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An Exclusive Business Magazine for the Hotel Industry

Business
Investing in Hotels

Feature

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Heritage hotels offers luxurious experience and provide an opportunity to learn about the history, art, culture, tastes, traditions, and sentiments present in various eras. Travellers are today more enthusiastic to experience bygone era by staying in these palaces-turned-hotels. Their popularity has been increasing, with international as well as domestic tourists, over the years and this is likely to continue. Cover story probes into various issues concerning heritage hotels' growth, popularity and success.

India's hotel industry is witnessing a significant growth in footfall of both domestic and international tourists, thus occupancy rate and the average room rent have been increasing rapidly. The Indian hospitality sector is driven primarily by buoyant domestic demand, the revival of inbound travel, and the Indian government's renewed emphasis on the expansion of the tourism industry. Business story finds if this is the right time to invest in hotel industry.

The hotel industry is fraught with competition, and therefore, keeping the rooms, and the entire hotel clean is necessary to attract guests. This vital task is attended to by the housekeeping department. The housekeeping staff plays multidimensional roles, and is the ears and eyes of the hotel in ensuring security. Feature story explains the importance of housekeeping department in making or breaking the reputation of a hotel.

F&B Section elaborates on how food plating and presentation is a crucial aspect of the food service industry, especially in this age of increasing numbers of discerning consumers in the industry. Design section talks about the significance of scent in the hotel industry, to leave a lasting impression with the guest. Technology section discusses how the smart technologies have the potential to make guest experience more interactive and fulfilling at individual level.

The regular news, report and interview sections provide the complete update on the hotel industry. While you enjoy the current issue, we at HAMMER wish you all a happy and prosperous festive season.

HAMMER HOTEL Business Review

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JUNIOR PASTRY INDIAN CUP

August 2-3, 2023 during IHE Expo 23, at Greater Noida Expo, NCR



The Junior Pastry Indian Cup 2023 was held during 02-03 August 2023 at India Expo Centre & Mart alongside with India International Hospitality Expo 2023. The 2-day event witnessed 7 teams from leading institutes and hotel having exemplary skills showcased their talent, competing to be the Champion and to lead India at Junior Pastry World Cup to be held at Sigep in Rimini, Italy in January 2024.

The team from Whitecaps, Bengaluru triumphs this year at the competition and the prize ceremony was held on August 03 2023 with a gala presentation, graced by leading professionals of the industry. The winning team, made up of Perna Kothari & Sayed Sadiya, Pastry Chefs, was mentored by Ravi Dhuriya. Speaking on the occasion, Chef Arvind Prasad, Co-founder & Executive Pastry Chef at WhiteCaps said, "I am delighted with this victory. It was the hard work of the team that paid by creating magnificent pieces of pastry, cake & artistic showpieces through innovative techniques."

The teams were to prepare – Sugar Showpiece, Chocolate Showpiece, Chocolate Cake (Entremet), Dessert in Glass, Dessert on Plate and Innovative Miniature Pastries.

The event was judged by a panel of Pastry Professionals – Chef Mukesh Rawat, Director Culinary, ZUCI Pure Passion, Chef Eureka Araujo, Creative Director, Sivako, Chef Dane Fernandes, Executive Chef, JW Marriott, Mumbai Sahar and Chef Balendra Singh, Director, Institute of Culinary & Bakery Arts, New Delhi. The competition was witnessed by more than 1000 current & budding Pastry Chefs. The leading sponsors of the event were Elle & Vire Professionnel represented through Delta, a leading importer of quality food products in India.

The objective the Junior Pastry Indian cup is to set up a training ground for large international events, while making it entertaining and showcasing the talents and future of younger generation pastry-chefs. By spotlighting them, we hope to engender a sense of belonging and valuable feelings of goodwill, quality, passion, creativity, collaboration and respect for colleagues.

The Pastry event plays a vital role in achieving a highest of technical standards. Junior Pastry Indian Cup 2023' is a team event where two competitors and one mentor form a team. The winning team, along with their mentor, will have the

incredible opportunity to represent India at the 'Junior Pastry World Cup 2024' in SIGEP 2024 show Rimini, Italy, with all travel and accommodation expenses covered.

The teams participated in the competition included:

JW Marriott Bengaluru – Shakir Muhammed & Shubham Thakur (Pastry Chefs), Baranidharan (Mentor)

WhiteCaps, Bengaluru - Perna Kothari & Sayed Sadiya (Pastry Chefs), Ravi Dhuriya (Mentor)

Le Cardon Bleu, Gurugram – Avantika Katiyar & Vanishka Aggarwal (Pastry Chefs), Tarun Khandpal (Mentor)

Ecole du Casse, Gurugram – Anant Agarwal & Khushi Popli (Pastry Chefs), Aabhas Jain (Mentor)

Academy of Pastry & Culinary Arts, Mumbai – Gopesh Singh Garewal & Rubani Singh (Pastry Chefs), Dean Rodrigues (Mentor)

International Institute of Culinary Arts, New Delhi – Aayushi Sharma & Vedangi Mani Prakash (Pastry Chefs), Akash (Mentor)

RIG Institute of Hotel Management, Gr. Noida – Aayush Sharma & Arnav Shisodia (Pastry Chefs), Umesh Kundaliya (Mentor)



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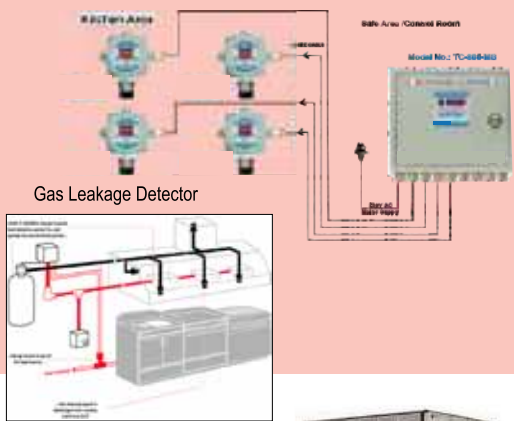
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IHG & K Raheja Sign Two Hotels in Mumbai

IHG® Hotels & Resorts has signed a management agreement with Saryu Properties & Hotels Pvt. Ltd. (Part of the K Raheja Group Family) to convert two hotels in Mumbai into voco Mumbai Powai Hotel & Convention Centre and Holiday Inn Express & Suites - Mumbai Powai. This Signing will see the debut of Intercontinental's voco brand in Western India and bring a new Holiday Inn Express & Suites to Mumbai.

Currently in the development phase, Holiday Inn Express & Suites Mumbai Powai and Voco Mumbai Powai Hotel & Convention Centre are scheduled to open in Q4 2023-2024 and Q2 2024-2025 respectively. Both hotels will be strategically located in the city's burgeoning start-up hub of Powai, appealing to a diverse array of business and leisure travellers.



voco Mumbai Powai Hotel & Convention Centre, the 134-key voco Mumbai Powai will feature an all-day dining restaurant as well as a lobby and lounge bar. With meeting spaces spanning approximately 2,500 sqm of outdoor & indoor event space, the hotel will cater to business guests and MICE opportunities in the city.

Alongside comfortable modern rooms, Holiday Inn Express & Suites Mumbai Powai will feature an all-day dining restaurant, a lobby lounge, and a well-equipped business centre. Also, guests looking to adhere to their fitness routine will be able to use the hotel's fully-equipped gymnasium.

Commenting on the signings, Sudeep Jain, Managing Director, South-West Asia, IHG Hotels & Resorts said, "We are thrilled to announce the signing of two hotels in Mumbai, in partnership with Saryu Properties & Hotels Pvt Ltd. The city offers a wealth of opportunities for the hospitality sector, and we are excited to contribute to its economic growth."

Nikhil K Raheja, Managing Director, SPHPL shared "We believe this partnership will assist us to deliver World Class Hospitality in Powai, Mumbai. Over the years, we have seen the growth of the locality and the change in dynamics with the New International Airport, Metro proximity and the Proposed Aarey Development. This signing is a testament to IHG's commitment to grow its footprint in India by bringing the right brands to the right markets."

Fortune Hotels Signs Hotel in Kevadia

Fortune Hotels announced the signing of a management agreement with Arete Services Private Limited for an upscale hotel in Kevadia (Ekta Nagar), Gujarat. This upscale 144-room hotel located in the heart of the city that is situated on the banks of the sacred Narmada River, is expected to open its doors to guests by the end of this year. Owned by Sardar Sarovar Narmada Nigam Limited (SSNNL), a 100% subsidiary of the government of Gujarat, it overlooks the Sardar Sarovar Dam.



Kevadia is nestled between the lofty mountains of Satpura and Vindhyachal, offering blissful views of the greenery and landscape around it beckoning travellers seeking both tranquillity and adventure. Once renowned for its tranquil picnic spots, Kevadia today is a prominent, bustling city that houses the Statue of Unity, the awe-inspiring and grand tribute to the Iron Man of India, Sardar Vallabhbhai Patel.

Speaking about the development, Samir MC, Managing Director, Fortune Hotels said, "We stay steadfast in growing our footprint across strategic locations in line with our business development vision. Kevadia is our sixth signing of the year and our second alliance with the owning company in Gujarat. We hope to continue our efforts towards expanding our business and leisure portfolio as we aim to bring the Fortune Advantage to more hotel owners across India."

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IHCL Unveils Taj The Trees In Mumbai

Indian Hotels Company (IHCL), India's announced the opening of Taj The Trees, Mumbai. The 151 keys, Taj The Trees is situated in a mixed-use development spread across 34 acres in the midst of a buzzing urban metropolis – a natural oasis with unrivalled views of the verdant mangrove reserve. Nestled in greenery overlooking the mangroves and the eastern shoreline, the eco-sensitive hotel is inspired from the international modernity of the city.

Guests can enjoy dishes inspired by mangroves of the world at the rooftop The Mangrove Bar with its own gin distillery. Shamiana the signature all day diner offers global cuisine and local favourites. The specialty restaurant, Nonya with subtle Shanghai Deco influences, serves authentic pan Asian cuisine.

The luxurious banquet spaces opening into a private courtyard garden include a 7,000 sq. feet ballroom. Recreational facilities include a state-of-the-art gym, an infinity pool overlooking the magnificent Sculpture Park, the beauty salon Niu&Nau and the spa, J Wellness Circle inspired by traditional Indian healing wisdom.

Puneet Chhatwal, Managing Director & CEO, IHCL said, "We are excited to bring the fifth Taj hotel to Mumbai, our newest addition in Taj's home city. Taj The Trees in the evolving micro-market of Vikhroli is strategically located in proximity to significant commercial hubs and the upcoming Navi Mumbai international airport."

He added, "This uniquely designed hotel celebrates the essence of Tajness with the spirit of Godrej Properties' built legacy of sustainable developments across India. We are delighted to partner with the prestigious Godrej Group for this hotel."

Taj The Trees, an archetype of modern sustainable design ethos is a 100% green power hotel. With natural sunlight used for lighting 56% of occupiable spaces, green certified room amenities and glass water bottles, the zero single use plastic hotel is IGBC Platinum certified.



Signum Hotels and Resorts Enters Haryana

Signum Hotels has announced entry to Haryana with Signum Cityscapes Royal Jewel located in the heart of Hisar. The property is currently operational and has been acquired under a management agreement. This marks Signum's third hotel opening in India this year.

Situated strategically in the city of Hisar, Signum Cityscapes Royal Jewel is perfectly positioned to provide both leisure and business travellers with an unmatched stay experience. With a host of contemporary amenities and best-in-class facilities, the property promises to be a destination like no other.

Signum Cityscapes Royal Jewel offers 25 well-appointed guest rooms, a rooftop multi-cuisine restaurant, and a banquet hall with a capacity to accommodate up to 250 guests. The hotel also offers complimentary Wi-Fi, 24x7 room service, laundry facilities, a luggage room, and ample parking space. Signum Cityscapes Royal Jewel has been thoughtfully designed to cater to every guest's needs, making it the ultimate hospitality destination for travellers to Hisar.

Mehul Sharma, Founder and CEO of Signum Hotels, shared, «At Signum Hotels, we are committed to providing our guests with exceptional experiences and warm hospitality. Our property in Hisar embodies our vision, offering a perfect blend of modern comforts and convenience. We are delighted to expand our presence in Hisar and look forward to welcoming guests to experience the newest hotel in our portfolio.»



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Taj Group Opens Taj Guras Kutir Resort & Spa, Gangtok

Nestled in the alpine landscape of Sikkim Taj Guras Kutir Resort & Spa in Gangtok by IHCL, is set amidst lush greenery and offering panoramic views of the majestic Kanchenjunga. The opening was graced by The Hon' Chief Minister of Sikkim, Shri Prem Singh Tamang (Golay). Situated in the Himalayan mountains, Sikkim offers unparalleled beauty and cultural richness. Trekking in the Himalayas, the serenity of a Buddhist monastery, or simply a respite from the chaos of urban life, Sikkim beckons.

The 69-key resort sprawling over 14 acres is a serene hide out. The architecture emphasizes a strong sense of the indigenous culture and the resort is a blend of Sikkimese aesthetics and contemporary design. Bringing in the picturesque vistas of the outdoors, each of the spacious rooms features a unique Thangka, the local Buddhism inspired paintings.

Taj Guras Kutir Resort & Spa offers a unique gastronomic experience to the patrons with its forest-themed, all-day diner Machan, a pan-Asian specialty, Soi & Sake and Guras Lounge & Bar serving Hi-tea and cocktails. The lavishly designed banquet and meeting rooms are ideal to host social soirees and corporate get-togethers. Guests



can embrace wellbeing at J Wellness Circle, with its wide-ranging holistic practices rooted in the ancient wellness traditions of India. For those who relish entertainment, the resort also provides a dedicated games room.

Puneet Chhatwal, Managing Director & Chief Executive Officer, IHCL, said, «The launch of Taj Guras Kutir Resort & Spa in Gangtok demonstrates IHCL's commitment to the commercial and tourism potential of the region. After Pakyong, the

presence in Gangtok, strengthens our footprint in the charming state of Sikkim, and offers a new travel circuit. We are delighted to further our relationship with the Ambuja Neotia group.»

Harshavardhan Neotia, Chairman, Ambuja Neotia Group, said, "Our continued and valued partnership with IHCL will introduce the world travellers to the lesser explored regions of North East India. We have embarked on a journey to bring bespoke design contended to each location which is elegant, understated and luxurious. These boutique offerings are called 'Kutir'. The Taj Guras Kutir is the fifth in the series after Ganga Kutir, Raaj Kutir, Taal Kutir and Chia Kutir."

With the addition of this hotel, IHCL will have 11 hotels with three under development in North East India. This includes three hotels across Taj, Vivanta and Ginger brands in Sikkim.

Sterling Launches Resort at Vadodara

Sterling Holiday Resort announced the opening of its new resort Sterling Aatapi Wonderland, Vadodara located within Gujarat's largest theme park. The resort is located within the expansive 70-acre theme park: Aatapi Wonderland Vadodara, with 40+ exciting thrills and rides, ranging from roller coaster, zip line, go-karts to an indoor AC park for kids with trampolines and soft play areas. Aatapi also boasts of an exhilarating water park with slides and various rides.

The 63-room resort offers a choice of comfortable stay experiences in 35 Premium and Super Premium rooms that are spacious and with plush amenities and 28 upscale tents with private sit-outs. 'Tapisco' – the in-house pure vegetarian dining venue, serves original Gujarati specials along with popular global favourites.

With a versatile indoor banqueting facility and sprawling lawns that can take multiple events, Sterling Aatapi Wonderland is ideally suited for corporates to have conferences, offsites and product launches and can cater to the companies in the nearby Industrial Park, to corporates in Vadodara, Ahmedabad, Mumbai and beyond.

Wrindavan Gardens within the park, offers perfectly manicured



and ornate lawns for multiple social gatherings. Sterling can organize curated thematic decor, sumptuous vegetarian feasts and all the services required for Grand Weddings. A huge parking lot is an added convenience.

Speaking on the launch of the resort, Vikram Lalvani, MD and CEO of Sterling Holiday Resorts said, "Sterling Aatapi Wonderland is a welcome addition to our bouquet of resorts and is a significant addition to our Leisure Portfolio. We look forward to expanding our presence in the theme park segment."

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IHCL Signs A Taj in Frankfurt, Germany

Indian Hotels Company (IHCL) is stepping into Continental Europe with the signing of Taj Hotel Hessischer Hof at Frankfurt in Germany. Frankfurt's landmark hotel, after extensive renovations will join the illustrious list of iconic Taj hotels around the world. Signed under an operating lease arrangement, it will reopen in 2025.

Puneet Chhatwal, Managing Director and Chief Executive Officer, IHCL said, "This is a milestone in IHCL's journey as we expand our footprint in key international gateway cities. Frankfurt, a vibrant metropolis is one of Europe's most dynamic destinations. We are very proud to gain a foothold in such an iconic structure and to be able to reopen it with new splendour. For over a century, Taj renowned for its world-class service of genuine warmth and sincere care will now bring the quintessential Taj hospitality to Frankfurt. We are delighted to partner with Peakside for this venture."

The hotel was built in 1952 on a former city palace site, owned and operated by the Prince of Hessa as a member of The Leading Hotels of the World. The 134-room Taj Hotel Hessischer Hof is centrally

located in close proximity to the Frankfurt trade fair grounds - one of the largest conventions and meeting spaces in Germany.

"Frankfurt is a major international crossroads where we will set new standards for luxury hotels while also achieving a milestone as the first Taj hotel in continental Europe," says Boris Schran, Managing Partner at Peakside. "We are confident that our new concept will offer exactly what German and international travellers are looking for as they come to Frankfurt."

As part of extensive refurbishment, the new design will feature modern accents while at the same time preserving the architectural integrity of the historical structure. After making its mark in London, Cape Town and Dubai, Bombay Brasserie, the restaurant famed for its eclectic Bombay and Indian cuisine, will enter Frankfurt. The Chambers, India's first exclusive business club will have a new outpost at Taj Hotel Hessischer Hof. Guests can relax at the legendary Jimmy's Bar with its fabled character. Its elegant banqueting spaces are perfect for business meetings and its recreational facilities include a spa, fitness area and a winter garden.



Atmosphere Core announce 8 Properties in India

Atmosphere Core kicks off its India entry. Leveraging on its award-winning resort experiences in the Maldives, the company looks at delivering on the values of Anticipating, Crafting, and Elevating the guest journey at the distinctive new properties coming up in India.

Following a successful journey in the Maldives, of launching 3 brands and 8 resorts within 10 years, Atmosphere Core unveiled an aggressive plan of 25 in 2025 for India. Making headway with the announcement of 8 remarkable hotels and resorts within two brands: Ozen Mansion Kolkata, Ozen Privado Goa, Ozen Nandi Hills Bangalore, Sadar Manzil Heritage By Atmosphere Bhopal, Stillwood Retreat A Signature Atmosphere Coorg, Varsa Elements Of Nature By Atmosphere Kannur, Atmosphere Bhubaneswar and Atmosphere Lake View Kolkata

"Atmosphere Core has always stood for redefining hospitality experiences, and today, we're taking this legacy to India," said Salil Panigrahi, Managing Director of Atmosphere Core. "Our commitment to organic growth, sustainable development, and distinctive brand experiences has transformed the Maldives, and we are thrilled to bring this transformation to India."

The unveiling took place in New Delhi, where Atmosphere Hospitality Private Limited's Chairman, Dipti Ranjan Patnaik, expressed his dedication to establishing Atmosphere as a



prominent hotel brand in India, with a focus on delivering 'Joy of Giving' to guests, stated, "India's rich cultural tapestry and diverse landscapes offer immense potential for extraordinary hospitality. With our commitment to sustainability and the 'Joy of Giving,' we aim to create a hospitality legacy in India."

Souvagya Mohapatra, Managing Director of Atmosphere Core - India, Nepal, Sri Lanka, & Bhutan, highlighted the company's expansion plans in South Asia, echoing the ethos of giving joyfully from the heart and soul, and refining and elevating the individual experiences crafted for guests.

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Our Associates



Suba Group of Hotels Launches Third Hotel in MP

Suba Group of Hotels, launched its third hotel - Click Hotel in Pithampur, Madhya Pradesh. Pithampur is recognized as one of India's major industrial hubs, a SEZ and is a part of Indore metropolitan region and conveniently accessible by Road, Rail, and Air with Devi Ahilya Bai International Airport, Indore situated less than 1 hour away from the city.



Click Hotel, Pithampur is a smart, modern, and elegant boutique luxury hotel. It is an affordable, budget friendly yet full-service business hotel designed to cater to the new age business travelers. The hotel features 63 premium contemporary rooms & suites and an in house multi-cuisine restaurant - CINNAMON. The hotel also offers in-room dining along with efficient service and a comprehensive range of guest facilities to ensure a pleasant stay for the guests. Other facilities such as gym & conference rooms will also be launched shortly.

Announcing the opening, Mansur Mehta, Managing Director, Suba Group of Hotels, said, "We are delighted to launch Click Hotel in Pithampur. With the launch of Click Hotel, we look forward to serve guests for official as well as social gatherings and stays. As an organization which is deeply rooted in India, we are also committed towards sustainability and reducing our carbon footprint. We shall be using a sustainable approach by replacing plastic water bottles with reusable glass bottles and encouraging guests to reuse linen and towels. These initiatives to promote green tourism here in Pithampur will also be implemented across all our other properties."

Leisure Hotels Group Now in Ramgarh

Leisure Hotels Group (LHG), an experiential resort chain and the largest in Uttarakhand, announced the addition of a quaint retreat – Suvaasa, to its growing portfolio of 28 hotels. Located in the picturesque hill-town of Ramgarh, with breathtaking views of the Kumaon hills, this colonial villa style resort offers an excellent retreat for those who seek solace in nature.

Perched atop the Malla hills, the boutique hotel has nine well-appointed and spacious rooms with private balconies. Nestled within 1.5 acres of verdant landscapes, Suvaasa seamlessly blends comfort encompassing natural landscapes with its idyllic setting. Every room provides panoramic valley view vistas and is furnished with contemporary amenities for a serene vacation.



The Diner, an all-day multi-cuisine restaurant, presents guests with delectable home-style meals, freshly prepared using the finest local ingredients. Suvaasa also has an alfresco dining space that blends in harmoniously with its serene surroundings. Guests can enjoy evening high tea amidst the landscaped gardens or indulge in a unique dining experience against a backdrop of the verdant valley.

Speaking on the occasion, Vibhas Prasad, Director, Leisure Hotels Group, said, "A hidden gem in the Kumaon region, Ramgarh is a less explored holiday destination that is conveniently accessible via air, road and rail. We are thrilled to strengthen our presence in Uttarakhand with the addition of Suvaasa. This Opening also reinforces our unwavering commitment to continue offering immersive experiential stays with personalized services while upholding the authenticity and rich heritage of the destination."

IHCL Plans New Skill Centres

IHCL announced its partnership with Head Held High (HHH), India's foremost non-profit driving youth transformation, women empowerment and economic empowerment in rural communities across India.

Commenting on the signing, Gaurav Pokhariyal, Executive Vice President – Human Resources, IHCL, said, "This collaboration is a testament to IHCL's commitment to social progress and inclusive growth, and is in line with our ESG + framework of Paathya. IHCL will establish skill centres in select locations



across the country to train youth for employment across industries, including hospitality. We are delighted to partner with Head Held High Foundation."

The skill centres will serve as hubs of empowerment, fostering the development of essential skills that bridge the gap between rural youth and the professional world. They will focus on tailored training modules that align with the demands of today's competitive job market, ensuring that participants are work-ready upon program completion.

Speaking on the occasion, Mr. Pankaj Singh Thakur, Chief Executive Officer, Head Held High Foundation said, "This association will address the unique challenges faced by rural youth, empowering them to unlock their full potential and seize opportunities for personal and professional growth. We are delighted to partner with IHCL for this initiative."

Head Held High's efforts in reducing inequity in all its forms include needs assessment, expanding social protection, rural entrepreneurship, financial inclusion, skills-based training, livelihood support, career guidance & counselling and more.

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IICA and Inter Continental Hotel Group (IHG) Collaborates

International Institute of Culinary Arts (IICA), New Delhi, has signed a Memorandum of Understanding (MoU) with Holiday Inn New Delhi International Airport - An IHG® Hotel, giving IICA, New Delhi the status of an IHG Academy®. The MoU was signed by



Arjun S. Data - Managing Director and COO, IICA, and Amit Rana - General Manager, Holiday Inn New Delhi International Airport.

The MoU aims to synergize the professional capabilities of IICA and IHG (InterContinental Hotels Group) towards capacity building, education, research, and consulting in the domain of culinary arts. The MoU also provides opportunities to exchange knowledge and resources between IICA and the InterContinental Hotels Group for conducting research, training, and consulting.

"We are thrilled to work closer with Holiday Inn New Delhi International Airport and other IHG Hotels. This partnership will foster a greater amount of knowledge sharing, create higher employment opportunities for IICA Alumni and overall bridging of the gap between the industry & institutes" said Arjun S Datta.

IHG Academy® is a global program by InterContinental Hotels Group that provides opportunities for local people to develop skills and improve their employability in the hospitality industry. As an IHG Academy, students are offered opportunities for internships, industrial visits, and corporate recruitment programs. IHG Academy® will also support other development programs.

IICA is India's premier culinary institute and the country's first culinary institute to be accredited by the World Association of Chefs Societies (WACS). The institute offers various courses, such as the Advance Diploma in Culinary Arts, Diploma in Bakery & Patisserie, and Hobby Chef Courses.

Hyatt Regency Jaipur Mansarovar's Launch 'The Pink Bar'

The Hyatt Regency Jaipur Mansarovar has unveiled 'The Pink Bar' - a dialed-up high-concept cocktail bar and tippie terrace offering patrons a memorable, exciting experience that feels new yet familiar.

The Pink Bar is a unique private yet social tippie terrace with narrative architecture, inherent cocktails and elevated nibbles. The bar is designed as an ode to the public terraces of private places in the city of Jaipur. The bar's royal yet modern ambiance and youthful aura in an intricate architectural space make it the ideal hangout for social gatherings. Each corner of this sophisticated space reflects a sense of drama that resonates with the city's rich history and culture.

Guest can be treated to a mix of traditional bartending and Mixology that is infused with the transposing shades of the setting sun. The Pink Bar's signature tipples include drinks like 'Ramos & Roses', 'Old Smuggler', 'Syahi', 'Picante Paloma' and 'Rolls Royce'.

Complementing this specially curated diverse drinks menu is the Pink Bar's meticulously crafted nibbles menu. From modest bites to gourmet delights, guests can enjoy a range of delectable choices such as 'Torched Salmon Sashimi', 'Chicken Yakitori', 'Portobello Steak Sliders', 'Fish Goujons' and 'Mulwara Lamb Sliders', to name a few.



Raffles Udaipur Wins 'Best Destination Spa' Award



Raffles Udaipur has bagged the prestigious the Best Destination Spa Award at the Global Spa Awards 2023. This renowned recognition further underscores Raffles Udaipur's unwavering commitment to delivering unparalleled experiences in the world of hospitality and wellness.

At the illustrious Global Spa Awards ceremony held recently, Raffles Udaipur emerged as a true beacon of excellence, securing not one but two coveted awards, Best Destination Spa - Critic Choice and Best Honeymoon Spa of the year - Reader's Choice. These prestigious accolades acknowledge the hotel's dedication to setting new standards in the realms of luxury, well-being, and environmental stewardship.

"We are thrilled and deeply honoured to be recognized at the Global Spa Awards 2023," said Rajesh Namby, General Manager at Raffles Udaipur. "Our team's relentless passion for providing our guests with transformative experiences, rooted in the rich cultural heritage of Udaipur, has been instrumental in achieving this remarkable milestone."

As Raffles Udaipur basks in the radiant glory of its resounding triumph at the illustrious Global Spa Awards 2023, the essence of opulence and excellence radiates from every facet of this splendid haven. These exalted accolades further underscore Raffles Udaipur's unswerving commitment to the pinnacle of hospitality, wellness, and sustainable luxury.

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HOTREMAI Held 41st Annual General Meeting Selects New Executive Committee



The 41st Annual General Body Meeting of The Hotel & Restaurant Equipment Manufacturers' Association of India (HOTREMAI) was held on September 22, 2023 at the New Friends Club, New Friends Colony, New Delhi, to transact the agenda of receiving and adopting the report of the Executive Committee for the previous year 2022-23 about the affairs of the HOTREMAI, adopt the audited accounts of the association for the financial year 2022-2023, and to elect members of the Executive Committee for the next term (2023-2025).

The programme was started with an inaugural welcome address, followed by the presentation. Later the Executive Committee Election was held and results were announced by R. Kumar, the Election Officer and The President of Honour.

Nitin Kumar, who is elected as the new President of HOTREMAI for the next term, thanked members for giving him the opportunity to serve the association. Before that he requested a minute of silence in honour of Late Vinod Kumar, Late Ms. Sunita Ahuja, Late Kapil Ahuja, and Late Anil Madhok, who passed away in 2023.

Nitin Kumar welcomed the newly elected EC Members and the esteemed members of HOTREMAI and thanked them for participating in the 41st General Body Meeting. He expressed gratitude to the members, sub-committees, and founder members, and wished HOTREMAI to reach new heights. He then presented and tabled the report for the year 2022-2023, with audited financials emphasizing the team-work and short brief on future action plan.

The immediate past President, Anil Malhotra congratulated the newly elected



Nitin Kumar

team and emphasized on the importance of involving younger members to further strengthen the association. He also stressed upon the need of expanding HOTREMAI presence across different regions of India.

Vijay Kumar Wangnool delivered a vote of thanks, emphasizing on the importance of inclusion of women in the association and

appreciating the younger members of the new team. Swaran Marwaha discussed plans to further expand association activities by acquiring a larger office and increase female representation in the Executive Committee.

J. K. Khurana also congratulated the new team and wished them success. Nirmal Khandelwal suggested creating a members directory stating different products offered by them. Arvind Khanna congratulated the younger members in the new team and duly appreciated EC members suggestions.

HOTREMAI, established in 1982, is a leading association of renowned hotel and restaurant equipment manufacturers, suppliers, service providers and consultant companies. Being a non-political and non-profit body, its activities are solely undertaken for the benefit of its members, irrespective of their class of trade. It has a strong membership base of reputed companies who are catering to the Hospitality Industry in the most professional manner.

HOTREMAI also organizes in-house meets like Purchase Managers Meet, Hotel Consultants & Architects Meet, F&B Managers Meet, Project & Engineers Meet and such other events, where the representatives of the hospitality industry interact with its members.

HOTREMAI has positively contributed towards building AAHAR by ITPO as well as India's largest hospitality and F&B Show - India International Hospitality Expo (IHE).

List of HOTREMAI Office Bearers (2023-2025)

- R Kumar** – President of Honour
(Continental Equipment Pvt. Ltd.)
- Nitin Kumar** – President
(Rans Technocrats (India) Pvt. Ltd.)
- Anil Malhotra** – Immediate Past President
(Hospitality Sales & Marketing Co.)
- Arun Mittal** – Sr. Vice President
(Prestair Systems)
- Mohit Sharma** – General Secretary
(Romio IT Enabled Services Pvt. Ltd.)
- Arvind Khanna** – Joint Secretary
(Interiors Inc.)
- Swaran Marwaha** – Treasurer
(Swaran Projectech Pvt. Ltd.)
- P A Prabhu** – Vice President (South)
(Revac Systems)
- Gurmeet Grover** – Vice President (East)
(Allied Metal Works)
- Harpreet Sethi** – Vice President (West)
(Feather Touch Ceramics Pvt. Ltd.)
- Hari Dadoo** – Vice President (North)
(Dadoo Industries)

Executive Committee Members

- J K Khurana**
(Venus Industries)
- Nirmal Khandelwal**
(FCML Projects)
- J M Ahuja**
(Krystal Glass Co.)
- Vipul Jain**
(Metal Avenues)
- Y K Mehta**
(Mehta Furnishers)
- Vijay Kumar Wangnool**
(Wang Professionals)
- Ajay Khanna**
(Eagle Forgings)
- Heeral Rohit Wangnool**
(Wang Hospitality Eqpt. Pvt. Ltd.)
- Sareena Marwaha**
(Linen Talk)
- Bimal Malik**
(Trade Linkers)
- Bimal Khurana**
Veer Hotelware LLP.
- Jatin Kumar**
(Hotel Equipment Merchant)

InterGlobe Hotels and Accor Launch Ibis Styles Goa Vagator



InterGlobe Hotels in partnership with Accor has launched their newest hotel in Goa – ibis Styles Goa Vagator. Nestled between medieval forts, scenic beaches and the most sought-after tourist attractions of North Goa the hotel is strategically located a short ride from Goa MOPA airport, in close proximity to Goa's premier nightlife, famous restaurants and the most popular cafés. ibis Styles Goa Vagator is the second ibis Styles hotel in Goa. Whether exploring the city or simply relaxing, the property is the ideal haven for travelers looking to discover Goa.

The 142-room hotel offers a true Goan vibe blended with playful and vibrant design, offering a blend of historical charm with modern comforts. The property is designed as a resort, with a vibrant theme of pastel hues blended with local culture for a unique interior design of the hotel.

The hotel's modern and upbeat interiors, inspired by Goa's vibrant culture, are sure to create an artistic atmosphere in every corner for guests to enjoy. The hotel celebrates contemporary art and artists through curated pieces in its beautifully adorned rooms and public areas. While artists' original artwork is displayed in the lobby, wallpaper reproduction can be seen in the stylish rooms, complementing the curated art, pictures, and photographs from emerging artists.

ibis Styles Vagator promises guests an unforgettable stay, with its signature 'Sweet

Bed' for a night of restful sleep, attentive service from hotel personnel who go the extra mile, and comfort cuisine that will tantalize your taste buds. The property offers an all-day dining restaurant, fully equipped gym facilities, amphitheater, outdoor swimming pool, unlimited Wi-Fi and access to entertainment channels in each guest room. 'Spice it' restaurant provides the longest breakfast hours from 4 a.m. to 12 p.m.!

It also features modern and stylish conference and banquet facilities that can accommodate up to 100 guests for those seeking to celebrate a special occasion or event. The garden-facing conference room is the perfect location for large social gatherings, corporate events, and team-building exercises.

Commenting on the opening, JB Singh, President & CEO, InterGlobe Hotels, said, "I am delighted to announce the grand opening of our 2nd ibis Styles in Goa and 23rd ibis in India. This world-class hotel features the latest amenities, thoughtfully designed rooms, and contemporary public spaces, all built to the highest standards. Like all our properties across the country, ibis Styles Goa Vagator is meticulously crafted to cater to the lifestyle preferences and aspirations of modern travellers, with a special focus on providing a top-notch design experience to the younger generation.

The hotel serves as a testament to our commitment to excellence and innovation,

and we partner with the best designers to realise this vision. ibis Styles Goa Vagator embraces design elements that are modern, trendy and vibrant, yet comfortable, a combination that resonates with the local community and tourists alike. With every new hotel, we raise the bar for hospitality and solidify our position as frontrunners in hotel design in the country. With art at the core of our design philosophy, we take immense pride in supporting emerging artists by displaying their original commissioned artwork at ibis hotels, fostering a vibrant artistic ecosystem."

Puneet Dhawan, Senior Vice President of Operations–Accor India & South Asia, said, "This newest addition to the ibis family marks a significant milestone in our ongoing commitment to delivering exceptional hospitality. Anticipating a substantial influx of both domestic and international tourists this season, the hotel promises a distinctive and immersive experience tailored for business and leisure travelers alike. With a focus on creating a welcoming environment for families, the property boasts bold design elements and an inclusive atmosphere."

To celebrate the launch, ibis Styles Goa Vagator has introduced an exclusive offer of "Pay What You Want", a signature offering from ibis brands. The offer is exclusively for members of ALL - Accor Live Limitless Loyalty programme. To become a member, visit All.com or download the ALL mobile app.



Vivek Mahajan

Grand Mercure Agra has announced the appointment of Vivek Mahajan as its new General Manager. An alumnus of BHM Bangalore, his career spans over 20 years in the hospitality sector. He served at the Oberoi Group, Taj Hotels Resorts and Palaces, Wyndham Hotel, Starwood Hotels & Resorts Worldwide, and the General Manager at a property

of Louvre Group for the past 7 years. His substantial experience has honed his ability to maintain the highest standards of service and guest satisfaction.



Sumeet Suri

The Westin Mumbai Garden City has announced the appointment of Sumeet Suri as its New General Manager. Sumeet career began after graduating from the Welcomgroup Management Institute, post which he joined the ITC Hotels. He brings over two decades of experience and in the past worked as General Manager at the Kochi Marriott

Hotel and JW Marriott Hotel Kolkata. His passion for the industry and dedication to achieving success will script a new chapter of success for The Westin Mumbai Garden City.



Pankaj Yadav

Fortune Hotels, has appointed Pankaj Yadav as new General Manager at Fortune Park Airport Road Hubballi. He has over two decades of expertise in Food and Beverage, Hotel Revenue, and Operations. Starting as a mixologist at ITC Kakatiya Hyderabad, he quickly transitioned into F&B Operations and worked at Green Park and Lemon Tree

Hotels in India and Dubai. In this role, he oversees all aspects of the hotel, excelling in operations, guest services, team management, and stakeholder relations.



Kumar Manish

Kumar Manish has taken over as General Manager of The Fern Residency, Mundra. With over 25 years of expertise in the hospitality sector, he is associated with The Fern Hotels & Resorts as General Manager since last 8 years, having led different Fern Hotels in several national and international locations. He started his career with The Trident

Chennai and also worked for Marriott Hotels, ITC Hotel and East Park Hotel, where he handled daily operations and monitored the efficacy of all processes.



Saswata Banerjee

The Tamara Coorg has announced the appointment of Saswata Banerjee as its new General Manager. With 21 years of extensive experience in the hospitality industry, he has worked with The Oberoi, Taj, Six Senses, and more, consistently demonstrating an unwavering commitment to excellence. He worked across diverse properties

in Asia, the Middle East, and Africa. He won numerous accolades, including the prestigious MD's Club Member Award at TAJ Exotica, Maldives, and the esteemed LQA Star Award at COMO Bhutan.



Amit Ambre

Ramee Group of hotels has announced the appointment of Amit Ambre as the General Manager of Pre-Opening and Operations for Managed Hotels. In this pivotal role, he will play a key part in ensuring the seamless operations of all the properties under management. He comes with an experience of over 23 years and held several prestigious

positions, showcasing exceptional leadership, innovative strategies, and delivering unparalleled guest experiences. He will be responsible for overseeing all aspects of pre-opening of all new hotels.



Chaitra Dwivedi

Fortune Hotels announced the appointment of Chaitra Dwivedi as General Manager of Fortune Resort Benaulim Goa. In her 20 year career in the hotel sector she worked with Lemon Tree Hotel, The Grand Imperial, Pride, Golden Tulip, Clarks, and Jaypee, demonstrating versatility across multiple properties. She started her career in sales and marketing

department and later transitioned through various roles, including front office and revenue management. Her educational background includes a science degree with a focus on Physics, Chemistry, and Mathematics.



Gagan Sharma

Gagan Sharma has joined Citrus Prime Hotel & Resorts, Goa as General Manager, an inspirational manager with a long track record of success. A commerce graduate from Delhi University, he did American Hotel & Lodging-Educational Institute, Orlando, USA Certified Rooms Division Executive (CRDE) and started his career with The Metropolitan Hotel Nikko New

Delhi. He has experience of over two decades in hotels like The Grand, The Claridges and at Goa like MARS Hotels, Lemon Tree Hotels, Country Inn & Suites by Carlson, Fortune Select.



Girish Pawan Kumar Agoor

Bengaluru Marriott Hotel Whitefield has appointed Girish Pawan Kumar Agoor as the new Director of Engineering. He brings over 17 years of experience to the role and led engineering teams at renowned hotel chains across India, like the Park Hyatt Chennai, Leela Palace New Delhi and Udaipur, and Taj Coromandel, Chennai. He did Master's in

Business Administration from Indira Gandhi National Open University and a Bachelor's degree in Electronics & Instrumentation from Anna University along with certifications like Energy Manager from BEE.



Bhushan Gupte

The Westin Resort & Spa Himalayas has announced the appointment of Bhushan Gupte as Rooms Division Manager. With an experience of 14 years in Front Office Operations, during his formative years he has been associated with Conrad and Hyatt Regency hotels. He holds a Diploma in Hospitality Management and Catering Operations (HMCO) from Rizvi

College. His strongest suites include varied communication skills, guest relations skills especially in creating special touches and resolving grievances with his keen eye for detail.



Simita Chatteraj

The Westin Resort & Spa Himalayas has announced the appointment of Simita Chatteraj as Human Resource Manager. In a career spanning over a decade, she is a strategic, passionate individual and a result oriented Human Resource professional with experience in Personnel, Recruitments & Retention, HR Operations, Employee Benefits, Training & Development. She

has worked with Leela Palace and Taj Lands End, where she has gained coordination and facilitation of new hire orientation program to generate a positive first impression for employees.



Manoj Bhatt

Manoj Bhatt has joined as Human Resource Manager at The Mirador Hotel, Mumbai. Manoj joined the Hospitality Industry after graduating in Commerce, followed by a Diploma in Human Resource Management. He has gathered 13 years of experience working with brands like Rodas an Ecotel Hotel, The Park- Navi Mumbai,

Royal Tulip Luxury Hotel – Kharghar, and Woods at Sasan by 1000 Island Hotels and Resorts, Sasan Gir (Gujarat).



Chandan Chowdhury

Hotel Royal Orchid Bangalore has appointed Chandan Chowdhury as Director of Food and Beverage. Chandan have over 17 years of experience and worked with Jaypee Palace Hotel & International Convention Centre Agra, InterContinental the Grand Resorts Goa, and The Lalit Great Eastern Kolkata. Before joining Hotel Royal Orchid Bangalore, he

successfully helmed the Food and Beverage department at Le Royal Meridien by Marriott International in Chennai. He is an alumnus of the Institute of Hotel and Restaurant Management (IHRM), Kolkata.



Suraj Narayan

The Fern Hotels & Resorts has announced the promotion of Suraj Narayan as Director of Sales at Fern's Regional Sales Office, Delhi. Suraj has 15 years of experience in the Hospitality sector. He has worked with Choice Hotels, Peppermint Hotels and Dangayach Hotels (Ramada Hotel Jaipur & Chomu Palace Jaipur) before joining Concept

Hospitality. He will lead his team of sales professionals, nurturing existing client relationships, cultivating new business opportunities and optimizing revenue streams across various market segments.



Varun Bharadwaj

The St. Regis Goa Resort has appointed Varun Bharadwaj as its new Director of Sales and Marketing. He comes with a rich experience spanning international markets and is poised to position the resort as one of the frontrunners in luxury experiences. Signifying a notable comeback into the Marriott International fold, Varun played a key

role as part of the pre-opening team for The Westin Maldives Miriandhoo Resort in 2018. Varun's foundational years were spent with Indian Hotels Co. Ltd



Gaurav D Desai

Sheraton Grand Bengaluru Whitefield Hotel & Convention Center has appointed Gaurav D Desai as its new Director of Sales. With more than 12 years of experience he previously worked as the Account Director – National Sales at Marriott Hotels India Pvt. Ltd. In his new role he will be leading the hotel in achieving its key revenue

budget, spearheading business growth activities, and will overlook all aspects of sales and marketing department, along with improving the exposure of the food & beverage staff.

Experience Cultural Heritage at.....

Heritage Hotels



Retro style has become popular in hotels, as in other industries. Many countries have taken initiative to use their unique heritage and cultural resources to attract tourists. Egypt was one of the first countries to advocate for the preservation of world heritage sites and has been making great efforts to sustain heritage buildings by renovating and remodeling them and using them as heritage hotels. India, which has the 6th largest number of World Heritage Sites in the world, has vast cultural heritage, specially in structures erected in different epochs. Its palaces, forts and havelis (traditional townhouses, mansions or manor houses) have been converted into heritage hotels which have attracted both, international as well as domestic, tourists. **Ashok Malkani** probes into various issues, concerning heritage hotels, like the concept, popularity, methods for reviving heritage structures as hotels et al., in an effort to learn about the growth, popularity and success of heritage hotels.

Heritage hotels are proving popular with domestic as well as international tourists. These hotels, while providing luxurious experiences also provide you with an opportunity to learn about the country's history, art, culture, tastes, traditions, and sentiments present in various eras.

Maharajahs, in the bygone era lived in palaces. Some of the most opulent palaces were built during the British Raj when Queen Victoria was proclaimed Empress of India. On the eve of India's nationhood in 1947, there were more than 565 maharajahs, nawabs and rajas. However, after independence, as socialism became the norm, subsequent to 1971, many of them, with foresight, turned their palaces to hotels.

Today, you can dip into the bygone era by staying in these palaces-turned-to-hotels. Heritage hotels, with higher and more stable occupancy, have today advanced due to higher and more stable occupancy which has been made possible by the tourists being attracted to these properties.

Their popularity has been increasing, with international as well as domestic tourists, over the years and this is likely to continue.

Mohit Sharad, Associate Vice President - Sales & Marketing (North & East India), The Fern Hotels & Resorts, claims, "Heritage hotels have become extremely popular among tourists due to their unique blend



of history, culture, and luxury. They offer guests a chance to immerse themselves in local heritage and traditions by staying in meticulously restored historic buildings. Heritage hotels provide exceptional service, combining old-world charm with modern amenities, and their captivating architecture and design make for visually stunning experiences. Social media has also played a role in their popularity as guests share their experiences widely."

He adds, "The Fern Hotels & Resorts acknowledges this trend and is dedicated to preserving cultural legacies in its heritage properties. Heritage hotels are expected to remain a top choice for tourists seeking distinctive and enriching travel experiences. Keeping this in mind, we have also launched our 1st heritage hotel - The Fern Bambora

Fort, Bambora, Udaipur.

The Fern Bambora Fort is a 17th Century fort located in the lap of nature, surrounded by the Aravalli Hills near Udaipur. This property offers 32 luxurious rooms, well-appointed with modern day amenities."

Nirav Akshay Oza,, CEO of Efcee Hotels – a Leela Worldwide Venture, asserts, "Heritage hotels have seen a rise in popularity over the last decade, especially among tourists who are keen on immersing themselves in authentic cultural experiences. Both international and domestic tourists find these establishments appealing."

"However," he adds, "despite their significance, many of these historic hotels have fallen victim to time's relentless march and neglect. Maintenance costs, changing ownership, and the pressures of staying relevant in a fast-paced world have taken a toll on these treasures.

Neglected heritage hotels not only lose their charm but also deprive future generations of a tangible link to history. Preserving heritage while embracing modernization might seem like a paradox, but it's a necessary balance to strike. Some historic hotels have successfully managed this transition by incorporating contemporary amenities and services without compromising their core identities."

Vibhas Prasad, Director, Leisure Hotels Group, states, "Heritage hotels are a key element of India's heritage tourism sector, attracting travellers with a passion for history, architecture, and culture. These



**Mohit Sharad****Saurabh Gahoi****Vibhas Prasad****Nirav Akshay Oza**

are housed in historically or culturally significant structures. Usually these hotels are converted from old palaces, mansions, forts, or other historically significant structures.

These residences display sophisticated workmanship, classic artwork, and period-specific furniture that mirror the architectural characteristics of their respective eras. These unique accommodations are often integrated into itineraries for tourists exploring historical sites and monuments, providing an immersive experience."

He continues, "Leisure Hotel's Group's (LHG) The Naini Retreat was originally built in 1926 and was once the residence of the Raja of Pilibhit. Over the years, it has been renovated and transformed into a luxurious heritage property while retaining its colonial architecture and old-world charm.

Another heritage hotel of LHG, Haveli Hari Ganga, situated on the banks of the holy Ganges River, in the heart of Haridwar, was also built by Maharaja of Pilibhit. Both properties today are preferred resorts in their respective destination."

Saurabh Gahoi, VP India, Ramee Group of Hotels claims, "Heritage hotels are highly popular with tourists who have a keen interest in history and culture, especially in cities with a rich historical legacy like Udaipur, Kumbalgarh, Ajmer, Agra, and more. Monuments like palaces, mansions and havelis with historical background are taken over by hotel chains as management partners to run them as a profitable business while preserving the historical integrity and architecture."

Enlightening on preservation of heritage of these properties, he says, "They preserve heritage through:

- Historic and Architectural Significance
- Preservation of Heritage
- Authentic Decor and Design
- Cultural Experience
- Modern Amenities
- Personalized Service
- Fine Dining
- Gardens and Grounds
- Location
- Storytelling
- Event Spaces
- Ethical and Sustainable Practices

Concept

Large number of foreign, as well as domestic, tourists are attracted to heritage hotels which not only help them gauge the culture and tastes of ancient times but also, with their refurbishment, provide them all the modern amenities desired by them.

Heritage hotels normally run in palaces/castles/forts/havelies/hunting lodges/residence of any size built prior to 1950. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area.

Mohit declares, "Heritage hotels in India embody a captivating blend of history, culture, and hospitality. They are typically converted from historical structures, which have been lovingly restored to their former glory. The concept revolves around preserving and celebrating India's rich architectural and cultural heritage while offering guests a chance to experience the grandeur of the past.

These hotels provide travelers with a unique opportunity to step back in time and immerse themselves in the traditions and lifestyles of bygone eras. The interiors are often adorned with period furniture, art, and decor, recreating the ambience of a different era while offering modern amenities and impeccable service."

He adds, "Heritage hotels in India offer not only a comfortable stay but also a deep cultural and historical connection. They allow guests to relive the stories and splendor of India's past, making them an integral part of the nation's tourism landscape."

Vibhas asserts, "The association between India's historic hotels and our nation's abundant historical and cultural legacy is deeply intertwined. A considerable number of these ancient Indian hotels have been established within palaces and forts that have stood for centuries, once serving as the abodes of royalty and nobility. These hotels hold significant prominence within India's tourism industry, drawing travellers from across the globe who are keen on delving into the nation's past and traditions."

He avers, "Heritage hotels provide a

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unique and deeply immersive journey, enabling visitors to step back in time and delve into the abundant history and culture of the region. Staying in these magnificent residences offers an unparalleled experience. The personalized and attentive service within these intimate settings can create a profound sense of being genuinely valued, and the hotel's dining establishments often serve up authentic local cuisine, providing a genuine taste of tradition.

The Naini Retreat in Nainital embodies this old-world charm with its Victorian-style furnishings, period decor, and architectural elements. The culinary heritage of the region is also elegantly showcased through the dining options at The Naini Retreat."

Nirav states, "In India, the concept of heritage hotels goes beyond the architectural aspect. A heritage hotel aims to provide a holistic experience that captures the local culture, traditions, and history, often reflected in the decor, cuisine, and overall ambiance.

While star hotels offer a uniform, international standard of luxury, heritage hotels offer a rich, localized experience. In my opinion, heritage hotels provide a more enriching experience because they give guests a deeper understanding of the region's culture and history."

No wonder the country is witnessing a growing number of heritage hotels. Indian

Heritage Hotels Association, (IHHA) formed in 1990 with 14 members from Rajasthan—where the sector is largely concentrated—today had, according to its president, Gaj Singh, about 200 members from nearly all states of India, barring a few states.

Challenges of Reviving

Reviving heritage structures to serve as hotels catering to the necessities of tourists is not an easy task. According to A. Devaraju, Commissioner, Department of Archaeology Museums and Heritage, in a panel discussion on 'Importance of reviving heritage,' organized by Skal India Congress stated, "Constructing a new building is simple but reviving historical structures is challenging."

It may be stated that revitalising and converting heritage structures into hotels is a daunting task. For tourists, there is nothing like a dash of history with their morning cuppa. One example of intricacies of reviving heritage properties into a heritage hotel is that of Rajakkad Estate in Perumparai, Kerala. The building was twice dismantled, transported and reassembled before it opened to guests in the Palani Hills.

Mohit states, "Reviving a heritage hotel poses challenges such as high preservation costs, navigating regulatory hurdles, ensuring structural integrity, maintaining historical accuracy while offering modern

amenities, respecting cultural heritage, implementing sustainability practices, managing operations, and marketing effectively. Success in reviving a heritage hotel demands careful planning, significant investment, and a strong commitment to preserving its unique heritage and character."

Vibhas declares, "The process of renovating a heritage hotel presents a multitude of obstacles and complexities. These include the costly restoration of historical features while adhering to strict preservation standards, compliance with rigorous regulations, and the commitment to sustainable practices. Space limitations for modern amenities, ongoing maintenance requirements, and staff training further add to the challenges."

He recounts the troubles being faced by Naini Retreat, which is undergoing renovation. He discloses, "Throughout the ongoing renovation project at The Naini Retreat, we consistently encounter difficulties related to contouring due to the property's location on a sloping hill. Additionally, rainfall poses challenges with drainage issues."

Saurabh states, "Challenges of reviving a heritage hotel include structural preservation, restoration and renovation costs, regulatory compliance, environmental considerations, operational challenges, and the risk of natural disasters."

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Nirav avers “Challenges include high restoration costs, regulatory hurdles related to altering historical buildings, and the difficulty of balancing modern amenities with historical authenticity.”

Differing Experiences

Heritage hotels have been attributed with the growth drivers of India’s tourism. The role of heritage hotels has been multifaceted. According to Maharaja of Jodhpur, HH Gaj Singh, President of Indian Heritage Hotels Association, heritage hotels focus on creating memorable and personalized experiences for each of the guest.

He avers, ““We believe that every guest is unique and has their own set of preferences and requirements, and we strive to cater to them to the best of our abilities. To enrich the experience of each of our guests, we start by ensuring that they are greeted warmly and made to feel at home from the moment they step into our properties. We provide them with personalized services and amenities that cater to their individual needs and preferences. We also offer a range of activities and experiences that allow our guests to immerse themselves in the local culture and heritage of the region.”

He outlines several advantages that businesses can gain as travelers are looking for space and secure services. The advantages are: improved customer

satisfaction, increased sales, better brand image, reduced liability, and improved employee morale.

For those who are habituated to staying in star hotels, they may question how do heritage hotels compare with services and amenities provided by star hotels?

Saurabh declares, “Heritage hotels offer a unique cultural experience compared to modern star hotels. Both have their distinct charm, but heritage hotels provide an immersive experience in the local culture, history, and architecture, making them preferable for travelers with a cultural and historical interest. They offer customers a unique segment to choose from, allowing them to experience India’s rich cultural heritage. Additionally, they play a vital role in preserving old architectures and granting access to explore India’s heritage.”

Mohit differentiates between heritage and modern luxury hotels thus: “Both heritage hotels and star hotels offer unique experiences, catering to different preferences. Heritage hotels provide a sense of history, cultural immersion, and personalized atmospheres, emphasizing local traditions. Star hotels excel in modern amenities, standardized service, and contemporary luxury, with extensive facilities. The choice between them depends on individual preferences, and both offer enjoyable experiences.”

Nirav states, “While star hotels offer a uniform, international standard of luxury,

heritage hotels offer a rich, localized experience. In my opinion, heritage hotels provide a more enriching experience because they give guests a deeper understanding of the region’s culture and history.”

Vibhas states, “Heritage hotels provide a unique and deeply immersive journey, enabling visitors to step back in time and delve into the abundant history and culture of the region. Staying in these magnificent palaces, forts, or historic residences offers an unparalleled experience. The personalized and attentive service within these intimate settings can create a profound sense of being genuinely valued, and the hotel’s dining establishments often serve up authentic local cuisine, providing a genuine taste of tradition.”

As an example, he mentions, “The Naini Retreat in Nainital, which embodies this old-world charm with its Victorian-style furnishings, period decor, and architectural elements. The culinary heritage of the region is also elegantly showcased through the dining options at The Naini Retreat.”

Vibhas stated that heritage hotels which had to also provide modern amenities had to adhere to following rules to stay popular:

Preservation of Architectural and Cultural Heritage: Retain the original architectural features: Preserve the unique architectural elements, such as arches, frescoes, and historic furniture, which give the property its heritage charm. Avoid major alterations

to the building’s structure or façade.

Modern Amenities and Comfort: By modernizing & upgrading the infrastructure to ensure the safety and comfort of guests. This includes electrical, plumbing, and HVAC systems, which can be hidden from view to preserve historical aesthetics.

Provide comfortable accommodations: Offer comfortable beds, modern bathrooms, and amenities like Wi-Fi, air conditioning, and television, to meet the expectations of modern travellers while ensuring they have a pleasant stay.

Sensible Renovations: If necessary, renovate parts of the property while respecting its heritage. Use materials and design elements that match the historical context to maintain authenticity.

Preserve public spaces: Maintain the historical integrity of common areas, such as courtyards, gardens, and grand halls, which often serve as the focal points of heritage hotels.

Cultural Experiences: Offer guided tours of the property to educate guests about its

history and significance.

Cultural Events: Host cultural events, such as traditional music and dance performances, to immerse guests in the local heritage.

Sustainable Practices: Embrace modernization with eco-friendly technologies and practices, such as energy-efficient lighting and water conservation measures, to reduce the environmental impact.

Local sourcing: Use local materials and support local artisans in maintaining the heritage of the region.

Preservation Organizations: Collaborate with heritage preservation organizations: Work with local or national preservation bodies to ensure that the property’s historical significance is maintained.

Legal and Regulatory Compliance: Comply with heritage preservation laws: Ensure that any renovations or modifications adhere to local heritage preservation regulations and obtain the necessary permits.

Educate guests: Inform guests about

the heritage value of the property and encourage them to respect its historical significance.

“Balancing heritage preservation with modernization is a delicate process that requires careful planning and a deep appreciation for the historical and cultural importance of the property. When done correctly, heritage hotels can provide a unique and memorable experience for guests while safeguarding their heritage for future generations.”

Saurabh affirms, “Heritage hotels offer a unique cultural experience compared to modern star hotels. Both have their distinct charm, but heritage hotels provide an immersive experience in the local culture, history, and architecture, making them preferable for travelers with a cultural and historical interest.”

In short one may state that heritage hotels, while reawakening your memories of cultural heritage of the place, also provide you with all modern amenities for your ease and convenience. ■

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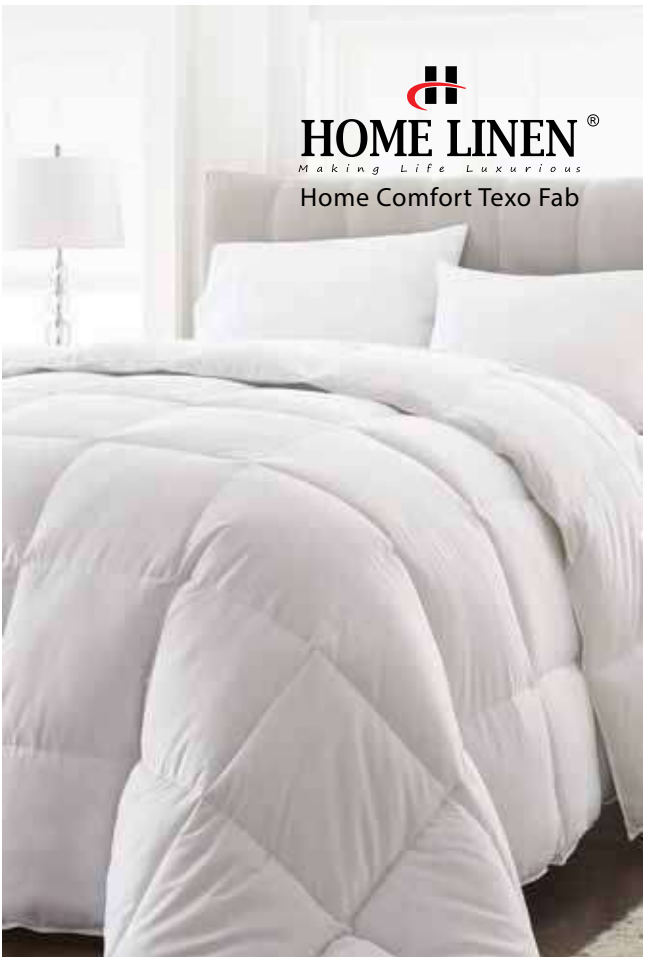
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Investing in Hotels



India has witnessed a significant growth in footfall of both domestic and international tourists, after the impact of the Covid-19 pandemic. Official sources claim that the number of foreign tourists who arrived in India this year during January-June is 43.80 lakh which is 106 percent higher than the figure (21.24 lakh) for the corresponding period in 2022. According to these sources the domestic tourism grew from 677 million in 2021 to 1,731 million in 2022. This has led to a rapid growth in the hotel industry. The occupancy rate and the average room rent have been increasing rapidly. As per the latest Motilal Oswal (Investment services) report, Indian Hotels (IH) reported the highest ever consolidated revenue/EBITDA in 3QFY23 (up 23% / 40% v/s 3QFY20). All this indicates that now is the time to invest in hotels. **Ashok Malkani** examines various aspects of why it is advisable to invest in hotel industry and issues that one must take into consideration while investing in the industry.

The Indian hotel market, on the whole, has immense growth opportunities. According to a report by Hotel Association of India, it is poised to contribute \$ 1,504 billion to the country's overall growth by 2047 from \$ 65 billion in 2022.

A report by market research company, Mordor Intelligence, states that the hospitality Industry in India is estimated to be worth \$ 23.50 billion in 2023, and is expected to reach \$ 29.61 billion by 2028, growing at a CAGR of 4.73% during the

forecast period (2023-2028).

India's hospitality sector is being driven by the increase in the number of hotel projects. India's hotel industry ended in the current year with occupancy in the 59-61 percent range, up 15-17 percentage points (pp) from the previous year. Driven by a strong recovery in demand, hotel companies accelerated their growth plans. The report states that 166 new hotels with 14,885 rooms were signed during the year, while 90 hotels with 5,702 rooms were rebranded.

In April 2023, three international hotel chains announced the debut of their luxury brands in India. Hilton's Waldorf Astoria and Minor Hotels' Anantara brands are set to make their India debut in Jaipur, while Radisson has picked Hyderabad for the launch of its Radisson Collection brand. Fairmont Hotels & Resorts announced that it would be opening a property in Agra in 2025. Travel and Tourism are driving the market. According to the Indian Tourism Statistics current year report, India received 677.63 million domestic tourist

visits in the last year.

The Indian hospitality sector is driven primarily by buoyant domestic demand, the revival of inbound travel, and the Indian government’s renewed emphasis on the expansion of the tourism industry. Tourists, both foreign and domestic, have increased. According to the Indian Tourism Statistics current year report, India received 677.63 million domestic tourist visits in the last year (an increase of 11.05% as compared to last year) and 2,764,975 (from January-July 2022) foreign tourists, which was increase of 406.6% compared to the previous year.

A report, ‘Indian Hospitality Sector: On a Comeback Trail’ by CBRE South Asia Pvt. Ltd. (India’s leading real estate consulting firm) has estimated that a recovery in demand will remain ahead of supply addition, which will augur well for the key metrics of the hotel sector’s performance.

Why Invest?

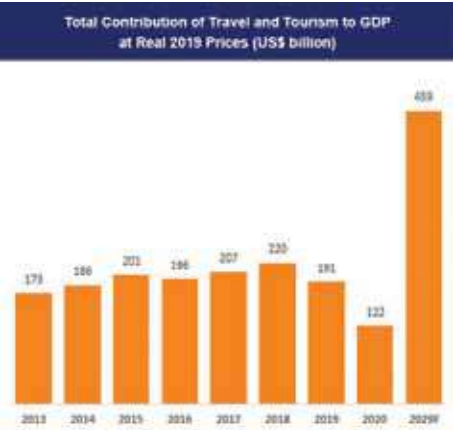
The boost in tourism is an incentive for

new hotel properties to crop up in the country. This, in turn, is an opportunity for financiers to invest in hotel industry. One may ask, “Why should I invest in hotels as opposed to just acquiring real estate?

Well, the answer to that would be that hotels differ from real estate investment because they generate income from guests who pay to spend a night or two at the establishment which is usually not the case with other types of properties like residential and commercial real estate, as leases generally last for several months or even years.

Hotel investors can receive great dividends if a hotel is usually fully booked, during times when popular events are taking place nearby and also over the holidays which is usually peak season for most of these properties. Hotels generate revenue on a daily basis, and if the occupancy rate is high, the income stream can be stable. This is great for hotel investors as it means that they get to enjoy higher financial returns. During peak time,

hotels can increase their rates boosting their revenue, subsequently benefitting the investors.



Courtesy: IBEF

An important factor that must be considered by the investor is that travel and tourism are an integral part of the global economy, and hotels are a crucial component of the travel industry. As people keep travelling either for business, leisure, education or medical purpose and need a

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place to stay during the trip, hotels usually experience stable demand for their rooms.

Another benefit for the investor is the hotel industry is that, usually, the properties also provide them the opportunity to avail of all the facilities offered by the property

Some of the other benefits are:

Capitalize on Tax Benefits: Hotel investors can benefit from equity growth, which is among the most significant tax benefits, especially regarding investment recapitalization. Investing in hotels can offer several other tax benefits. One of them is depreciation. Since hotels are commercial properties they are subject to depreciation, which allows investors to deduct a portion of the property's value each year. This deduction can help offset the income generated by the hotel property, reducing the investor's taxable income. There are also other tax benefits like interest deduction and tax deferred exchanges.

Growth potential: As the industry is constantly evolving with new technologies, trends and services, it can create growth opportunities for investors

Flexibility in ownership: Investing in hotels provides you with flexibility of ownership. You can invest in a hotel property directly and manage it yourself, or you can partner with an experienced hotel management company to handle the



day-to-day operations.

Access to a global market: Investing in hotels can offer exposure to a diverse range of markets and geographies, potentially increasing your investment opportunities and reducing your overall risk.

Appreciation potential: The value of the property could increase due to several factors. One of them is the growth of travel & tourism industry and increase in demand for hotels.

Increasing Investment

According to real estate consulting firm CBRE South Asia's report, 'Indian Hospitality Sector: On a Comeback Trail', Investments in India's hospitality industry are likely to surpass \$2.3 billion over the next two to five years. The report states that more than \$400 million in investment is expected during 2020-23. It also predicts the addition of approximately 12,000 rooms in 2023, with numbers expected to grow at a compound annual growth rate (CAGR) of around 3.3% by 2025

The steady growth in supply is anticipated to continue for the foreseeable future, attracting increased investor interest in the Indian hospitality space.

Types of Hotel investment

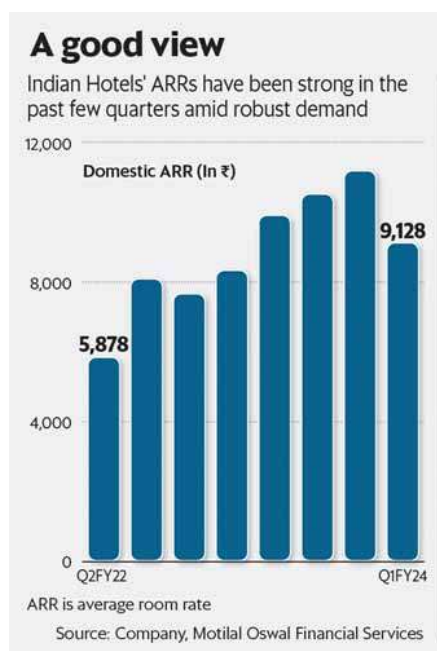
With the rising demand for hotels entrepreneurs are likely to be eager to invest in the industry but some of them may not be aware of how invest in these profitable ventures. Some of the methods or those keen on investing in

this sector are:

Hotel Real Estate Investment Trusts (REITs): You can invest in a hotel REIT, which is a type of security that owns and operates hotels. A hotel real estate investment trust will invest in hotels to make a profit. However, while profits can be delivered through strategic buying and selling of hotels, most profit is generated through effective hotel management. This means that REITs will sell hotel rooms to guests. REITs definition of hotels would include resorts, motels, and other guest lodgings. Successful hotel real estate investment trusts carefully select the hotels to invest in based on a clear business strategy. By investing in a hotel REIT, you can earn a share of the profits from the hotel's operations without actually owning the property.

Hotel stocks: One could also invest in hotel stocks, which are shares in publicly traded hotel companies. This is an excellent solution for investors looking for more modest investments or those interested in investing in an established hotel brand. By investing in shares you receive dividends for the shares. In investment of this type you can see how the stock performs while also exploring metrics like the price-to-earnings ratio and the dividend yield. It may be mentioned that shares in hotel operators trading publicly can be sold, providing the potential to make smart investments and a quick profit.

Hotel Crowd Funding: This is a type of group investment. It can be great if





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you are not yet an accredited investor and are planning to invest small amounts. Crowd Funding platforms allow you to invest in small amounts. Crowd Funding hotel investments allow real estate firms to purchase the property by dividing up shares into affordable amounts. Crowd Funding provides more people with opportunities to invest in hotels.

Shares in a Hotel Operating Company: This involves purchasing shares in a publicly-trading hotel operating company. This is an excellent solution for investors looking for more modest investments in the hotel industry, or investors with a particular interest in investing in an established hotel brand

Purchasing Property or Building a New Hotel: Substantial investors can buy a hotel outright or buy a property and convert it to a hotel. You can also invest in constructing your own hotel property. This is a huge financial commitment and one must have an understanding of the hotel strategy, hotel technology and major trends.

Precautions

Regardless of the type of hotel investment you choose, you would have to give it a certain period of time to gauge the success of a hotel. This requires using key performance indicators (KPIs). Some of these are occupancy rate as well as the revenue per room available (RevPAR) which is a measurement of the average

amount of revenue generated by each room that is available, regardless of whether it is occupied or not.

Hotel KPIs measure everything from a property's ability to sell rooms and maintain rate integrity to their ability to appeal to groups and satisfy customers.

When you want to invest in a hotel there are several aspects to be examined. It is essential to be up-to-date about the property one is planning to invest in. It may be noted that some businesses are not as productive and profitable as they seem initially, while some may lack popularity due to incorrect marketing or positioning.

A few tips that could help one in making a successful hotel investment are:

Environmental Research: The first step, when planning to invest in a hotel, is to check the property's location and surroundings. It has to be in a location that would appeal to the guests. A hotel with the right facilities and amenities nearby would attract more guests and has a potential for future growth. Many people enjoy the convenience of being able to walk from their hotel room to the local shopping mall, restaurant, or other amenities. Being close to other businesses is generally an advantage.

Demand for a hotel is also likely to be higher if it is situated in a major city or tourist destination or close to an attraction or place of interest. You should also take the time to explore environmental issues, such as the range of temperatures

experienced in the region, the rainfall, etc. It is also advisable to analyse local hotels and accommodations in proximity.

Assess Value of Hotel: It is essential to be aware of the performance of the property over a period of time. Poor performance does not necessarily make a hotel a poor long-term investment, but long-term financial issues are definitely a red flag. It is essential to look at profit margins and growth potential of a property.

The amount you commit to hotel investments should depend on the value of the hotel (or hotels) you plan to invest in. Value is generally determined by the amount of money the hotel can generate, the potential scope for future improvements and the risk associated with acquiring or investing in the property. There are many different hotel departments within a specific property, and each will have its financial results. Analyzing the value of a hotel can require understanding how each department is functioning.

Studying Employees and Management: Remember hotel investment is not just about investing in the property's bricks and mortar. Investors must understand that they are investing in a business within the service industry, as the hotel industry is known. This would encompass the hotel employees. Staff can make or break a hotel, and they have a huge bearing on what customers take away from their experience when staying in a property.

Thus an investor has to be aware of the abilities of the staff. Hotel investors need to be wary of situations where a hotel appears on paper to be a good investment but where the existing team of employees and managers are a detriment to performance. This could also apply the other way round!

Conclusion

In conclusion one may state that investing in the hotel industry is a smart economic path to follow. You generate an appreciably good income while becoming a part of a dynamic and interesting industry. But a parting word of caution would be: Do a proper research and study the property which you are planning to invest in. ■

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Housekeeping: The Heart of Hospitality

From the mundane job of cleaning to the creative chores of styling and being the ears and eyes of the hotel in ensuring security, the housekeeping staff plays multidimensional roles in presenting a hotel in its best. The hotel industry is fraught with competition, and therefore, keeping the rooms, and the entire hotel clean is necessary to attract guests. This vital task is attended to by the housekeeping department. So crucial is this department that it can actually make or break the reputation of a hotel.

Without even interacting with the guests directly, they play a very important role in enhancing guest experience and ensuring their repeat visits, thereby helping in revenue generation. Moreover, the housekeeping staff today plays a role in increasing the style quotient of the hotel and also in ensuring security of the guests and the staff. So the housekeeping department is not just a basic necessity but a crucial player that can help a property stand out in the crowded market of the hospitality industry.

The department is primarily responsible for

the cleanliness, maintenance and aesthetic upkeep of the hotel and takes pride in keeping the hotel clean and comfortable so as to create a 'home away from home'. Housekeeping department also takes care of laundry, pest control and horticulture. They now are more than a department that takes care of cleanliness and maintenance but they are the one who style the hotel to present the brand in the right way. So housekeeping may be defined as the provision of a clean,



comfortable, aesthetic and safe environment.

New Trends in Housekeeping

With technological advance and increasing importance of hygiene, the role of housekeeping has evolved over the years. Increased automation, entry of new specialized agencies for various jobs like glass cleaning, façade cleaning, pest control, sanitization, etc. are the new trends in housekeeping.

Eco practices are one of the emerging trends in hotel housekeeping. Reducing costs through energy saving and waste management without affecting guest satisfaction is important. For example, compact fluorescent lamps and motion sensors in meeting rooms, conference rooms and public areas is a step in that direction. Ozone treatment is also emerging as a clean and environment friendly technique.

The usage of new cleaning tools such as microfiber clothes and increasing use of information technology for day-to-day operations are remarkable. Also outsourcing in housekeeping is helping hotels reduce

terms of advancing their roles and easing day-to-day operations, various tools have played major roles. Microfibre as a cleaning system has greatly eased cleaning functions as it coats the surface, making it highly resistant to dust and dirt.

Microfiber is not treated with any chemicals. The capillary effect between the filaments and nylon core creates a high absorbency, which in turn enables the fiber to clean and polish at the same time. Therefore, only water is needed to clean most types of surfaces. Microfiber picks up and traps dust, dirt, grease, and particles inside the "star-shaped" grooves of the fiber.

Mechanised cleaning has enhanced the output and quality of housekeeping job. The new generation vacuum cleaners and carpet shampooing machines are the tools that have reduced the work load in housekeeping, thereby making operations much easier. It has further enhanced the quality of work and gained additional time.

Housekeeping and Security

Next to the security department, housekeeping plays the most important role in ensuring a safe environment for guests and employees. Housekeepers have access to all areas like guest rooms, meeting and function halls and washrooms. During emergency situations too housekeeping personnel deployed in various areas can assist in evacuations.

Housekeeping staff are the eyes and ears of the hotel as they are the only staff that enters each and every room of the hotel on a daily basis. It is imperative that they report anything untoward or suspicious immediately in order to safeguard life and property, as they are the first to notice a potential threat



Good Housekeeping Practices

Be Smart, Look Smart

While housekeeping department works day and night to make things look nice in a hotel, the managers should take enough care that the staff not only has access to the latest tools and technology to make their work easier but also appear dapper in their uniforms or other apparels. How the housekeeping staff present themselves can go a long way in making the positive impression among the guests.

Cut Attrition

Human management is a huge problem in housekeeping. So managers should focus on taking measures to keep attrition rate at the minimum so that work does not suffer. So motivating the staff and having in place retention policies are significant.

Training

Training helps the housekeeping team to get updated with the latest trends and service skills. It plays a very important role for setting the benchmarks of the technical knowledge, grooming and communication skills. Constant training is helpful to imbibe discipline and the value system in the associate's job which becomes their way of life. It is easier for a well-trained associate to interact and deal with guest issues and ensure prompt service recovery.

Some hotels also conduct cross training as it qualifies people to do a variety of jobs outside of their standard job categories. For example, all housekeeping personnel can learn to clean rooms, deliver linen, operate laundry machines and clean public areas. Training on soft skills is also important as there may arise a need anytime to interact with guests directly.

Anticipating Needs

With experience and expertise, it is possible for the housekeeping staff to anticipate the expectation of the guests that generally visit the hotel. Investing some time in anticipating those needs and putting in place a system to meet those needs can help a housekeeping department get an edge over its competitors.

Safety of Staff

The managers should ensure that all the staff members are trained on the all the safety aspects and well equipped to take care of their safety while doing their normal day-to-day job or in cases of emergency.

or hazard.

Housekeepers also work in tandem with the loss prevention / security team to prevent any mishap. They are well equipped and trained on all safety, first-aid and security procedures which enable them to handle almost every situation effectively

What hasn't Changed

Although the role of housekeeping has tremendously transformed over the years, what has not changed much is the attitude towards the department. Despite its tremendous contribution to keeping a hotel safe, clean, comfortable for guests and increasing profits for hotel owners, the housekeeping department does not always get the appreciation that it deserves. Many housekeeping professionals are of the view that the department attracts attention only when something goes wrong in the property and it gets blissfully ignored in all other times.

To overlook the importance of

housekeeping is a huge mistake since the rooms department generates the most profit for a hotel and the cleanliness and condition of room and public spaces are the most important factors in customer satisfaction ratings.

There is a tendency among people to pass the blame for any flaw, even if the guest is upset about something completely different, to the housekeeping department, probably because it is the easiest to pick on the flaws of this department. This vulnerability that the housekeeping department experiences needs to be changed.

Unavailability of trained manpower and cost management in the constantly changing business environment are some of the formidable challenges that housekeeping managers face today. They face lot of challenges in managing the staff efficiently, talent retention, lack of updated infrastructure, consistency in performance and productivity.

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Enhancing the Appeal

It is being widely believed that people eat with their eyes first. Unlike most popular notions, this actually may be true! We know for sure that if a dish is not appealing to eyes, in many cases it would not induce us to partake that dish. This makes food plating and presentation a crucial aspect of the food service industry, especially in this age of increasing numbers of discerning consumers in the industry.

Creative and thoughtful plating, undoubtedly, enhances the appeal of the food. Focusing on presentation also gives ample opportunity to Chefs to showcase their artistic side and play around with elements beyond the usual ingredients.

Food plating is simply an arrangement of food on a plate, while food presentation includes all elements of the dish, including plate design, food arrangement, food decoration, and table setting. Together, food plating and presentation form the visual aspect of a dish, creating an experience for the diners.

While there aren't any fixed rules or conventions when it comes to 'correct' plating, in fact there is no 'correct' plating as such, there are several important concepts

and ideas which the Chefs should ideally keep in mind while presenting their dishes for their guests.

They say colours, material and texture of tableware, edible flowers...in fact every single detail matters in making an impressive presentation of dishes. One needs to take into consideration the balance and texture of each ingredient and how it plays into the composition of the plate, in order to make a memorable presentation.

The Role of Food Presentation

In today's fast-paced world where people are having less and lesser time, pictures have become a popular mode of communication. This means Chefs need to give guests something on plate which is not only

delectable for their palates but is Instagram worthy as well. Food not only has to taste good but also has to look good. The artistry of presentation of food is not merely in the flavour or content but also in how it appeals to the eye.

A plate can drastically influence the way the food looks as it is like a canvas for the food you are about to present. Extrinsic visual properties of the dinnerware like colour, shape and finish greatly influence the diner's eating behaviour and experience. For mindful eating and enjoying food with all senses, it is thus essential that the food must be visually appealing and the visual composition of food must reflect the quality of food presented.

Food presentation is a major part of

chef’s job. A well-plated dish not only appeals to the senses but also showcases the chef’s skills and creativity. As a Chef, it is extremely important to put in equal effort in preparing as well as presenting a dish, as it expresses the vision of the outlet, the personality of the Chef as well as the creativity.

Tasteful food is a part of the entire dining experience and comprises 60 percent of the dining experience but the remaining 40 percent comprises of the ambience, mood, setting, design and feel of the experience. Harmony between what is on the plate and the experience surrounding the plate is important to create an innovative experience.

Food Plating Principles

While there are no hard and fast rule for plating but a creative and thoughtful plating enhances both the look and taste of your food. When thinking of presenting a dish, the foremost factor is the choice of ingredients of great quality and later the canvas or plate on which the dish needs to be plated. Thus first prepare the dish and then carefully look at all the colours in

hand; here the colours would mean green as in sapphire, red as in vine cherry tomatoes, white as in celeriac mash and so on.

Few chefs however don’t believe in using too many ingredients in the dish. They strongly believe that lesser the ingredients used in the dish the healthier it is. Like the Trilogy of Lamb, where three different joints of Spring Lamb are put together, marinated and cooked in different ways, on one plate, and garnished with edible flowers.

The use of locally available and seasonal ingredients facilitates to make an ordinary dish into an astonishing one. Keep the dishes simple yet they can be aesthetically appealing. Use of the ingredients in most precise manner greatly facilitates to make the plate more alluring to the eye.

Before preparing the dish it is essential to consider the kind of cuisine being served. Are you making a hearty steak dinner, or are you preparing a delicate side dish, or an appetizer. You can’t start building your plate until all of your flavours are finalised; so it is wise to have your ingredients before you begin the actual plating process.

The basic elements of plating food remain common whether a soup, main course or a dessert is being plated. It revolves around choosing the right plate so that it does not overpower the food that is on it. The food needs to be carefully placed so that it radiates elegance and beauty. Take some time to prepare a framework as to how the final dish would appear. Try to sketch the dish as well to see if there are any doubts.

Always keep five basic elements in mind while plating. They are creating a framework, keeping it simple, balancing the dish, getting the right portion size, and highlighting the key ingredient. Using the plate as a canvas is the key towards mastering the art of plating. Use sauces, sprouts and other garnishes to frame the focal point.

There are ways to bring a plate to life. A plate should reflect the ideas put together to make it extraordinary. It should speak about itself. Using the fresh flowers, herbs and other ingredients and putting them together in a concept is what brings a plate to life.

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While plating of food it should be kept in mind that hot food should be served hot and cold food should be served cold. This implies that if one puts a lot of time in plating a hot dish the chances are the guest would get a beautiful plate with cold food which would be a big miss.

The entire idea of food plating is striving to achieve a perfect balance in the dish to make it look appetising, visually appealing and creative. In reality, plating a dish is all about imbibing different ingredients on the plate to create an appealing look and feel to the dish.

For the Occasion

Plating a dish creatively to suit the theme or occasion is extremely important to allow guests to connect the food to the theme & occasion. Thus plating really depends on the occasion too. How you would plate for Thanksgiving would be different than plating for a birthday celebration.

If you are preparing a kids' party, choose fun food presentations that will encourage them to eat. Kids prefer 'fun' designs rather than serious and traditional ones. If it is an anniversary dinner it will have an elegant presentation with hues of romance in it.

A well plated and visually appealing dish immediately arouses curiosity of the guests as it is an interesting experience for them to connect to the theme or mood of the occasion with different ingredients and arrangements of the dishes.

Choice of Colour

There is always a confusion on whether to serve the food in white plates or in coloured plates. Most chefs prefer white plates to present the food, since they believe white plate makes food's colours seem more vibrant. The common notion is that the food textures and colours stand out more when placed on a pure white plate, making the dish extremely visually appealing to diners.

Ideally the plate could be a simple white, flat chinaware or pastel coloured handmade pottery. This could be coupe plate/ flat plate/ deep coupe depending on what is being plated.

However, chefs are not averse to coloured plates either. It is always better to keep on experimenting with new plates in different colours in order to play with different trends. The shape of the plate also plays a vital role in bringing out the food right to make it more appealing.

Other Intricacies

Matching the portion size with plate size



is another important aspect of food presentation. A plate that is too small for the food portion offers a messy and overcrowded look. On the other hand, a small portion on too large a plate will look sparse.

Texturally balanced portion sizes and carefully placed ingredients until the composition feels 'just right' is characteristic of chef's food plating. It is not just about asymmetry or symmetry but also a balance in flavour, texture, colour and space.

Of course, the natural instincts on plating also plays role in the presentation of the dishes. Following one's instinct while plating always works well for Chefs as perfect plating is subjective to an individual's idea and creativity.

If a request comes from a customer to quickly deliver a dish out of menu then it would be purely instincts. However, if a new menu is to be launched and it would be associates down the line who would be cooking the dish, then a framework has to be planned which would clearly outline time taken to prepare and plate the dish. Once you know the needs of your guest you would be able to justify what you put on plate for them.

Tips for Food Plating

Strive to present the perfect plate where there is perfect balance of size, colour, shape and texture.

Moist ingredients should be placed at the base as they tend to move during delivery if they aren't held down by other food items.

Odd numbers of food items make for better visual appeal. For example, food items like shrimp, scallops, or bite-sized appetisers look better when served in odd quantities.

Overcrowding the plate is a big NO. Never overcrowd your canvas, and keep it simple by focusing only on the essential ingredient/s.

Create a beautiful background for your plate by adding green vegetables or brightly coloured fruits as accent points.

Once you have plated your main ingredients, think of your squeeze bottle or spoon as a paintbrush, and your sauce as a medium. Then, use them to enhance your plate wherever suitable or feasible.

Choose edible garnishes and place them purposefully. ■

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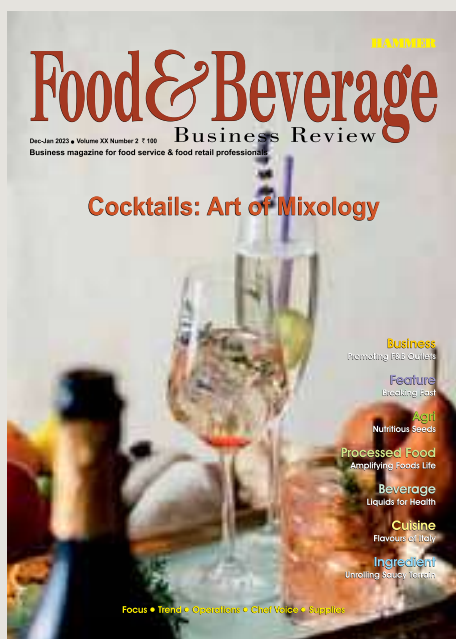
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Enhancing Guest Experiences

The Aromatic Symphony of Hotel Scents

By Vishesh Vijayvergiya



In the world of hospitality, where every detail contributes to the overall guest experience, the significance of scents is often underestimated. The art of utilizing ambient fragrances in hotels has evolved into a sensory journey that engages guests on a deeper level, enhancing their stay and leaving a lasting impression. Let's delve into the captivating world of ambient scents, explore new trends in the hotel industry, and understand the significant role of a Scent Branding Consultant in this olfactory endeavour.

Importance of Scents in Hotels

The sense of smell is deeply connected to memory and emotions. Hotels recognize the power of this connection and have harnessed the potential of ambient scents to craft an immersive environment. These

fragrances have the ability to create a comforting, inviting atmosphere that envelops guests as soon as they step into the lobby.

Sensory Setup

Hoteliers have become orchestrators of scent, using it to complement the visual appeal of their spaces. The sensory setup involves a meticulous selection of scents that align with the hotel's brand and theme. The goal is to engage guests on multiple levels, evoking emotions and memories that elevate their stay.

Crafting the Signature Scent

The creation of a signature scent is an art in itself. Perfumers collaborate with hotels to craft distinctive fragrances that encapsulate the essence of the establishment. These

scents are often a blend of various aromatic molecules, skillfully harmonized by a master perfumer to faithfully capture the spirit of the destination.

Ambient Odour Dynamics

Ambient scents are adaptable to various factors, such as temperature, lighting, location, and time of year. A tropical beach resort might infuse notes of coconut and sea breeze, while a mountain lodge could exude the aroma of pine and wood. This customization enriches the guest experience and ties the scent closely to the surroundings.

Scent and Sound - A Harmonious Trend

The marriage of scent and sound is a burgeoning trend in the hospitality industry. Just as a well-composed symphony combines various instruments, hotels now combine fragrances and music to create a multisensory experience. This approach elevates the overall ambiance and offers guests a multi-dimensional escape.

Scent Stimuli and Emotional Resonance

Scents can trigger powerful memories and emotions. For instance, the scent of a new car can transport someone back to the excitement of driving one for the first time. Similarly, the aroma of freshly cut grass can evoke feelings of nostalgia and comfort. Hotels capitalize on this by using scents to evoke positive emotions and establish a connection with guests.

Impact on Mood and Well-being

The effect of scents on mood is scientifically proven. Aromas like Lavender and Myrrh are known to promote relaxation, while invigorating scents like Eucalyptus and Mint can boost energy levels. Hotels

curate their fragrance selections to create different moods in various areas, ensuring guests feel rejuvenated or serene as per the setting.

Aroma Menu and Signature Scent Gifts

Some hotels offer guests an “aroma menu” that allows them to select their preferred scent for their room. This personalized touch further enhances the guest experience. Additionally, signature scent gifts, such as scented candles, aroma oils or room sprays, give guests the opportunity to take a piece of their hotel experience back home.

Scents in Banquet Halls and Meeting Rooms

Ambient scents play a crucial role in event spaces like banquet halls and meeting rooms. Well-chosen fragrances can set the tone for a successful event, boosting attendees’ mood and engagement. However, the challenge lies in selecting scents that are subtle and universally appealing, avoiding overpowering aromas that might be distracting.

The Role of Scent Branding Consultant

In this evolving landscape of sensory hospitality, Scent Branding Consultants have emerged as key players. These experts evaluate properties, understanding their unique identity and the emotions they wish to evoke. They work hand-in-hand with perfumers to create signature scents tailored to the establishment’s character. Moreover, Scent Branding Consultants suggest innovative ways to properly implement scents throughout the property, ensuring a harmonious and memorable experience for guests.

Scent’s Enriching Role

In conclusion, the enchanting world of ambient scents offers a treasure trove of benefits for the hotel industry. From creating welcoming atmospheres to stimulating emotions and enhancing social interactions, scents have emerged as indispensable tools for crafting memorable guest experiences. As guests step into these aromatic havens, they embark on a sensory journey that transcends the ordinary, leaving them with cherished memories and an indelible connection to the establishment. Truly, scents have ushered in a new era of hospitality—one where the symphony of aromas orchestrates unforgettable tales of comfort and delight. With the guidance of Scent Branding Consultants and a commitment to innovation, hotels are poised to elevate the guest experience to even greater olfactory heights.



Vishesh Vijayvergiya represents the sixth generation of a family business with over 160 years of history in the fragrance industry at Sugandhco. He serves as a Scent Branding and Perfumery Consultant to leading brands in India, Singapore and the Middle East.




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Personal Touch with Technical Efficiency

Far from making services indifferent, smart technologies have the potential to make guest experience more interactive and fulfilling at individual level.

Human brains are tuned in a way to favour the familiar. So even when travellers land in an unfamiliar place, they might well look out for a hotel brand with which they have had experience of engaging in some way or the other. But familiarity itself is not always enough to make for loyal customers.

Blame this for our almost undefeatable urge to feel special, even in ordinary situations. Everybody does, and this where the importance of 'personalised service' or 'customised care' emerges. So along with impeccable services, that magic 'personal touch' that can cater to the individual needs of the guests can do wonder in terms of retaining them and also in bulging the bottom line.

The focus on personalised service

enables hoteliers to establish a long lasting impact on the guests. This impact creates a sense of loyalty and builds trust and commitment towards the brand. Underlining the importance of personalised service for the hospitality industry, managers believe that this business can only flourish when guests want to keep coming back to the hotel for its hospitality and services they experience in the course of the stay or even while visiting the hotel.

Personalised service is not an option for luxury hospitality brands, but a necessity. Personalised service has a high impact and is a key-driver on satisfaction; crucial to brand image for adding new guests. Personal engagement and 'taking ownership' are pre-requisites for bringing

new services to success.

Making the Connect

The first step towards offering individualised service is by making a connect with the guests. But how should hotels and other hospitality properties go for it? Can technology be a facilitator or an impediment in the endeavour of hospitality properties to make guests feel special?

Even in this age of automation, the opportunity to connect with a guest arises many a time. According to an internal study, a guest, on an average, interacts with a hotel staff member 41 times a day. That is quite a large number and all these moments offer the hotel staff to make special connect with the guests and understand their specific needs.

On a normal day, the front office staff, the housekeepers, those who come to offer room service, the restaurant staff, or even the person who gives the wake-up call in the morning or the doorman in the lobby get opportunities to interact with the guest.

The hotel staff is the most treasured asset, consistently creating emotions in a unique and authentic way by providing 'service from the heart. The hotels customise the offerings for each of the discerning guests. Right from the time a guest checks-in, promise to plate-up the most exquisite details that are sure to make one's stay memorable. From handwritten notes to simple personal touches in every gesture, the hotel enhances the guests' experience and ensures they have an unforgettable stay.

The hotels believe in going the extra mile for their guests and preparing for their arrival and stay in advance.

Hotels also have dedicated team to gauge consumer preferences and curate some exciting concepts to enhance the kids and family experiences within the hotel. These initiatives are a boon for families travelling with their kids. To entertain and involve children, the daily activities are lined up at the hotel along with interactive fun and games on electronic tablets, highly advanced gaming play table, the iPod dock station to plug and play music; all ensuring a memorable visit.

Technology Facilitating Personalisation

In the preparations towards enhanced guest satisfaction, today's new-age technology can be of great help, according to the industry leaders. The new-age technologies can help the staff know who their guests are and how they behave; which are key information needed to offer personalised service. Analysis of social media engagements of the guests can also reveal a lot about their expectations.

Improved technology has introduced applications that can help hotels collect important data about existing and new customers. Hotels can easily gauge data about their top customers and also save information about their personal



favourites in terms of food, facilities, activity preferences, etc.

Moreover, with tools such as data analytics and customer relationship management systems, it is now possible for hotels to keep a huge reservoir of information about their guests and utilise them whenever needed.

With progressive digitalisation, social media has become a tool to establish strong digital presence and produces a channel to boost consumer engagement. It facilitates a connection with new potential customers along with enhancing loyalty. Hotels are now engaging with guests by collecting customer likes, dislikes, and preferences. Brands are also investing in in-depth research to deliver relevant, customised promotions.

Technology facilitates personalised service in a completely different way. It eases the responsibilities of the associates so that they can focus more on connecting with the guests. Moreover, advancement in technology has been well appreciated by the guests. So technology is not actually a threat to personalised service, but instead could be a facilitator. At least, that is the scenario at present...

Patrons can now check-in in the hotel through personal phones, where everything is already linked to their electronic profile. IOT (Internet of Things) enabled rooms facilitate them to moderate the room temperature, opt for in-room dining, request for housekeeping services just with one click. Guests no longer need

to manually operate or call for these services, which can make their stay at the hospitality properties a truly relaxing experience.

Observing the lifestyle of consumers and consumption patterns, progressive technology and disruptive thinking are the need of the hour.

The Future Scenario

The potential of technology in improving service efficiency in all areas of the Indian hospitality industry can hardly be disputed, but does that mean that artificial intelligence (AI)-powered robots could one day take over the job of interacting with the guests in the Indian hospitality industry as well?

Hotels may gradually adapt to utilising robots, which can improve their operations and revolutionise guests' experience. But overuse of technology may bring with it some negative consequences as well, according to the industry leaders.

While it will be an exciting time for hospitality industry and emerging technologies, the use of robots will affect the expectations of guests as personal touch and recognition of guests' unsaid needs are the primary factors in today's hospitality to create a holistically satisfactory experience for guests.

With the extensive use of robots, the personalised touch in hospitality industry could be compromised. Robots could be programmed to cater towards guest needs; however they won't be able to connect with the guest emotionally. For instance, after a hectic day from work when a guest returns back to hotel, the personal touch with warm welcome makes the guest feel comfortable.

The personal engagement at the F&B outlets or at the lounge is very natural and helps the guest relax. Human interface makes the guest feel like home away from home. This feeling of home away from home may be somewhat compromised if the 'robotic age' in hospitality arrives upon us in a big way.

So we can say that the judicious use of technology in the hospitality industry can result in facilitating guest satisfaction, but over use of technology may prove to be counterproductive in this direction. ■

Fostering a Culture of Excellence

Atul Upadhyay, Executive Vice President, Pride Hotels Group

Atul Upadhyay's journey as Executive Vice President at Pride Hotels Group has been truly remarkable. With a tenure of 14 years within the organization, he has made significant contributions to the company's growth and success. Starting in various roles, he gained a comprehensive understanding of the hospitality industry, participating in both pre-opening and established operations.

His dedication to excellence and unwavering commitment to success led to his elevation to the position of Executive Vice President. In this role he oversaw the entire group's operations, established strategic partnerships, and drove the company's expansion plans. His journey has been characterized by outstanding achievements and a profound impact on the organization's trajectory.

In an exclusive interview with **Sharmila Chand**, he talks about his work philosophy and more.

Take us through your journey as EVP of the group

My journey as Executive Vice President at Pride Hotels Group has been truly remarkable. I joined the Pride Group of Hotels 14 years ago and have had the privilege of witnessing and contributing to the company's substantial growth. Initially, I held various roles across different aspects of the business, gaining valuable insights into the hospitality industry. I had the opportunity to be part of both pre-opening and established operations, which allowed me to understand the nuances of our business thoroughly.

Over the years, my commitment to excellence, dedication, and relentless pursuit of success led to my elevation to the role of Executive Vice President. In this capacity, I had the responsibility of overseeing the entire operations of the group, forging strategic partnerships, and driving our expansion plans. This journey has been incredibly rewarding, and I'm proud to have played a pivotal role in the company's growth and success.

How is Pride Group unique in the



Hospitality space?

Pride Hotels Group is truly unique in the hospitality space. We have a strong and diverse portfolio of brands, each catering to specific niches within the market. Our flagship brand, Pride Plaza Hotel, offers a luxurious and opulent experience in strategically central locations.

The Pride Hotel, on the other hand, provides convenience and comfort to business travelers, known for impeccable service and prime locations. For leisure travelers, we have Pride Resort, offering relaxation amidst scenic landscapes. In the mid-market segment, we have Pride Biznotel, which caters to business travelers with modern amenities. Additionally, we've introduced Pride Suites, a concept of premium, luxury serviced apartment stays.

What sets us apart is our unwavering commitment to delivering personalized Indian hospitality. Whether our guests seek luxury or a more budget-friendly option, we prioritize exceptional service. We are not just about providing accommodation; we are about creating memorable experiences that exceed expectations.

Our success is attributed to our workforce-friendly approach, sustainable initiatives, and strong networking among guests and stakeholders, reflecting our core organizational culture. We are excited about the future and aim to continue providing exceptional hospitality experiences across our growing portfolio of 60 properties.

How does Pride Group approach Sustainability and Environmental issues?

At Pride Hotels Group, our approach to sustainability and environmental issues is a core part of our commitment to responsible business practices. We have implemented several initiatives across our properties to reduce our environmental footprint. This includes the elimination of single-use plastic, reducing food waste by targeting 40% less wastage, and promoting energy-efficient practices.

Many of our hotels are equipped with Sewage Treatment Plants (STPs) to conserve water, and we prioritize the use of energy-efficient LED lighting. We also plan to increase the use of compostable, recyclable, or recycled content packaging for takeaway items and carry bags. Rainwater harvesting and water-efficient technologies are employed to use water efficiently in our properties.

To further reduce plastic usage, we have replaced plastic straws with paper and wooden alternatives and use refillable dispensers for toiletries. We actively engage both guests and staff in environmental awareness activities and celebrate events like "World Environment Day" and "Earth Day" to promote energy conservation and environmental responsibility.

Pride Hotels Group believes in sustainable tourism and has implemented green technologies, including LED lighting, sourcing green power from windmills and solar farms, and utilizing sewage treatment plants to treat and reuse water, especially in garden areas. Heat pumps are used for hot water generation, providing both hot and cold water efficiently.

What is your work philosophy?

My work philosophy is built on the principles of integrity, innovation, and dedication. I believe in leading by example and fostering a culture of excellence within the organization. It's essential to stay adaptable and innovative in the ever-evolving hospitality industry, which is why I encourage a continuous learning mindset among our team members.

Additionally, I prioritize building strong relationships with our owners, guests, and staff. Effective communication and collaboration are at the heart of my work philosophy. I also emphasize the importance of delivering exceptional customer service and exceeding guest expectations. Ultimately, my goal is to drive the company's growth while maintaining the highest standards of professionalism and ethics.

What is the key to your success?

The key to my success has been a combination of factors, starting with a deep passion for the hospitality industry. I've always believed in continuous learning and staying updated with industry trends. Building strong relationships and networks has also been pivotal, as collaboration is essential in this industry.

Another critical factor is my commitment to delivering excellence in every aspect of the business. Whether it's in operations, guest service, or strategic planning, I always strive for the best. Additionally, maintaining

transparency, honesty, and ethical conduct in all interactions has helped me build trust with colleagues, partners, and stakeholders.

Lastly, my diverse experience in the hospitality field have provided me with a strong foundation and insights to excel in this dynamic industry.

What are your future plans?

Our future plans are ambitious and reflect our commitment to growth and excellence in the hospitality industry. Over the past two years, we have successfully achieved our previous expansion plan, reaching 60 properties across India. Looking ahead, our vision is to open 100 hotels by 2030, offering over 10,000 keys across diverse geographical regions.

Our strategic expansion plan focuses on tier 1 and tier 2 markets, as well as popular leisure destinations with significant tourism potential. The accomplishment of our previous expansion plan reinforces our determination to provide lifelong experiences to our valued visitors. We are dedicated to continuing our

growth journey and delivering exceptional hospitality experiences at every step.

What advice you would like to give to youngsters planning to enter the hospitality industry?

To the young and aspiring individuals planning to enter the hospitality industry, I would offer the following advice: First and foremost, develop a genuine passion for hospitality. This industry demands dedication and a genuine love for serving others.

Secondly, focus on education and continuous learning. Pursue relevant courses and certifications, and never stop seeking knowledge about industry trends and best practices.

Thirdly, be prepared to work hard and start from the bottom. The hospitality industry is built on experience, and working your way up will provide you with invaluable insights.

Lastly, always prioritize the guest experience. Exceptional customer service is the heart of our industry, and exceeding guest expectations should be your primary goal.

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- Booking Rooms Directly within the Tour
- Stay Ahead of the Competition



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BREATHTAKING BED AND BATH LINEN

Founded in 1999, Pushkal Textiles has emerged as a major manufacturer and supplier of bed and bath linen for the hotel industry in India. Keeping in mind the ever changing requirements of the hotel industry for linen and related products, Pushkal Textiles is a one stop shop for quality and contemporary range of bed and bath linen.



The wide range of products includes mattress protectors, bed sheets, pillow covers, pillows, duvet covers, bath towels, hand towels, bath mats, face towels,

pool towels, bath robes, spa towels, restaurant napkins, etc.

With an objective of manufacturing unrivaled quality products at competitive price, the company has been a market dominator for over a decade. With our unrivaled product in quality and services like on time deliveries, we have established ourselves well in three to five star properties including chain of hotels like – Radisson Blue, Sarovar, Lords, Pride, Bloom, Lemon Tree and many stand alone properties all across the country. The company can customize all products as per the requirement of the customers including logo/name woven in bath linen.

Pushkal Textiles

pushkaltex@gmail.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 23 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

FIRE PROTECTION

ONS is a premier organization in the field of Fire Protection Engineering & Technology. The company is dealing in high quality security and fire safety products. These products are EN and UL certified. All products are manufactured by world renowned



High Tech Fire Compression Systems



companies. Some of them are DSPA (fire suppression system) fire retardant coatings (for wood, cable and fabric), safety gloves, safety goggles, nozzles, monitors, foam mobile devices, intelligent CCTV, UVSS, bollards, elevator controls.

ONS Associates

sales@hotelwareonline.com

EXQUISITE CONFERENCE TABLES

Stackwell is the leading name in the banquet furniture industry, known for exquisite contemporary designs with finest quality finishing & long lasting

product. It has a wide product range of banquet furniture - to name the few: Aluminum Framed Powder Coated Stacking



Chairs, Steel Framed Powder Coated Stacking Chairs, Flat Fold Banquet Tables, Flexi-back/ Action-back Chairs, Frill-Less (Laminated Top) Conference Tables, Glass Top Tables for Buffet arrangement.

Frill-less (Laminated Top) Conference Tables: Another unique product of Stackwell known for the Innovative design is the Frill-Less Laminated Top Conference Tables. These tables have removable modesty front panels. The peculiarity of this table is that its legs are made of stainless steel. Hence, even after extensive usage it will look as fresh as new. The front and side modesty panels are not like Chinese metal panel but provide the matching / same as top. This makes the product look very decent and elegant. Look wise and also durability wise products are far better than the Chinese products. So far, company has supplied more than 5000 tables to the reputed Convention Centers & Five Star Hotels.

Stackwell

sales@stackwell.in

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“Discipline, Punctuality and Mental Well-Being are Crucial Aspects”

Bhupendra Shekhawat, Operations Manager, The Fern Residency Jaipur



An accomplished Operations Manager at The Fern Residency Jaipur, Bhupendra Shekhawat, with career spanning over 15 years, has made significant contributions to several renowned establishments, including Rajasthan-based Royal Orchid Hotels, WelcomeHeritage Hotels, Vesta Hotels, Crown Tour, and City Palace Jaipur. Bhupendra’s journey in the hotel industry started in the Sales and Marketing Department, where his innate talent and dedication led to remarkable success. His outstanding performance and leadership skills paved the way for his current position as the Operations Manager, where he oversees a unit comprising 85 rooms at The Fern Residency, Jaipur. Bhupendra holds a Bachelor’s degree in Business, Marketing, and Statistics from Rajasthan University. His leadership style revolves around fostering a collaborative and supportive environment, empowering his team to deliver excellence in all aspects of guest services.

In an exclusive interview with **Sharmila Chand**, he talks about his work philosophy and more....

What is the USP of your property?

The Fern Residency Jaipur offers two distinct and compelling USPs:

Prime Location: The hotel enjoys a strategic position as the first branded hotel encountered when entering Jaipur from the Delhi-Agra bypass.

Charming Inventory: The hotel boasts a total of 85 well-appointed rooms, offering guests a wide range of options to suit their preferences and needs, featuring rooftop Bar and a Swimming Pool, offering picturesque views of the scenic Aravalli ranges.

What are the green initiatives taken by the property?

At The Fern Residency Jaipur, we have undertaken various eco-friendly measures to promote sustainability and environmental consciousness.

Waste Management: We implement efficient waste management practices to minimize environmental impact, including waste segregation, proper disposal, recycling, and waste reduction measures.

Energy Management: We focus on efficient energy management to reduce our carbon footprint. We employ energy-saving technologies and practices to conserve energy and promote sustainability.

RRR Policy - Reduce, Reuse, Recycle: We follow the Reduce, Reuse, Recycle (RRR) policy, which encourages minimizing waste generation, reusing materials whenever possible, and recycling to the extent feasible.

Digital Working Culture and Environment Initiatives: We foster a digital working culture to reduce paper consumption and promote

sustainability. Additionally, we conduct regular environment-related initiatives, such as green team activities or plantation drives, to raise awareness and actively contribute to a greener environment.

Sustainable Welcome and Decoration: At The Fern Residency Jaipur, we demonstrate our commitment to sustainability in guest welcome and decoration practices. We refrain from purchasing items made from natural cut flowers or leaves for guest welcome or decoration purposes, reducing our ecological footprint.

What marketing strategy you have adopted to promote your property?

We actively participate in prominent travel trade shows like OTM (Outbound Travel Mart), SAATE (South Asia’s Travel & Tourism Exchange), and GITB (Great Indian Travel Bazaar). We place emphasis on last-minute business through Online Travel Agencies (OTAs).

By utilizing various digital channels, including social media, email marketing, and search engine optimization, we aim to reach our target audience effectively. Also we align our marketing efforts with promoting environmental consciousness. By conveying an eco-life message, we seek to resonate with environmentally-conscious travelers and make a positive impact on society.

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

Receiving positive and satisfactory feedback from guests gives me a profound sense of self-satisfaction. Also I enjoy the responsibility of briefing all teams in an army-style manner,

instilling a sense of discipline, and fostering a strong team spirit. Witnessing a cohesive and motivated team working towards common goals is a source of immense pride and fulfillment.

What has been the most rewarding moment in your career?

During the Corona epidemic, I felt proud when the Rajasthan government’s Jaipur Chief Medical and Health Officer (CMHO) presented me with a certificate for my outstanding work during the challenging times. Another rewarding moment was when I was promoted from Sales Manager to Operations Manager.

How do you de-stress?

To de-stress, I engage in activities that rejuvenate me and keep me motivated. Seeing the developments and positive changes made in the hotel area gives me a sense of accomplishment. Speaking with experienced and senior officials helps me gain valuable insights and motivation to excel in my work. Watching motivational videos, which reinforce my determination to achieve my goals and maintain a positive mindset.

What is your working philosophy?

I believe that working hard is the key to productivity and success. By dedicating myself to my work and setting clear goals, I continually strive to achieve greatness as a Special Forces Officer. Maintaining discipline, punctuality, and mental well-being are crucial aspects of my guiding philosophy in work. These principles enable me to stay focused, maintain high standards, and ensure a healthy work environment for myself and my team.



Foodservice Equipment

**Life in the Kitchen
just got easier**



Six Burner W / Oven



Griller / Griddle Plate



Chinese Cooking Range



Exhaust Hood (Wall Type)



3 Sink Dish Wash Unit



Potato Peeler



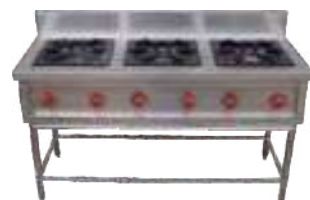
Work Table W / Sink & Bottom Shelf



Clean Dish Rack



Pot Rack



Three Burner Range



Make Line Pizza Unit



Reach-in Refrigeration - 2 Door



Reach-in Refrigeration - 4 Door



Under Counter Refrigerator



Bar Refrigeration - 2 Door



Bar Refrigeration - 3 Door



Display Cabinet



Make Line Pizza Unit W/ Canopy



Modular Deck Oven



Vegetable Washer Non - Tilting



Vegetable Washer Tilting



Modular Deck Oven



Cold Food Cart



Holdifier - Holding and Proofing Cabinet



Knife Sterilizer



Salamander Brownie



Multi Purpose Counter Top Ovens



S / W Griller - Single



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