. I make conscious efforts to walk the talk and lead by example.

<p>Stackable Aluminum, Banquet & Conference Chairs</p> 				<p>Actionback Chairs</p> 			
<p>Stackable Steel Tubular Powder Coated Chairs</p> 				<p>Banquet Tables</p> 			
<p>Multi-utility Conference Tables</p> 			<p>Glass Top Tables</p> 		<p>Stages</p> 		
<p>Stackwell Contact No.: +91 9850324262 / +91 8888871869 Email: sales@stackwell.in / banquetfurniture@gmail.com / pethevs@hotmail.com Website: www.stackwell.in Made in Pune, India</p>							

Innovative Appliances

Whirlpool forayed into the commercial appliance segment in India by launching products from its European portfolio including dishwasher, oven and ice maker. These appliances pack in a raft of innovative technologies to fit in more performance, power and superiority. And as a Whirlpool appliance, all that performance and innovation is made effortlessly accessible through smart, intuitive controls.



Whirlpool has aggressive growth plans for this year and continues to expand its presence in new adjacent product categories. With innovation at its core, Whirlpool is committed to bring in more products

that are specially crafted to deliver immaculate results for demanding professionals. Whirlpool is a market leader in manufacturing high-end products in the World, and it strives to offer its customers with the International range of products in India that are well-crafted, robust, durable and speak best in terms of craftsmanship, quality as well as technology.

Whirlpool has already partnered with distributors and foodservice consultants in India and has started seeding in its appliances. Initially, Whirlpool's commercial products will be available in all the major cities like Chennai, New Delhi, Mumbai, Bengaluru, Kolkata and Pune and further expanding to other cities. These appliances are expected to be installed in hotels, institutes, restaurants, bars and hospitals.

Whirlpool of India Limited
corporate@whirlpool.com

Effective Cleaning Solutions

Interclean Solution Pvt. Ltd. is one of the most proficient manufacturers, traders and suppliers of chemical products. Since its inception in the year 2013, the company is offering a wide range of quality chemical products like hand cleanser, carpet care, glass cleaners, marble cleaners, kitchen cleaners and specialised care chemicals, all detergent raw material and many more. These products are used in making of shampoo, and liquid hand wash preparation. The



extensive domain knowledge and experience enable the company to understand the needs and demands of its consumers due to which it is capable to deliver such quality product range in the market.

Located in Gurugram, Haryana, the company has a highly developed infrastructure that is equipped with modern technology and is organised in a very systematic manner. Moreover, the company has a team of skilled professionals whose wide domain knowledge led them to deliver quality products and customised services for the market. They ensure that the products are of top quality and checks are made thoroughly through the entire production process.

Interclean Solution Pvt. Ltd.
info@interclean.in

Serving Hospitality in Style

True to its image and the lifestyle of its clients, Mehta Furnishers continues to remain a preferred brand among the hospitality professionals. By combining art and utility, the company reflects a distinctive aura of excellence in its products.

With rare passion, supplemented with thoughtful, creative and proactive approach, the company takes care to meet up even the not so usual needs of its demanding clients. Over the years, Mehta Furnishers, which has served major hotel brands for the past 25 years, has earned the well deserved reputation of being a trend setter in the field of wicker arts. Started as cane furniture company in 1984, Mehta Furnishers has diversified to various need-based cane and wooden products for various segments of hotel supplies.



Famous for its customised multi-utility wicker baskets, amenity aids for guest rooms and spa, trays, trolleys, caddies, and F&B service aids, the company is into customising a range of products. The new Housekeeping Trolleys and Mobile Caddies from Mehta Furnishers are set to raise the bar for mobile platforms in the corridors of boutique hotels, where aesthetic appeal is valued. The products are trendy, user-friendly, workably priced for the value they deliver and what's more, are environmental friendly. With this new range those huge service stations in the hotel corridors are set to become a thing of the past.

Mehta Furnishers
mehtafur@gmail.com

Pipeline to Success

Established in 1995, Delhi-based R R Sales Corporation has positioned itself as an eminent service provider of LPG pipeline installation Services. The company deals in LPG/PNG pipeline installations and kitchen ventilation (fresh air unit & exhaust). This sole proprietor firm has a huge number of clients.

The services of the company are tailored to meet the requirements of the company's clientele and are stringently based upon industrial norms and ethics. The product range of the company includes blower, scrubber, exhaust hood, fresh air system, fresh air washer, exhaust blower, axial fan among others. The impressive product range of R R Sales Corporation is complimented by its skilled workforce. The company places considerable emphasis on research and development and regarding this, has recruited a special panel for research and development.

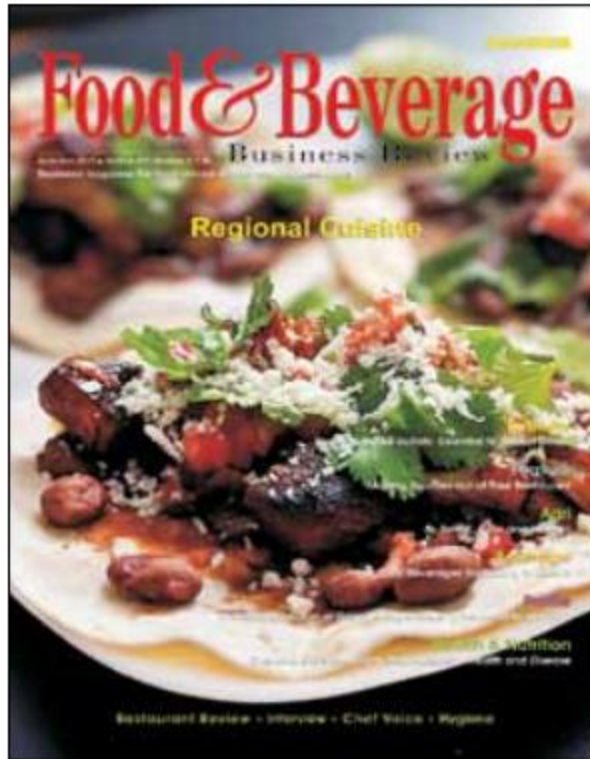
The ethical business policies and customer-centric approaches are the cornerstones of the company and have facilitated it to develop a huge client base on a nationwide basis.

R R Sales Corporation
tarun.rrsalescorporation@gmail.com



Discover an intelligent ally for your business

A line-up of magazines providing comprehensive information on fast changing marketplace



Food & Beverage Business Review - a bi-monthly magazine covering the entire gamut of activities that define the institutional F&B business - from "Farm to Fork", right from Agricultural Produce, Meat Products to Dairy, Processed Food to Bakery, Alcoholic & Non-Alcoholic Beverage, Kitchen equipment & F&B supplies, Cuisine, Marketing, HRD. The magazine goes behind the scenes to give the F&B professional information, news and features. The objective of the magazine is to develop institutional marketing synergy between Food and Food Service Industry.

Hotel Business Review - the first and only bi-monthly magazine exclusively for Indian hotel business. The magazine provides information to professionals seeking innovative strategies along with new ideas, opportunities and current issues that affect their organisation. This includes strategies in managing successful hotel operations, knowledge of purchasing, leadership style and management. The magazine provides exclusive editorial content to assist Corporate Management, Projects & Facility Planning and top-end Operational Management in maximizing their business.

Bakery Review - a bi-monthly magazine provides the latest information to the professionals seeking knowledge of the fast changing Indian Bakery & Confectionery industry. The magazine offers in-depth information on the issues that largely affect the bakery business in India. 'Bakery Review' explores the new growth areas and latest developments in the baking industry. The magazine focus on the trends and developments in the Commercial & Retail Bakeries and Foodservice industry along with allied industries like Milling, Dairy, Snack food industries.

Subscribe Now & write to us at

Hammer Publishers Pvt. Ltd.

Delhi: 206, Samrat Bhawan, Ranjeet Nagar Commercial Complex, New Delhi-110008

Phone: 91-11-45084903, 45093486, 25704103 E-mail: info@hammer.co.in Website: www.hammer.co.in



Now Also Available
Digital Edition

HAMMER Group Publications are Now available on Apple iPhone/iPad/Android and Web

Download And Read it on Magzter

<https://www.magzter.com/publishers/Hammer-Publishers-Pvt-Ltd>

Outdoor Excellence

VETRA is a leading manufacturer of outdoor furniture and accessories. The company specialises in Wicker furniture. VETRA has gained expertise in fabricating synthetic wicker furniture that suits all-weather conditions. VETRA was incorporated with the aim to create extraordinary outdoor furniture range that is of eminent quality and aesthetically sound. Vetra Furniture supplies hotel furniture, resort furniture, outdoor furniture, garden furniture, wicker furniture, terrace restaurant furniture, farmhouse furniture, poolside furniture, poolside umbrella, water proof furniture and many more.

Setting benchmarks of excellence in this field, VETRA has always focused on creating masterpieces that reflect magnificence, luxury & comfort. Considerate about the changing needs of the furniture market, they have come up with a classic collection of open-air furniture that is water proof, frost proof, UV resistant, long lasting & fully recyclable.

Modi Woodspace Pvt. Ltd.
info@vetrafurniture.com



Hospitality Linen

Home Comfort Texo Fab is a leading manufacturer and supplier of Bed and Bath Linens to Hotels and Hospitality Industry in India. The company has made its

presence felt in this market with its quality furnishing items. In sequence to constant expanding wings, the company entered into manufacturing and marketing quality Bed and Bath Linens under its brand name Home Linen. It has been catering to the ever-growing demands of the Home Textiles and Bed Linen, in the domestic markets (Retail & Institutional segments). The skilled and semi-skilled work force under watch full guidance of management with experience well over 20 years, are constantly working hard to maintain the quality of product to be supplied to their esteemed clients across the country. The company range of product includes from Quilted Duvet, Pillows, Cushions, Duvet and Pillow Covers, Mattress protectors are to name a few.

Home Comfort Texo Fab
sandeep@homelinen.co.in



Quality Scents

Everyone needs aromas in their day to day life whether it is body perfume, air freshener or cosmetics. Creating these aromas is a complex blend of science and arts. Gralit practice this art and science to satisfy the basic hospitality needs for sensory satisfaction of their valuable clientele.



Gralit India Biotech (GIB) lab with the help of our highly skilled research team understand & develop one of the finest notes of fragrances exclusively for the hospitality industry. Apart from this, to provide best of quality to customers, they regularly conduct the quality test of blends the technician has made i.e., their strength, top notes & their elasticity.

Understanding the potential requirement of Modern Fragrances in the hospitality industry GIB introduced its first brand in 2012 named as "AEROCIDE HERBAL" in the market.

In these Six years "AEROCIDE" has established its benchmark not only in domestic but also in international market by joining hands with the best hospitality groups such as Taj, Marriott, ITC, Carlson, IHG, Accor, Hyatt & even Healthcare sector too such as Apollo & Max Hospitals.

Gralit India Biotech Pvt. Ltd.
info@aerocide.in / gaurav@aerocide.in

Indian Stone Deck Ovens

The idea behind a pizza stone is to distribute heat evenly across the pizza base & other baked items to make it more crisp & tempting. The porous nature of the stone used to extract the moisture & make it more & more crispier. Stone holds the heat for a long time therefore highly energy saving. Akasa's range of stone commercial ovens comes in five different models. Less of electricity is consumed. Elegant, compact with fine exterior steel finish, thermostatically controlled for better efficiency & accuracy. Special imported device incorporated for safety of the product. Ideal for pizzas, garlic bread, patties, cookies, cooking meat, fish or toasting the surface of lasagna and many more delicacies. Outer body of the ovens having double insulation, keep the exterior surface cool. It is also has been incorporated with new improved high temperature gasket to prevent heat dissipation. The ovens have see-through toughened glass for the clear inner view. Temperature goes upto 300 degree centigrade and the temperature of both the heaters can be set to different values enabling required grilled top and baked base. The ovens are equipped with high quality thermostat. The bigger ovens has temperature indicator dial. The ovens are extremely user friendly with clear indicators and easy to clean.



AKASA
akasaintl@gmail.com

<p>6 PCS KNIFE BAG</p>	<p>9 SLOTS KNIFE ROLL</p>	<p style="text-align: center;">Remington KNIVES</p> <p>+91-9810023928 remingtonsteelarts@yahoo.com +91-9910017678 www.remingtonsteelarts.com</p>	<p>9 SLOTS KNIFE ROLL FOR BAKERY</p>	<p>6 SLOTS KNIFE ROLL</p>
------------------------	---------------------------	--	--------------------------------------	---------------------------

ADVERTISER'S INDEX

COMPANY	PAGE NO.
AKASA INTERNATIONAL	29
AVON HOSPITALITY	16
CHAIR CRAFT INDIA PVT. LTD.	35
CHARNOCK EQUIPMENTS PVT. LTD.	05
CREMICA FOOD INDUSTRIES LTD.	BIC
ECML DISTRIBUTORS PVT. LTD.	15
FOOD N HOTEL INDIA	53
GLOBAL LINEN COMPANY	41
GRALITE INDIA BIOTECH P. LTD.	09
HOME COMFORT TEXO FAB	18
HOME ZONE INDIA	47
HOTELEX SHANGHAI 2020	45
HOTREMAI	39
IFB INDUSTRIES LTD.	13
INDIA INTERNATIONAL HOSPITALITY EXPO	FIC
INFINITY HYGIENE CARE	16
ITPO	23
KESRI TRANSCONTINENTAL	07
LAXMI BRUSH COMPANY	18
MASTECH SERVICES	12, 61
MEHTA FURNISHERS	19
METAL AVENUES	53
METRO PLUS LIFE STYLE	31
MKN INDIA	59
MODERN COSMETIC INDIA	10
MODI WOODSPACE PVT. LTD.	11
NAVIN POLYCON	51
NEXTRONICS PRIVATE LIMITED	49
PUSHKAL TEXTILES	17
QUARTZ HOMECARE (I) PVT. LTD.	BC
RANS TECHNOCRATS (INDIA) PVT. LTD.	21
REMINGTON STEEL ARTS	66
R.R. SALES CORPORATION	14
SIAL CHINA	57
S.K INTERNATIONAL	37
SONY INDIA PVT. LTD.	GATE FOLD
STACKWELL	63
TREND N DESIGN	43
VEDIC AROMA LAB	27
WHIRLPOOL OF INDIA LTD.	01
WINTERHALTER INDIA PVT. LTD.	33



Now Also Available
Digital Edition

HAMMER

Group Publications are Now available on
Apple iPhone/iPad/Android and Web



Download And Read it on Magzter



From Your Apple iPad Please go to
App Store and Search for Magzter



On Web
Search for Magzter



On Amazon
Search for Magzter



From Your Android Tablet Please go to
Google Play and Search for Magzter



From Your Windows 8 Device Please go to
Windows Store and Search for Magzter

Treehouse - Karma Hospitality

An Expansion: Road Ahead in 2020

Treehouse Hotels, Resorts, and Serviced Apartments, is a 'Best Value Leisure Chain' with the rich and diverse experience of operating and managing full-scale hotels, resorts and serviced apartments across India. At present, the Treehouse Hotels has 19 properties under management, with over 500 keys and 600 employees across nine destinations.

Jayant Singh, a B Com graduate of Hans Raj College and master in International business from Brussels Business School, founded Treehouse Hotels group in 2007, which has grown from strength to strength on the mantra of sustainable and organic growth with an eye on profitability from the start.

Jayant is constantly in search of the next big thing in hospitality which enriches the industry in any which way. Jayant started off as a sales executive at the Taj group of hotels and worked with them for five years. He then was part of a startup that was into the reverse auction of hotel rooms. He is also the India Business Head of AWSEC (Asia Wine Service & Education Centre) and the Founder & CEO of Onlycefs. Jayant Singh, with his multi-dimensional expertise and vision has transformed the Treehouse Group into a future-ready Intelligent Hotel Management Company in India.

In the past decade, the Treehouse Group's focus has been on destinations such as Rajasthan, Goa, Delhi NCR, and Himachal Pradesh. While the brand will continue its focus on these destinations, in the coming decade, the emphasis is going to be on growth and expansion in South India, particularly Bangalore, Chennai, Coimbatore, Madurai, Hubli, and Gulbarga, as various researches suggest growth in these destinations. The other geographies of interest which the group is exploring are



Central and West India.

The Treehouse Group's focus is on growth, and they plan to stay the course of organic growth with most leads coming the referral way. Since inception, the group has grown at a CAGR OF 20%, and will continue this trend in the next couple of years as well. They are also keen to take on Green Field projects, which are ecologically



Jayant Singh

tuned, catering to the conscious and evolved traveller. The brand has the vision and skill to help prospective owners achieve a balance.

Nothing can be possible without the right people in the team and skilled staff, the Treehouse Group, has always prided itself on human resource training (be it at the staff or the management level) and gives this aspect paramount importance. Consistent quality delivered across an ever-growing portfolio rests on the fulcrum of superior human resources, intelligently trained under their in-house training academy.

Keeping in tandem with the trends and standards, not to mention the latest technology in the industry today, they have developed a Digital Command Center, which integrates Salesforce with CRM (designed and built in-house). One of many instances of adopting the latest in technology is the migration from a static PMS to a cloud-based PMS. Yet another paradigm shift they have adopted is the focus of advertising more on the lines of brand building to add value to existing partners.

www.cremica.com

Start a Party

MADE WITH OLIVE OIL

OPERA[®]
COTTAGE STYLE
Potato Crisps

SALT AND BLACK PEPPER



Premium kettle crisps made with olive oil. Available in 8 exciting international flavours.

SALT & BLACK PEPPER
ITALIAN HERB

PIRI PIRI
ZESTY WASABI

SPICY BARBEQUE
FIERY SRIRACHA

CHEESE JALAPENO
TANGY CHIPOTLE

QUARTZ

A Trusted Name in Professional
Cleaning & Housekeeping Products



CLEANERS

FUTURE LIQUID HANDWASH

Future is a liquid thick bacteriocidal liquid handwash which cleans the hands of the stains & grease in a jiffy. Available in Pearlescent Pink / White color in Floral Bouquet / Lime Fragrances

TABS TOILET CLEANER

TABS has an excellent detergency and fast penetrating action to loosen mineral deposit, scales & dissolve other stains commonly found in restroom areas.

ZIP MULTIPURPOSE CLEANER

Zip multipurpose is specially formulated to keep articles showroom clean. It leaves hands soft and gentle. Very effective for cleaning utensil, refrigerator, sinks, gas-stoves, storage tanks, fixture & laminated surface etc.

QH-500 PINEFRESH GENERAL PURPOSE CLEANER

QH-500 is white deodorant liquid concentrate for general purpose cleaning which when used in toilet, drains & mopping, masks the foul smell. This is an effective double action cleaner for a complete cleaning & sanitizing programme.

QHC'S WIZARD FLOOR CLEANER

Wizard has an unique non-rinse formula which effectively cleans grease, oil, dirt, grime from any type of surface. Ideal for use on any type of floors, kitchen platform, tiles, ceramic, steel fixtures, laminated surface etc. Available in Lime Fresh / Special Mint Fragrances

WIPEX GLASS & HOUSEHOLD CLEANER

Wipex has an international formula which cuts through grime, oily films, insects residue with ease & leaves the surface sparkling clean. Ideal for use on glass, table tops laminated surface, computers & telephones etc.

RAPID DESCALER

Rapid Descaler's heavy duty formula can remove the toughest of scales & stains caused by hard water, soap scum & mineral deposits. It kills algae moulds, fungus & stops its re-growth. Ideal for removing hard water marks & scales from epoxy floors, bathroom fittings, steel chimneys, stainless steel fixtures, ceramic tiles, granite & steel boiler etc.

QUARTZ OVEN CLEANER

Quartz Oven Cleaner has a unique self-scouring formulation, which dissolves grease & baked-on-food easily. Use regularly to keep oven as good as new.

RUGUARD CARPET & UPHOLSTERY SHAMPOO

Ruguard shampoo is highly concentrated solution for effective cleaning of all types of carpets. It is compatible with any carpet cleaning equipment. It is low pH, low foaming product containing detergent emulsifiers, water soluble solvents & optical brighteners



QUARTZ
FLOOR
POLISH
SYSTEM



QUARTZ SPOTLITE

QUARTZ HOME CARE (I) P LTD

A-2 RAJOURI GARDEN | NEW DELHI - 27 | PH : 011 - 2541 55 63, 2510 9038, 2541 6563
EMAIL : QHCINDIA@GMAIL.COM | QUARTZ@BOL.NET.IN | WEBSITE : WWW.QHCINDIA.COM